A Statewide Strategy to Battle Child Obesity in Delaware

IOM Solving Obesity: Everyone’s Issue
September 30, 2014
How Nemours Expanded Its Model

**Traditional Medical Model**
- Rigid adherence to biomedical view of health
- Focused primarily on acute episodic illness
- Focus on individuals
- Cure as uncompromised goal
- Focus on disease

**Expanded Approach**
- Incorporates a multifaceted view of health
- Chronic disease prevention and management
- Focus on communities/populations
- Prevention as a primary goal
- Focus on health
Connecting Clinical Care and Population Health
An Integrated Health System

Our Community

- Resources, Policies and System Change
  - Health Policy
  - Health Promotion
  - Self-Management
  - Practice Change

Our Health System

- Health Care Organization
  - Delivery System Design
  - Decision Support
  - Clinical Information Systems

Informed, Activated Patient, Family and Community Partners

Productive Interactions & Spreading Change

Organized, Prepared, Proactive Health Team with patient/family

Improved Health Among Patients
Improved Health for Delaware’s Children

Source: Chang, Hassink, Werk, October, 2011
The Model: Being an Integrator with Community Partners

Policy and Practice Change Agenda in Multiple Sectors

Tactics used throughout to implement model include:
- Integration
- Leveraging technology and social marketing
- Evaluation

Defined Outcomes for a Geographic Region

to build and sustain the

Community Capacity

that supports

Behavior Change

that leads to

that evidence the usefulness of
Nemours as an Integrator for Childhood Obesity Prevention

- Common Agenda
- Leadership and Partnership Engagement
- Spread, Scale and Sustainability
- Continuous Learning and Improvement to Promote Population-Level Solutions

Integrator

- Business Community
- Public Health/EBH
- Other partners
- Other integrators

- Hospitals/primary care
- State agencies
- Non-profits/Foundations
- Neighborhoods
- Families
- Courts
- Transportation
- Child Care
- Housing
- Schools
- Public Health/EBH
- Other partners
Prevention

**Begin early -- It’s never too soon!**

- Start at birth- Parents of a new baby are receptive and enthusiastic
- Think prevention now, rather than cure later
- Teach young children to make good choices for a long healthy life
Early Childhood Programs Are Good Partners

*We are closely connected to our communities.*

- Teach healthy living in the early childhood curriculum
- Keep important lessons clear, short and simple
- State lessons positively; repeat often
- Integrate information and good practice across the curriculum into science, language, math and the arts
- Keep it real – hands on activities are best
- Be a role model
Exercise

Lessons children can learn

– Try activities like movement to music, yoga and dance
– Balance structured exercise, organized games and free play
– Plan your own healthy routine
– Play with your whole family
Lessons children can learn

– Eat fresh fruits and vegetables
– Whole grains are best
– Drink plenty of water
– Learn to cook
– Try something new
Rest and Relaxation

**Lessons children can learn**
- Quiet time is important
- Get enough sleep
- Restore your body
- Manage yourself
- Enjoy life

**Sustainability**
1. Children learn life lessons
2. Children carry the messages home to their families
3. Families carry the messages to their neighborhoods and the community
Sustainability - A School Perspective

- CNR – Wellness Policies
- DE HB 471 – PE/PA Pilots
- DE HB 372 – Fitness assessments

Leverage policy opportunities

Ideal conditions for realistic, sustainable change

Build stakeholder buy-in and support

- Nurture relationships
- Connect health w/ academics
- Use pilots/demos to show how it can be done
Sustainability - A School Perspective

- Pilot Program Reflections –
  - Technical training and support from NHPS with DOE
  - Acknowledge barriers and help find solutions
  - Provide options, not answers
    ▪ Schools/districts will sustain changes if they developed them
  - Provide Network Opportunities
    ▪ Share/celebrate successes
    ▪ Panel discussion
    ▪ Connect with cross-sector of potential partnerships
Sustainability - A School Perspective

- Make School A Moving Experience (MSAME) Reflection –
  - Sustained Physical Education/Physical Activity Programs
    - CATCH
    - Morning Exercises
    - Take 10!
    - North Carolina Energizers
    - JAMmin Minutes
    - 10 minute class walk between classes
    - Ride and Read
    - Rock and Read
    - Indoor Recess - active
Sustainability - A School Perspective

