

# Childhood Obesity

## Legislative Committee on Health Care

### May 26, 2010

Nicole Williams Bungum, MS, CHES  
Southern Nevada Health District

# A National Context

- ▶ According to the CDC, almost 30% of children in the U.S. between the ages of 6 and 19 are overweight.
- ▶ Today, more than twice as many children and almost three times as many teens are overweight as were in 1980.\*
- ▶ Among children ages 2–5, the prevalence of overweight has increased by more than 40 percent since 1994.\*\*
- ▶ Obesity has also risen dramatically in U.S. adults. Today, 65% of all people 20 and older are overweight or obese. Since 1991, the prevalence of obesity among adults has increased by more than 75%. \*\*\*

\*Hedley AA, et al. Prevalence of overweight and obesity among U.S. children, adolescents and adults; 1999–2002. JAMA 2004; 291:2847–50; Ogden CL, Flegal KM, Carroll MD, Johnson CL. Prevalence and trends in overweight among U.S. children and adolescents, 1999–2000. JAMA 2002; 288: 1728–32

\*\* Centers for Disease Control and Prevention. NHANES 1999–2000; JAMA 2004;291: 2847–50.

\*\*\* Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System.

# A Local Context

- ▶ As reported at November 2009 meeting, preliminary analysis of BMI data in Clark County:
  - 18% of 4<sup>th</sup> graders sampled were overweight and 24.04% of 4<sup>th</sup> graders were obese (combined 42.93%)\*
  - 18.04% of 7<sup>th</sup> graders sampled were overweight and 21.07% of 7<sup>th</sup> graders sampled were obese (combined 39.11%)\*
  - 17.03% of 10<sup>th</sup> graders sampled were overweight and 21.92% of the 10<sup>th</sup> graders sampled were obese (combined 38.95%)\*

\*“Presentation: Legislative Committee on Health Care. Discussion and Adoption of a Work Plan to Guide the Legislative Committee on Health Care in Examining Issues Related to the Height and Weight of Children Pursuant to Assembly Bill 191.” November 4, 2009.

# A Local Context (Continued)

- ▶ In a recent study conducted by the Nevada Institute for Children's Research and Policy (NICRP) found that of those surveyed:
  - Nearly 36% of Nevada children entering Kindergarten were overweight or obese before they even got to Kindergarten.
  - Nearly 44% of Hispanic, 48% of African American and 52% of Native American or Alaska Native children in Nevada entering Kindergarten are overweight or obese before they start their first day of Kindergarten.
- ▶ In 2009, the Trust for America's Health issued a report that listed Nevada as having the 11<sup>th</sup> highest prevalence of childhood obesity in the nation.
- ▶ 63% of adults in Clark County are overweight or obese (up from 54% in 1999).\*

\* Behavioral Risk Factor Surveillance System, Centers for Disease Control & Prevention (2007; 2008)

# Disparities

- ▶ The obesity epidemic threatens everyone, but not everyone is equally at risk.
  - Among children and adolescents, obesity is more common in African-Americans and Hispanics.\*
  - According to a national study, overweight prevalence rose by more than 120% among African-American and Hispanic children, compared with more than 50% among whites.\*\*
  - Among adults, overweight and obesity are highest among African-American and Mexican-American females and American-Indian and Mexican-American males. \*\*\*

\* "A Nation at Risk: Obesity in the United States". A Statistical Sourcebook; Robert Wood Johnson Foundation, American Heart & Stroke Association, 2005

\*\* Strauss RS, Pollack HA. Epidemic increase in childhood overweight. JAMA 2001; 286:2845-8

\*\*\* Hedley AA et al. Prevalence of overweight and obesity among U.S. children, adolescents and adults, 1999-2002. JAMA 2004;291:2847-50 and Vital and Health Statistics. February 2004; Series 10, No. 219.

# Health Consequences of Obesity

- ▶ Obesity by itself is a major risk factor for coronary heart disease, which can lead to heart attacks. Obesity also:
  - Raises blood cholesterol and triglyceride levels.
  - Lowers HDL cholesterol.
  - Raises blood pressure levels.
  - Can induce diabetes which makes the danger of heart disease and heart attack especially high.
- ▶ An analysis of a CDC survey found a direct correlation between increases in BMI and increased risk for other diseases including: Type 2 Diabetes, Gallstones, Hypertension, Arthritis, Stroke and Heart Disease.

# Health Consequences of Obesity (Continued)

- ▶ Most overweight children have at least one major physiological risk factor (besides overweight) for cardiovascular disease. \*
- ▶ Overweight adolescents have a 70 percent chance of becoming overweight or obese adults. This increases to 80 percent if one or more parents is overweight or obese. \*\*
- ▶ Due largely to the increase in childhood obesity it is estimated that of children born in the U.S. in the year 2000, the following are likely to develop diabetes at some point in their lives: \*\*\*
  - 53% of Hispanic girls and 45% of Hispanic boys.
  - 49% of African-American girls and 40% of African-American boys.
  - 31% of white girls and 27% of white boys.

