

Community Driven Policy, Systems and Environmental Changes to Address Childhood Obesity

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Healthy Hometown Structure and HKHC governing body



- 4 community-based committees are the driving force of the Mayor's citywide health initiative and oversee the RWJF Healthy Kids, Healthy Communities strategies



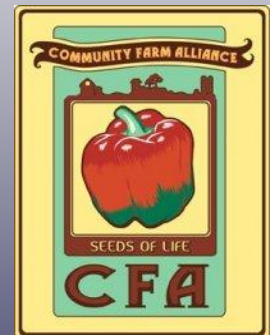


Key Stakeholders



The Center for Health Equity

- Neighborhood Associations
- Community Farm Alliance
- Economic Development
- Metro Parks
- Planning and Design Services
- Public Works
- Transit Authority of the River City
- YMCA of Greater Louisville
- Jefferson County Public Schools
- University of Louisville

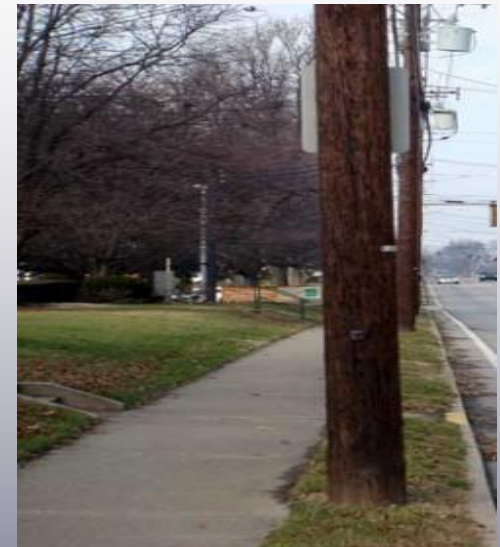


Strategy 1: Perform assessments and establish benchmarks

- Neighborhood Walkability Assessments



VS



- Digital Storytelling and Photovoice
(to be discussed later)

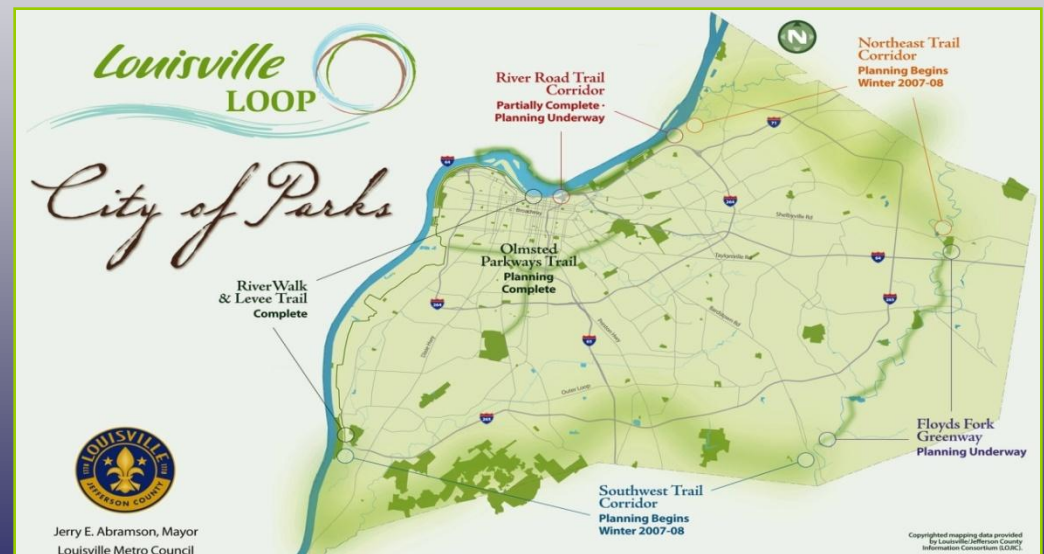




Strategy 2: Advance changes in the physical environment that support physical activity and healthy eating.



