

# TROUBLE IN PARADISE

How Data Maps Identified Health Disparities and  
High Regional Rates of Obesity in Colorado

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# Presenter Disclosures

**Eric Aakko**

**(1)The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:**

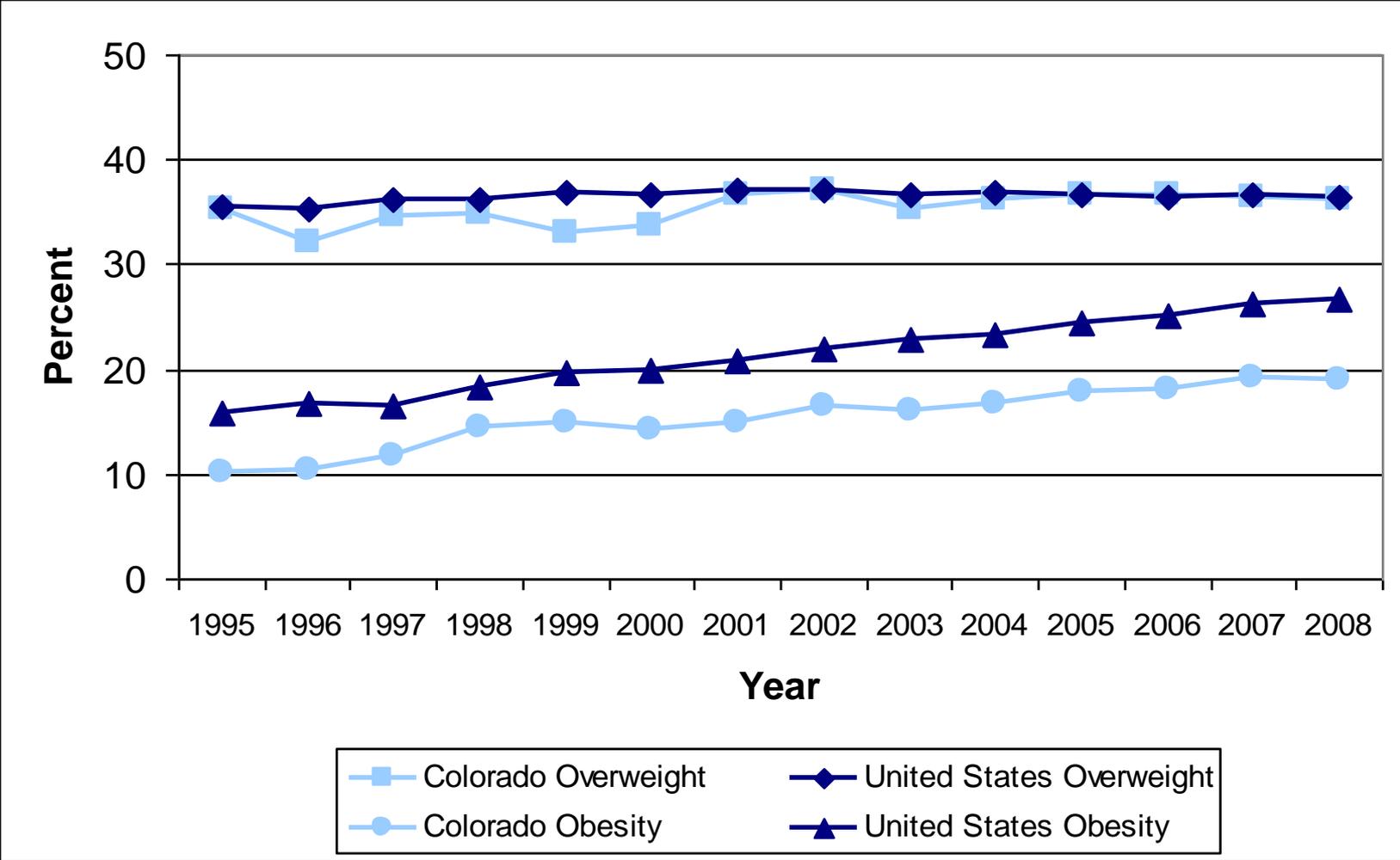
**“No relationships to disclose”**

# Background

- Colorado Adult Obesity Rate: 19.1%
- U.S. Adult Obesity Rate: 26.7%
- Population: 5 million
- Demographics: White 72%, Latino 19%, Black 5%, Asian 3%, Native American 1%

