Solving Obesity: Everyone’s Issue

Cross-Sector Work on Obesity Prevention, Treatment, and Weight Maintenance: Models for Change

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Introduction to the Workshop

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SR Strategy
Vision:
▪ Reduce the threat of obesity
▪ Achieving one’s full potential
▪ Urgency for large-scale transformation of environments and policy

Achieving this vision requires mobilizing the population through engagement and leadership at all levels and in all sectors.
“Sector” and “Cross-sector”

Examples

Agriculture, Mining and Forestry
Business and Industry
Education
Government
Health Care
Mass Media
Parks and Recreation
Public Health
Technology
Transportation
How do we work across sectors?

shared

alliances inclusiveness transparency goals intentional coordination coalitions partnerships rewards cooperation ownership burden risk
How did we organize the Workshop?

National/Federal
State
County
Regional/Tribal

Overarching and cross-cutting considerations

Health equity
Sustainability
Leadership
Measurement
Idea to explore

What is the role of cross-sector collaboration in addressing and alleviating inequalities in health outcomes?
Idea to explore

How can cross-sector initiatives be financed and maintained over time?

How might sustaining cross-sector initiatives promote economic development?

How do we sustain changes to the environment, systems, and policy?
Idea to explore

How can leaders, representing sectors, communities, companies, or agencies, make sure that cross-sector obesity solutions work?
Idea to explore

Where are the gaps in how we measure impact?

What does measurement mean for different sectors?
Overarching Consideration

Introduction

• Health equity
  Mildred Thompson, Policy Link

• Sustainability
  Donald Hinckle-Brown, The Reinvestment Fund

• Leadership
  Debra Oto-Kent, Health Education Council

• Measurement
  Pamela Schwartz, Kaiser Permanente Community Benefit
Cross-sector Case Studies
Introduction

• The National Prevention Council
• A statewide strategy to battle child obesity in Delaware
• Place Matters Cook County (Chicago)
• PowerUp – Saint Croix Valley
• Sault Ste. Marie Tribe of Chippewa Indians