- Road diets
- Pedestrian Bridge
- Louisville Loop
- Bike lanes
- Complete Streets





Built Environment – Road Diet





Strategy 3: Expand access to and distribution of healthy food



- Expanding Farmers' Markets, community gardens, and healthy corner stores in underserved areas

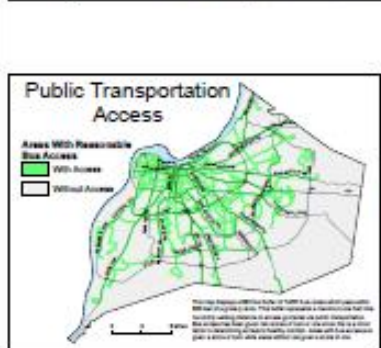
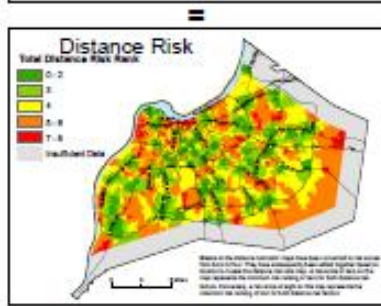
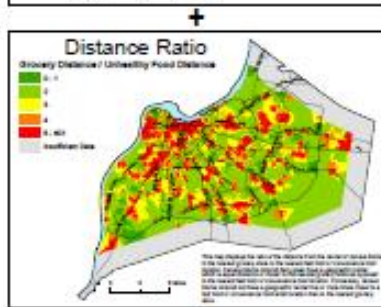
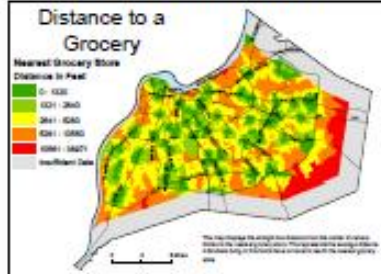


A Geographic Analysis of Access to Healthy Foods

Introduction

The purpose of this geographic analysis of access to healthy foods in the city of Louisville, Kentucky, is to identify the geographic variation between food access and public education variables. These are significant factors of health status resulting from the location of healthy eating and the role of access to healthy eating options for the city. In order to address the role of access to healthy foods in the community, the areas at highest risk were first to be identified. Geographic information systems provide a unique way to analyze and integrate demographic and transportation data.

Distance Factors



Data

A wide variety of data and sources are represented in this report. Data on income, education, and transportation data have been obtained from the U.S. Census Bureau, 2000 census data. Some census data have been processed in order to create the geographic information system. Data on transportation data have been obtained from the U.S. Census Bureau, 2000 census data. Some census data have been processed in order to create the geographic information system. Data on transportation data have been obtained from the U.S. Census Bureau, 2000 census data. Some census data have been processed in order to create the geographic information system.

Methods

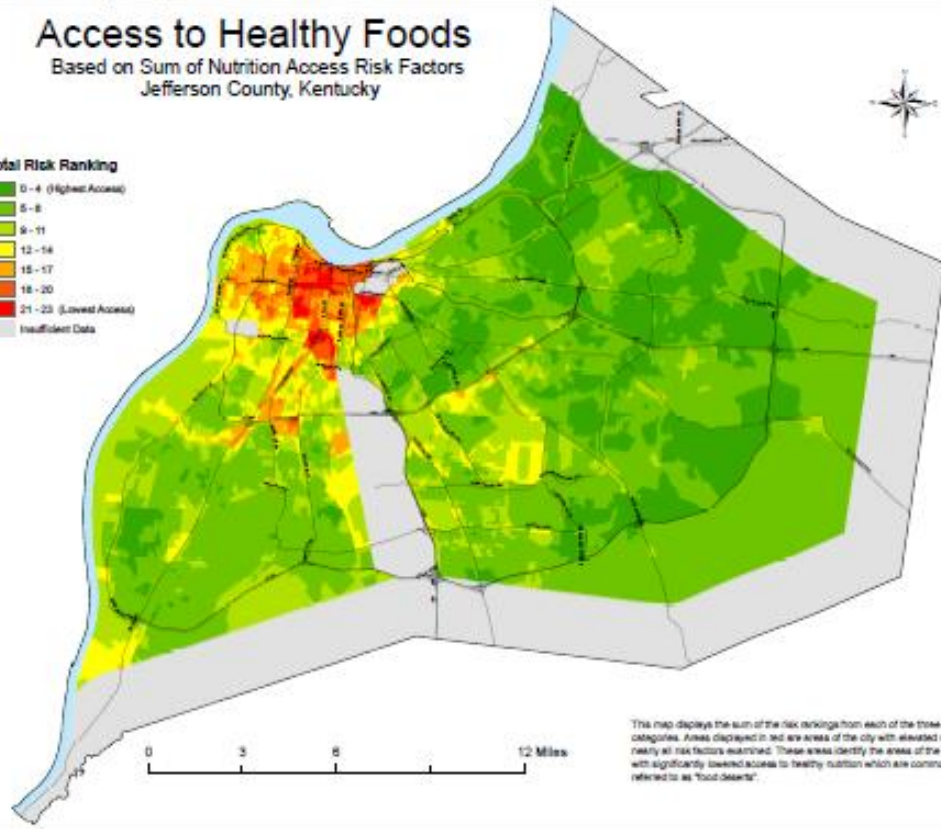
All data layers have been processed in order to create the geographic information system. Data on transportation data have been obtained from the U.S. Census Bureau, 2000 census data. Some census data have been processed in order to create the geographic information system. Data on transportation data have been obtained from the U.S. Census Bureau, 2000 census data. Some census data have been processed in order to create the geographic information system.