Data Source: 2009 BRFSS

# Adult Obesity and Overweight Rates

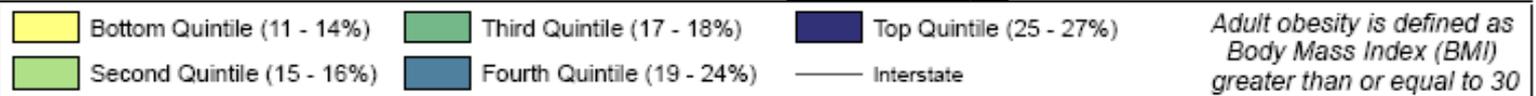
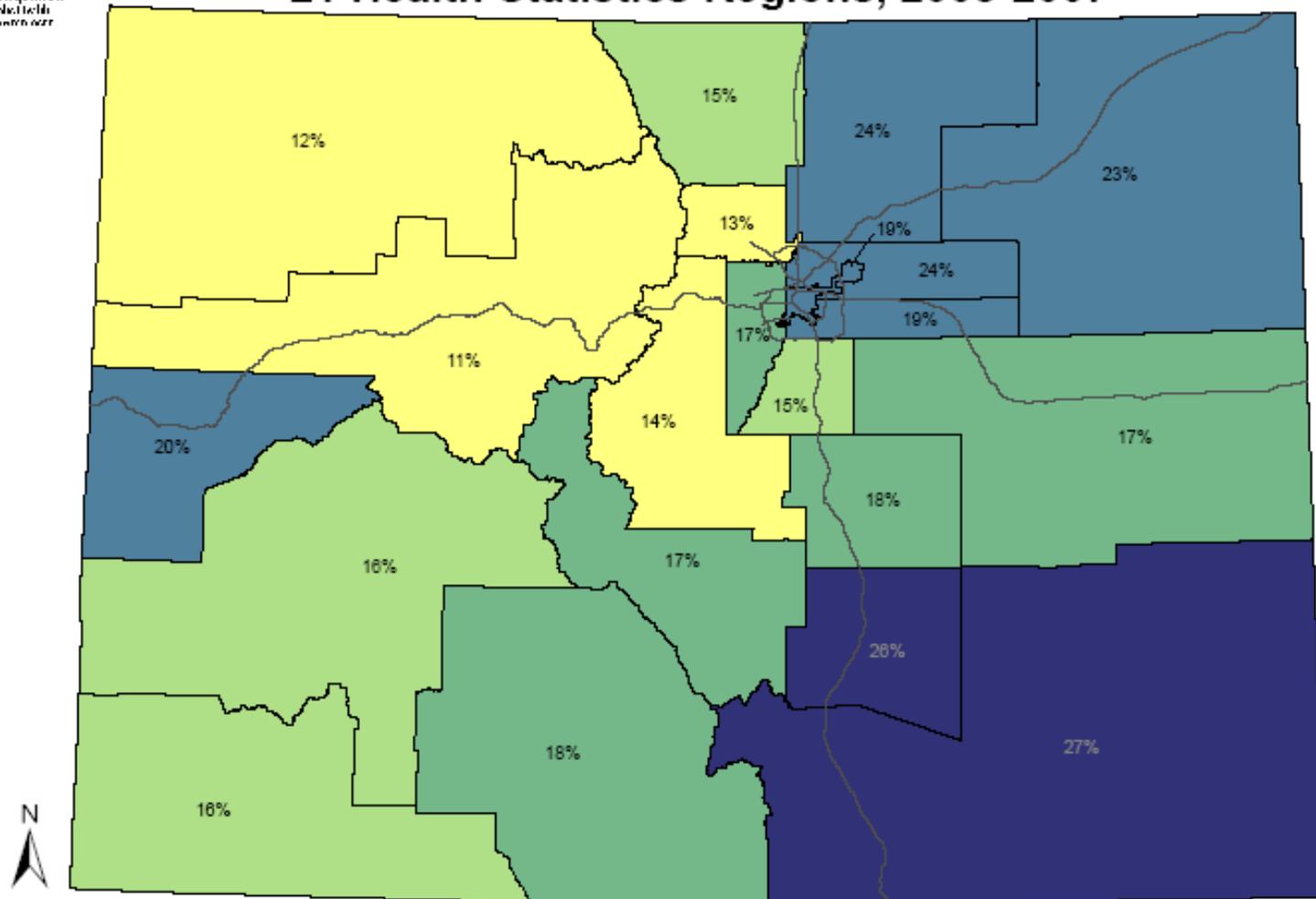






