



DISCOVER DEVELOP DELIVER

# CDC Recommended Community Strategies & Measures to Prevent Obesity in the U.S.

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March 24, 2010

The findings and conclusions presented are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention.





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# Purpose

- Recommend obesity prevention strategies and corresponding measurements local governments and communities can use to plan and monitor environmental and policy change strategies to prevent obesity.
- Assist local governments with:
  - Monitoring
  - Long range planning
  - Inform funding decisions
  - Inform policy decisions





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# Project Team

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# Approach

- § State of the Art in Community Practice
  - Ø Grounded in existing evidence
  - Ø Expert opinion
  - Ø Aspirational & Exploratory
- § Designed to build the evidence base for policy and environmental change to prevent obesity.
- § Systematic process is guided by principles of transparency, stakeholder involvement, and documentation.





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# Methodology

## § Strategies

- ∅ Identification
- ∅ Rating Criteria
- ∅ Prioritization & Selection

## § Measure

- ∅ Nomination & Selection
- ∅ Rating Criteria
- ∅ Examples & Pilot Test





# Strategy Rating Criteria

Criteria	Definition
Reach	The strategy is likely to affect a large percentage of the target population
Mutability	The strategy is in the realm of the community's control
Transferability	The strategy can be implemented in communities that differ in size, resources, and demographics
Sustainability	The health effect of the strategy will endure over time
Effect Size	The potential magnitude of the health effect for the strategy is meaningful





# Measure Rating Criteria

Criteria	Definition
<b>Utility</b>	The measure serves the information needs of communities for planning and monitoring community-level programs and strategies.
<b>Feasibility</b>	The measure can be collected and used by local government (e.g. cities, counties, towns) without the need for surveys, access to proprietary data, specialized equipment, complex analytical techniques and expertise, or unrealistic resource expenditure.
<b>Construct Validity</b>	The measure accurately assesses the environmental strategy or policy that it is intended to measure





# Measure Examples & Pilot Test

## § Example Strategy

- ∅ Improve Access to Supermarkets

## § Example Measure

- ∅ Supermarkets per capita
- ∅ Percent of households within 2 mile buffer of a supermarket

## § Nominated measurements piloted tested in 20 ICMA communities by local governments





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**MMWR**

Morbidity and Mortality Weekly Report

www.cdc.gov/mmwr

Recommendations and Reports

July 24, 2009 / Vol. 58 / No. 30

**Recommendations for Community Strategies and Measures to Prevent Obesity in the United States**

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS FOR DISEASE CONTROL AND PREVENTION



RECOMMENDATIONS FOR COMMUNITY STRATEGIES AND MEASURES TO PREVENT OBESITY IN THE UNITED STATES:  
*Implementation and Measurement Guide*

July 2009



**CDC**



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## What we learned along the way...

§ What they are and what they are not:

- ∅ Strategies are grounded in existing evidence &/or expert opinion (some are exploratory)
- ∅ Measures are suggested indicators - not validated and are not standards (yet)

§ Simplicity is key

- ∅ Data collection
- ∅ Indicators not comprehensive assessment

§ Local government is the focus with public schools a necessary venue

§ Local government and public health are non-traditional partners





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# Implementation

- § Pilot tests in Minnesota's state surveillance system – 57 counties using all measures except those requiring GIS
- § Numerous state work plans include the 3-24 strategies – a few states are focusing on collecting limited measures





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# Implementation

- § Wisconsin's validation study
  - § All 24 measures in 22 cities
  - § Electronic Medical Records for 75% of state population
  - § 5 years
  - § Application submitted to NIH





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# Implementation

- § PHS Block Grant integrated a 15 measures into their performance measures
- § HUD planning to incorporate all measures into their initiatives
  - § Sustainable Neighborhoods
  - § Choice Neighborhoods
  - § Neighborhood Stabilization initiatives





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# Resources

- § CDC's MMWR R&R  
[www.cdc.gov/nccdphp/dnpao/publications](http://www.cdc.gov/nccdphp/dnpao/publications)
  
- § Implementation & Measurement Guide  
[www.cdc.gov/nccdphp/dnpao/publications](http://www.cdc.gov/nccdphp/dnpao/publications)
  
- § Measures are incorporated into ICMA's Center for Performance Measurement system [www.icma.org](http://www.icma.org)





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## Communities Putting Prevention to Work

- Reduce risk factors and prevent/delay chronic disease while promoting wellness in both children and adults.
- Four components:
  - Community Cooperative Agreements
  - States and Territories Policy and Environmental Change Funding
  - States Chronic Disease Self-Management Initiative
  - National Prevention Media and National Organizations Initiative
- On September 17<sup>th</sup>, Secretary Kathleen Sebelius and CDC Director Thomas Frieden publicly announced the community component of the Communities Putting Prevention to Work program.