Results

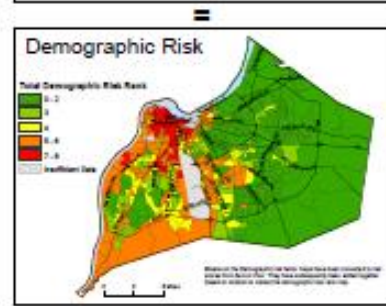
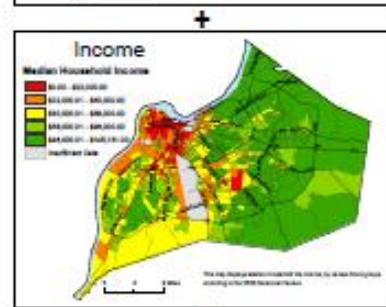
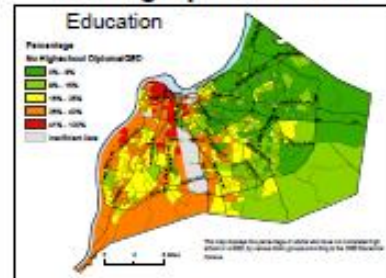
Results of the final risk ranking map show areas of Louisville with the lowest access consisting of most of the city's downtown area. An area of moderate access exists in the northern part of the city. This area consists of areas with a high level of access to healthy foods. Areas with a high level of access to healthy foods are commonly referred to as "food deserts".

Access to Healthy Foods

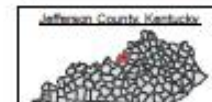
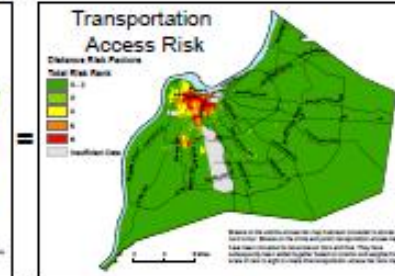
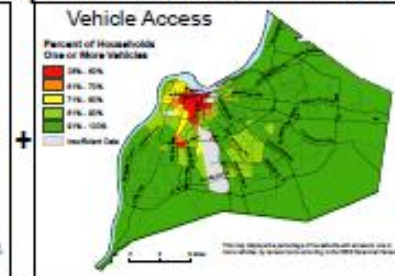
Based on Sum of Nutrition Access Risk Factors
Jefferson County, Kentucky