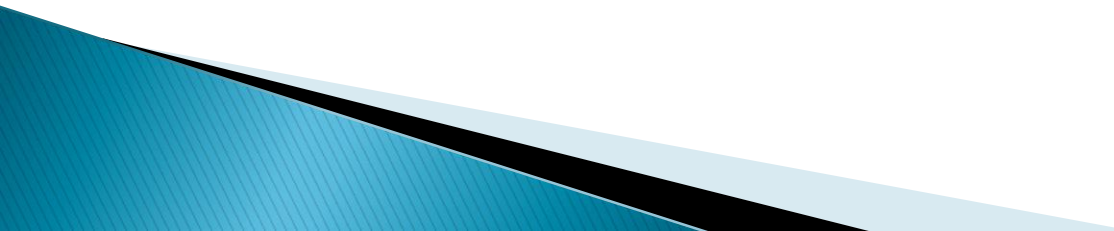
\* Freedman DS, Deitz WH, Srinivasan SR, Berenson GS. The relation of overweight to cardiovascular risk factors among children and adolescents: The Bogalusa Heart Study. *Pediatrics* 1999; 103:1175-82.

\*\* The Problem of Overweight in Children and Adolescents. Department of Health and Human Services Fact Sheet; [www.surgeongeneral.gov/topics/obesity/calltoaction/fact\\_adolescents.htm](http://www.surgeongeneral.gov/topics/obesity/calltoaction/fact_adolescents.htm).

\*\*\* Narayan KMV, Boyle JP, Thompson TJ, Sorensen SW, Williamson DF. Lifetime risk for diabetes mellitus in the U.S. *JAMA* 2003;290:1884-90.

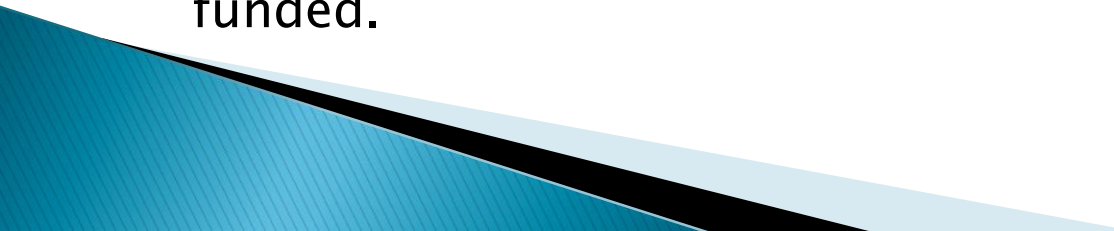


# Fiscal Consequences of Obesity

- ▶ If not reversed, the childhood obesity epidemic will have very damaging economic consequences including:
    - Increased Medicare/Medicaid costs
    - Lost productivity
    - Increased health care costs to employers
    - Strains on other resources because of increased levels of chronic disease
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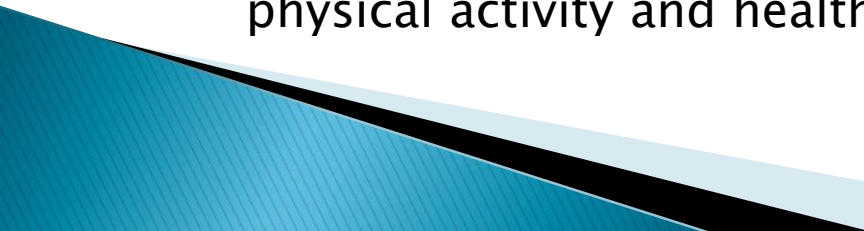
# MAPPS Strategies to Reduce Obesity

- ▶ CDC developed a list of 5 evidence-based strategies to reduce obesity, increase physical activity and improve nutrition.
  - ▶ MAPPS stand for
    - Media
    - Access
    - Point of decision information
    - Price
    - Social support services
  - ▶ MAPPS strategies are evidence-based, drawn from peer-reviewed literature and from the community guide.
  - ▶ Communities and states have found these types of interventions to be successful in practice.
  - ▶ MAPPS strategies part of requirement for CPPW grants. SNHD applied for obesity CPPW grant. Our grant was approved but not funded.
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# Moving Forward: Building on Existing Programs and Partnerships to Address Obesity