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# Community Initiative

- **\$450+ million is allotted to support communities (urban, rural, and tribal).**
- **50 communities (urban, rural and tribal) to achieve the following prevention outcomes:**
  - Stabilize or decrease obesity prevalence;
  - Increased levels of physical activity;
  - Improved nutrition
  - Decreased smoking prevalence and decreased teen smoking initiation; and
  - Decreased exposure to secondhand smoke.
- **This money will include grants to communities (\$373 million), as well as providing community support and evaluation support (\$76 million).**







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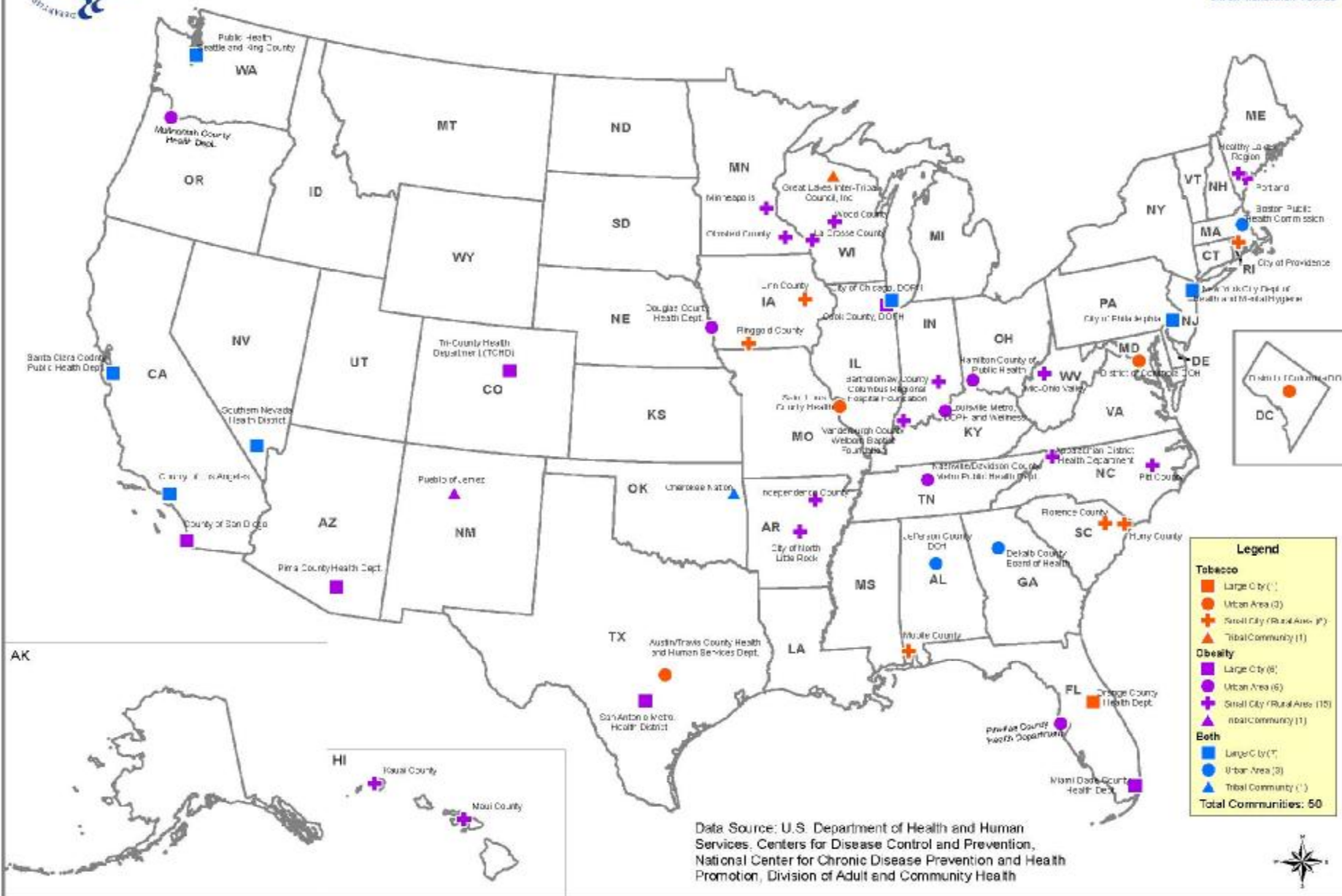
## State Policy & Environmental Change

- **\$125 million total investment through CDC**
- **\$75 million available for policy and environmental change to all 50 States, the District of Columbia, Puerto Rico the U.S. Virgin Islands and the Pacific Island Territories.**
- **\$44.5 million available to expand tobacco quit lines and cessation media in states and territories; \$5.5 million in national efforts**





# Communities Putting Prevention to Work Community Awards





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# MAPPS Strategies

- Media
- Access
- Point of Purchase/Promotion
- Price
- Social Support & Services





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## Categories to Milestones

- **MAPPS Categories: 5**
- **MAPPS Strategies: 45**
- **Funded Communities: 50**
- **Community Objectives: 750+**
- **Community Milestones: 3000+**





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## NOPREN

### Nutrition and Obesity Policy Research & Evaluation Network

- **Formed in 2009**

- 1 coordinating PRC (Harvard), 5 PRC member centers (Tulane, Texas A&M, NYU, U. Washington, U. Arkansas)
- 8 unfunded affiliate PRCs
- Partners from NIH, APA, other organizations
- CDC staff as technical advisors

- **Mission:** conduct trans-disciplinary policy research along the continuum of policy identification, development and implementation.

- **Topics:** Water access, sugar drinks, healthy food retail, menu labeling in communities, schools, worksites





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PAPRN:

## Physical Activity Policy Research Network

- **Formed in 2004**

- Coordinating Center(s), (St Louis U- Washington U) 4 PRC (U Mass, Harvard, Tulane, U Colorado)
- 15+ unfunded affiliate members

- **Mission:** Study the genesis, implementation and effectiveness of policies related to increasing physical activity in communities, disseminate findings to researchers, practitioners and policy makers.

Academic Publications    Practical tools & technical guides

Policy Briefs    TA: State/Local Practitioners & Policy makers

- **Topics:** PE policy implementation, analysis of coalitions and network for active living, analysis of State PA plans, and evaluation of National PA Plan





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# Thank You

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