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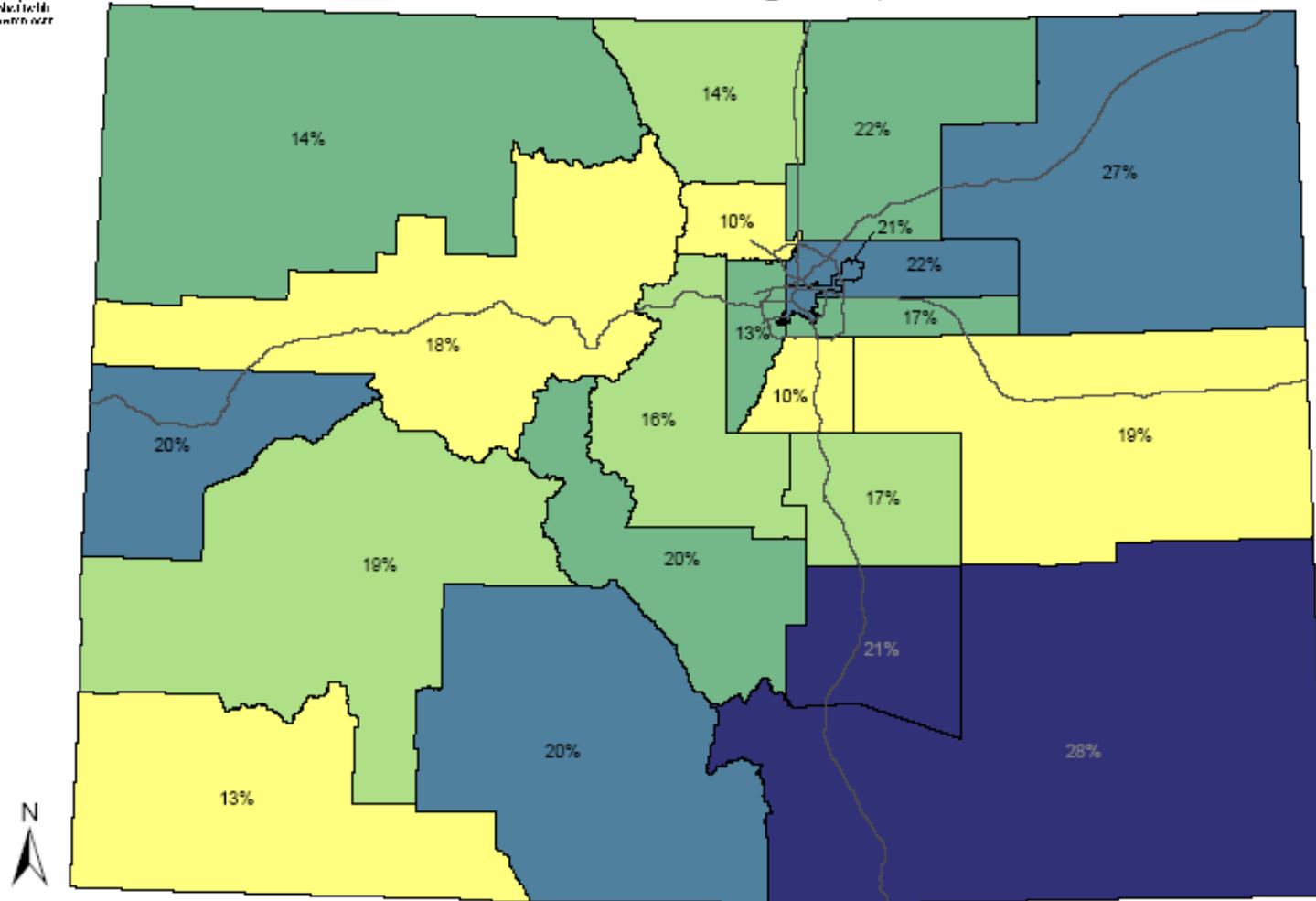
## Prevalence of Adult Obesity by 21 Health Statistics Regions, 2005-2007