Overcoming the Barriers

• Schedules – Finding **TIME** is always an issue
  - Embedded in routines
  - Embedded in Core Subjects
  - No or little planning for PA
  - Increasing MVPA during Recess (Outdoor and Indoor)

• **Review** process in place
  - Data Collection - MSAME (someone cares)
  - Review interest in programs via student surveys

• Changing the Culture – Broaden the Leadership
  - Diverse Wellness Committee – no one person is the hub
  - Staff Wellness
  - School Vegetable Gardens
  - Families
    - Wellness Night
    - School Garden Harvest
Sustainability-A School Perspective
What needs to Continue?

• Keep it Fresh!
  – Low and No-Cost PA programs
    ▪ Online and for purchase
  – Network opportunities –
    ▪ NHPS Collaborative
    ▪ State Conference
  – Celebrating Successes!
    ▪ Monetary Awards/Recognitions
  – Grants
    ▪ Support for writing and applying
Sustainability - A School Perspective

Needs to Accelerate Movement Forward in the Education Cross-Sector Work

- Collaborative opportunities
- Professional development
- Publishers of textbooks embed PA and Nutrition in lessons
- National NCLB-RTTT include PA as part of National initiatives
- Pre-service Teacher programs include PA embedded lessons
NHPS CONCEPTUAL MODEL

FOCUS
- Healthy Eating
- Active Living
- Quality, Access and Equity
- Positive Relationships

RESOURCES/INPUT
- Leadership
- Engaged Associates
- Strategic Planning
- Evidence-Based Practices
- Data
- Adequate Funding

PARTNER
- Government
- Hospitals/Clinics
- Health Centers
- Businesses
- Families/Home
- Childcare
- Schools
- Faith-Based Organizations
- Communities

DO
- Research and Evaluation
- Partnership Development
- Building Coalitions
- Education and Training
- Technical Assistance
- Policy Development
- Communications and Social Marketing
- Dissemination
- Capacity Building

RESULTS

SHORT TERM
- Policy/Practice Change
- Systems Change

INTERMEDIATE
- Cognitive and Social Outcomes
- Environment Outcomes
- Behavioral Outcomes

LONG TERM
- Increase the percentage of Delaware children in a healthy weight range*
- Increase the percentage of Delaware children demonstrating targeted health behaviors

*BMI outcome = measured for ages 2-17
Nemours’ Evidence of Population Impact

- **Delaware Survey of Children’s Health (DSCH)**
  - Rates of overweight/obesity among Delaware’s children have leveled off since the survey was first administered in 2006
  - Overweight and obesity decreased among African-American males and white females

- **This finding was supported by additional behavior change findings**
  - Over half (51.3%) of all Delaware children get the recommended five servings of fruits and vegetables per day
  - Declines in the consumption of sugar sweetened beverages among Delaware children were observed in all three iterations
  - Overall levels of physical activity increased - percentage of children who met the physical activity recommendation of an hour per day increased significantly from 38.9% in 2008 to 44.8% in 2011
Lessons Learned - Evaluation

• Develop a shared measurement system focused on improving child health outcomes

• Use data to drive decision-making and continuous improvement in our work

• Be intentional about harnessing the lessons learned to inform spread, scale, and sustainability and to tell the story of progress and impact
Considering Health Equity in Cross Sector Work

• Focus on child well-being outcomes for diverse populations and intervene early to prevent more serious problems later

• Partner with organizations and coalitions that have a track record with engaging diverse populations

• Develop and empower our workforce to use a population health approach
Considering Sustainability in Cross Sector Work

- Consider sustainability on the front end and throughout the life of the initiative.
- Create policy and systems changes to impact populations with sustainable change.
- Maximize sustainable revenue to establish and maintain the desired changes over time.
- Work with targeted partners and coalitions to strengthen their capacity in leading change in health promotion.
Considering Leadership in Cross Sector Work

- Coordinate programs and connect services so that program silos are eliminated

- Build trusting relationships with targeted community partners to foster shared goals, build capacity, leverage resources, and evaluate impact

- Identify the champion integrators and support them

- Effective leadership at all levels across sectors is the “silver” bullet for effecting sustainable changes to combat child obesity

Nemours.
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Questions and Discussion