- ▶ Focus on Southern Nevada efforts including SNHD projects and those of our partners; aware of similar projects taking place in Northern Nevada.
- ▶ Effort to build partnerships and collaboration in an effort to maximize limited resources.
- ▶ Many projects utilize evidence-based MAPPS strategies but limited in scope due to resources.
- ▶ As obesity is a far reaching problem, we've tried to increase the number of partners beyond those typically included in the public health system (trails, city and urban planners, retailers, etc.)
- ▶ Not a comprehensive list – just a sampling of efforts

# Local Efforts to Address Obesity

- ▶ Partners for a Healthy Nevada Coalition (PHN):
    - Southern Nevada's obesity prevention coalition
    - Formed in 2006
    - Over 40 organizational and individual members ranging from academia, K-12 schools, government, CBO, private business, retailers, etc.
    - 3 major goals:
  - ▶ Build and strengthen partnerships and provide networking opportunities for members and other interested individuals and organizations.
    - Meetings, obesity e-mail updates, member presentations, etc.
  - ▶ Raise awareness in the community of the importance of physical activity and healthy eating in preventing obesity and overweight.
    - President's Council on Physical Fitness and Sports Demonstration Center Schools Project
    - Participation in community events and sponsorship of professional development opportunities.
  - ▶ Advocate for national, state and local policy and environmental changes that support physical activity and healthy eating.
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# Local Efforts (Continued)


## SNHD Efforts:

- ▶ **CATCH Kids Club:** Implementation of evidence-based P.A and Nut. curriculum into local after-school programs. Partners include UNLV, After School All Stars, City of Las Vegas.
- ▶ **Body & Soul Program:** Support and expansion of evidence-based *Body & Soul* program in local African-American churches.
- ▶ **Diocese Program:** Implementation of the *Chronic Disease Prevention Program* at the Las Vegas Diocese in the Hispanic Ministry.
- ▶ **WeCan!** (Ways to Enhance Children's Activity and Nutrition) Parenting Programs in Spanish.
- ▶ **Grocery Store Tours/Outreach:** In-store tours and demos to promote healthy, cost-effective strategies at the grocery store.
- ▶ **Produce of the Month & TV Turn Off Week Programs:** In-classroom program to increase fruit and vegetable consumption and decrease sedentary behavior through education, produce sampling and encouragement.
- ▶ **Muévete Bailando:** Provide Latin dance instruction during a Spanish language diabetes support group to increase physical activity and promote healthy eating and activity as self-management tools.
- ▶ **Neon to Nature:** Collaborative effort with built environment partners to encourage use of existing and future walking and biking trails in Southern Nevada
- ▶ **Rx Pads:** Healthy Lifestyle "prescription" pads for use by health care providers to encourage tobacco cessation, healthy eating and physical activity to their patients.
- ▶ **On-line Programs and Electronic Media:** On-line programs for youth and adults to promote physical activity, healthy eating, healthy weight loss. Get Healthy website: [www.gethealthyclarkcounty.org](http://www.gethealthyclarkcounty.org); Get Healthy Blog, Get Healthy Facebook and Twitter accounts.
- ▶ **Color Me Healthy Lending Library:** Lending library of evidence-based physical activity and nutrition curriculum for childcare providers.
- ▶ **Vive tu Vida....Get Up! Get Moving!:** Annual event in partnership with the National Alliance for Hispanic Health to promote physical activity and healthy eating in the Hispanic community.
- ▶ **Social Marketing/Media:** Messages to promote healthy eating and physical activity.

# Social Marketing Example



# Partner Efforts

- ▶ **Children's Heart Center:** Healthy Hearts Program for overweight children.
  - ▶ **Vegas PBS:** Keeping Kids Fit Program.
  - ▶ **Clark County School District:** PEP Grant Program
  - ▶ **University of Nevada, Cooperative Extension:** Multiple nutrition and physical activity-related programs.
  - ▶ **Alliance for a Healthier Generation:** School-based wellness and policy efforts.
  - ▶ **Policy Summit:** Organized by The Campaign for Healthy Kids in conjunction with other Nevada partners.
  - ▶ **American Heart Association & American Diabetes Association:** Advocacy partners on physical activity, nutrition and obesity-related policy and environmental change issues.
  - ▶ **Academic Partners (UNLV, UNCE, Touro):** Research and intervention efforts to study causes and effective obesity prevention efforts.
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# Conclusion

- ▶ Obesity is a major public health issue in our community. One that affects all of us but disproportionately affects minorities, children and low socio-economic status individuals.
- ▶ Efforts are in place to address childhood obesity on a variety of fronts (media, access, policy, point of decision, and programs, etc.) are being made.
- ▶ Maximizing resources through effective collaborations and partnerships
- ▶ Limited resources = limited scope
- ▶ *“The function of protecting and developing health must rank even above that of restoring it when it is impaired.” –Hippocrates*