NYC: Promising and Innovative Cross-Sector Solutions

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Overview

• Childhood obesity in NYC

• Approach

• Priorities

• Lessons learned
The Costs of Obesity to NYC

• Overweight and obesity are responsible for 5,000+ deaths per year\(^1\)

• Hospitalizations among adults with diabetes accounted for 24% of all hospitalizations in 2011\(^2\)

• Obesity-related healthcare expenditures:\(^3,4\)
  - > $4.7 billion per year
  - ~ $1,500 per household

1. NYC DOHMH, Bureau of Epidemiology Services and Bureau of Vital Statistics, 2012
Rates of Obesity, NYC public schools K-8, overall and by sex, 2006-2013

NYC Fitnessgram, BMI calculated from measured height and weight.
Our Children’s Communities: Health Inequity in NYC

Self-reported health status - "Fair" or "Poor" Percent
- 7.8 - 17.1
- 17.2 - 20.4
- 20.5 - 27.9
- 28.0 - 40.2
- Unpopulated areas

Premature death Rate per 100,000
- 75.6 - 137.8
- 137.9 - 171.7
- 171.8 - 226.5
- 226.6 - 367.1
- Unpopulated areas

Low-Income Communities Bear the Burden

Rates of sugary drink consumption, obesity, and diabetes

<table>
<thead>
<tr>
<th>% Adult New Yorkers</th>
<th>Sugary Drinks (1+/day)</th>
<th>Obesity</th>
<th>Diabetes</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPHOs</td>
<td>30.6%</td>
<td>21.5%</td>
<td>22.0%</td>
</tr>
<tr>
<td>Non-DPHO Neighborhoods</td>
<td>31.1%</td>
<td>22.0%</td>
<td>15.2%</td>
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<tr>
<td></td>
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<td>9.9%</td>
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NYC DOHMH Community Health Survey
Make the Healthy Choice the Easier Choice

Individual
- Culture
- Attitudes/Beliefs
- Skills
- Knowledge
- Time
- Affordability

Community, Environment & Systems
- Physical Access/Availability
- Pricing/Economic
- Communication/Media
- Point of Decision
- Education/Promotion

Environment

Health Promoting Behaviors

Adapted from presentation by Dr. Heidi Blanch, CDC, NCCHPDP, DNPAO
Health Code Modification: Group Child Care Centers 2007

- Limits on TV
  - No TV for children <2 years old
  - 60 min/day max

- Beverage Standards
  - Water must be easily accessible
  - No sugary drinks
  - 1% milk for children 2+ years
  - No more than 6 oz 100% juice per day

- Daily Physical Activity
  - 60 minutes daily; at least 30 minutes must be structured for 3+ years old
Health Code Modification: Group Child Care Centers 2015

• Limits on TV
  - No TV for children <2 years old
  - 30 min/week max

• Beverage Standards
  - Water must be easily accessible
  - No sugary drinks
  - 1% milk for children 2+ years
  - No more than 4 oz 100% juice per day
  - Juice only for children >2 years

• Daily Physical Activity
  - 60 minutes daily; at least 30 minutes must be structured for 3+ years old
  - Decreases sedentary time to no more than 30 minutes at a time
Educating Individuals, Transforming Environments

- NYC Food Procurement Guidelines
- Child Care Centers
  - Health Code Amendment
  - Move to Improve
  - Eat Well Play Hard in Child Care Settings
  - Farm to Preschool
- Public Schools
  - NYC Fitness Gram
  - School nurse support
  - Move to Improve
  - Active Design in Schools
- Farmers Markets
  - Health Bucks
  - Stellar Farmers Markets
  - Farmers Markets for Kids
Obesity Prevalence, 3-4 Year Olds: Before & After Modification

---|---|---|---|---|---|---|---
Bronx | 19.1 | 17.1 | -2.0 | <.001 | 17.4 | 16.1 | -1.3 | .008
Brooklyn | 15.7 | 14.8 | -0.9 | <.001 | 13.6 | 12.8 | -0.8 | .004
Manhattan | 18.6 | 15.3 | -3.3 | <.001 | 12.0 | 11.5 | -0.5 | .302

Sekhobo et al, Prevalence of Obesity Among 3- and 4-Year-Old Children Enrolled in WIC in High-Risk Versus Low-Risk Study Neighborhoods Before and After Implementation of New York City Day Care Policies. 2014 Preventing Chronic Disease
Layering: Policies to Reduce Sugary Drink Consumption

2007:
Health Code for Early Child Care

2008:
Food Standards for City Agencies

2012:
Day Camp Regulations

2013:
Portion Cap Regulation (unsuccessful)
Sugary Drink Media Campaigns

SPORTS DRINKS “SOUND” HEALTHY
but the added sugars in most of them can bring on obesity and diabetes

ARE YOU POURING ON THE POUNDS? Call 311 for your Healthy Eating Packet.

You have to walk the 3 MILES from Yankee Stadium to Central Park
to burn off the calories from ONE 20oz. SODA

ARE YOU POURING ON THE POUNDS?
Sugary drinks can bring on obesity, type 2 diabetes and heart disease.
For healthy alternatives: go to nyc.gov and search for Eating Healthy or call 311.

You’re drinking 68 PACKETS OF SUGAR in just 4 sugary drinks a day.

All these extra calories can bring on obesity, type 2 diabetes and heart disease. To learn more, call 311.
Lessons Learned

• Pursue interventions that are informed or based in evidence, scalable, and sustainable.

• Traditional public approaches are good. So is innovation.

• Health equity must be a lens for our work.

• We’re smarter together.
Thank you!