Demographic Factors



Transportation Access Factors



Public Maps and Analysis Created March, 2010
By Ray Gearty
ray@louisville.gov

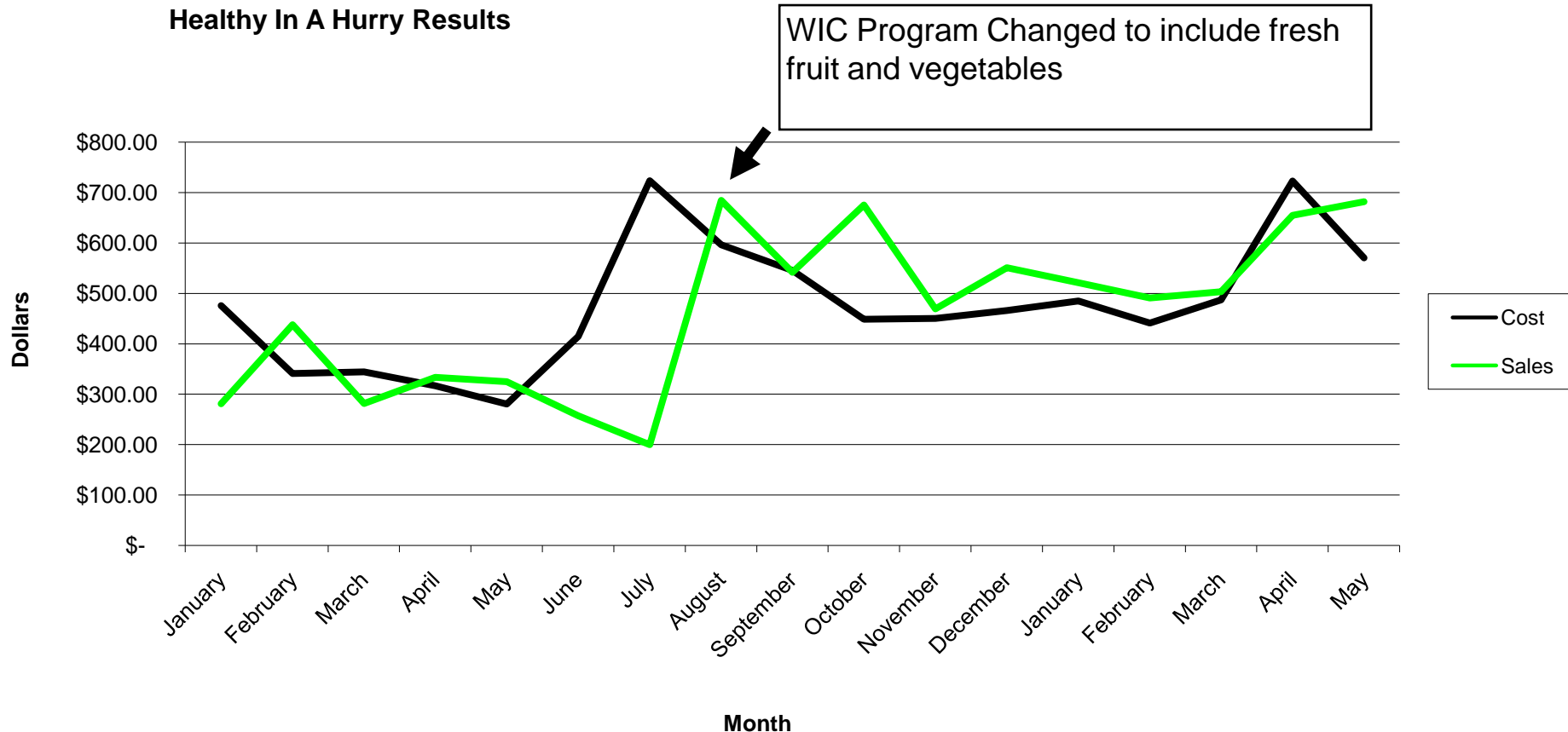
**Smoketown
Neighborhood
DollarPlus Store
December of
2008**



**\$430 in sales in
February 2009**



Healthy In A Hurry Results



- \$7,886 in fresh produce has been sold over a 17 month period
- Since January of 2010 the store has achieved a profit over direct cost of \$144.86
- Over 90% of individuals surveyed reported an increase in purchasing produce since the initiative started (U of L School of Public Health MPH student evaluation project)

Strategy 4: Coordinate and disseminate information about healthy eating/physical activity opportunities, environmental/policy strategies and changes, and coordinate activities among all strategies.

- PhotoVoice was developed by Caroline Wang and Mary Ann Burris in 1992 as a way to empower rural communities in the Yunnan Province of China.
- Digital Storytelling is “...working with small groups of people to facilitate the production of short, first-person video pieces that document a wide range of culturally and historically-embedded lived experiences” (Lambert, 2002; Burgess, 2007).”

Digital Storytelling & PhotoVoice

Blends a grassroots approach to photojournalism & social action

Engages policymakers by proving a method for describing the community from the viewpoint of those who live there as opposed to those who govern it.

Enables people to record & reflect their community's strengths & issues.



Wheatley Elementary School

- Spring 2009
- Worked with group of **20+** students in an after-school program one day a week over a period of 12 weeks.
- **10** students completed PhotoVoice projects; **3** completed digital stories.

If my community were healthy it would look like: no people littering, people riding bikes, no people dealing drugs, kids playing at the park, no gunshots, parents and kids



walking their dogs, no people smoking, parents taking their babies in a stroller to walk them around the park.

DENZEL – AGE 10

Meyzeek Middle School

- Worked with 5 students during the Summer of 2009
- Originally planned a digital storytelling workshop; time constraints led to PhotoVoice projects instead
- Only 3 of the students completed the workshop



So I went to the store and I said, "why are you selling cigarettes. You're killing people of your dying poison. I don't know what you are doing. I think you're trying to kill us..." Huh. They said it's for money. Money don't give you life, money gives you things.

- Jovonie



Policy Development



- Menu labeling – a localized approach
- Healthy Zone Ordinance
 - Increase access to fresh food
 - Corner store recommendations
 - Fast food regulation
 - Alcohol advertising restrictions
 - Tobacco regulation
 - Violence Prevention



Artificial Trans Fat Attack!

Artificial trans fat increases your risk of heart disease, stroke and increases your risk for Type 2 Diabetes!

Heart Disease

Stroke

Diabetes

LOUISVILLE METRO PUBLIC HEALTH & WELLNESS
www.louisvilleky.gov