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## Prevalence of Adult Diabetes by 21 Health Statistics Regions, 2005-2007

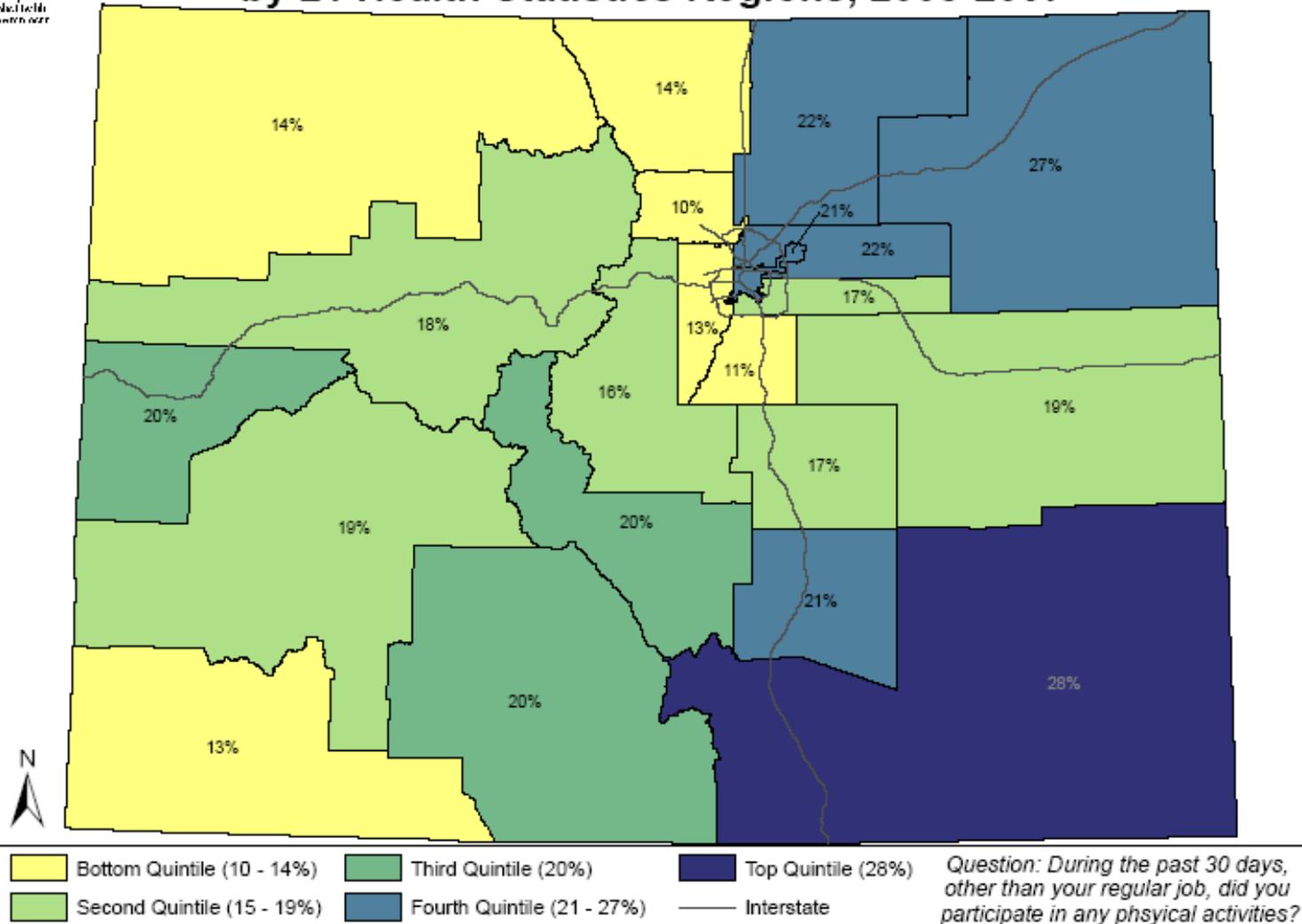


Bottom Quintile (1.7 - 3.7%)	Third Quintile (4.9 - 5.2%)	Top Quintile (7.6 - 10.2%)	<i>Question: Have you ever been told by a doctor that you have diabetes?</i>
Second Quintile (3.8 - 4.8%)	Fourth Quintile (5.2 - 7.5%)	Interstate	



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## Prevalence of Adult Physical Inactivity by 21 Health Statistics Regions, 2005-2007



# Recommendations

- ① Organize health data into regions
- ① Develop data maps of various indicators
- ① Create regional health profiles and report (demographics, health indicators)
- ① Develop marketing and media plan

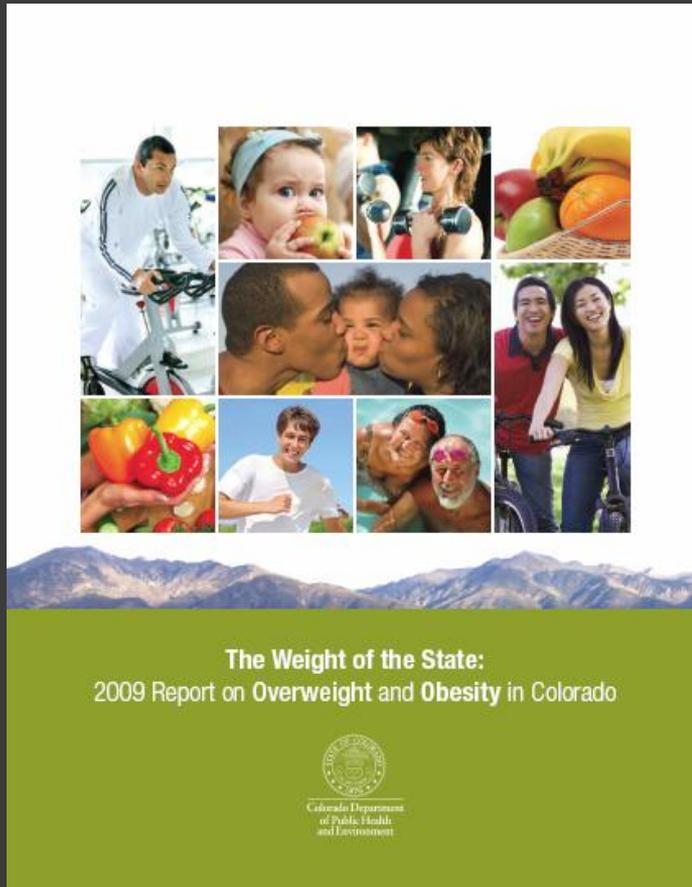
# Lessons Learned in Colorado

- The data maps shape the discussion
- Include key partners, legislature
- Issue media release and talking points
  - Received excellent coverage on local radio, print, TV, data helped prepare for national exposure (e.g. PBS, Slate, MSNBC)
- Partners and department use the data for further planning

# Sample Talking Points

- ◎ Colorado has an obesity epidemic
  - 89% increase vs. 67% nationally
  - Regional rates of high obesity
  - High childhood obesity rate (rank 23<sup>rd</sup> overall; 14% vs. lowest state of 9.9%)
- ◎ To increase physical activity
  - Safe routes to school/work
  - Shared use agreements
  - Trails, sidewalks, and community gardens

# For More Information



- ◎ <http://www.cdphe.state.co.us/pp/copan/ObesityReport.pdf>
- ◎ <http://www.livewellcolorado.org/assets/pdf/resources/data/color-burden-of-obesity-2009.pdf>

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