



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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Workshop Planning Committee



Nico Pronk, PhD
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Lisel Loy, JD, LLM
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Debbie Chang, MPH
Nemours



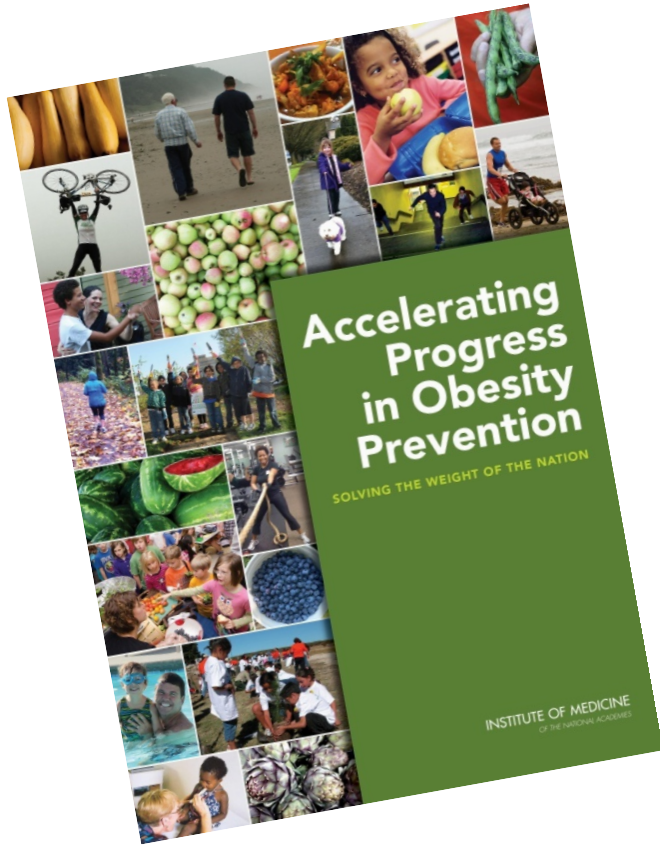
Amelie Ramirez, DrPH
Salud America!



David Fukuzawa, Mdiv, MSA
Kresge Foundation



Sylvia Rowe, MA
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.

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“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

collaboration
intentional
alliances inclusiveness
transparency goals
risk coordination coalitions
partnerships rewards
cooperation ownership
burden

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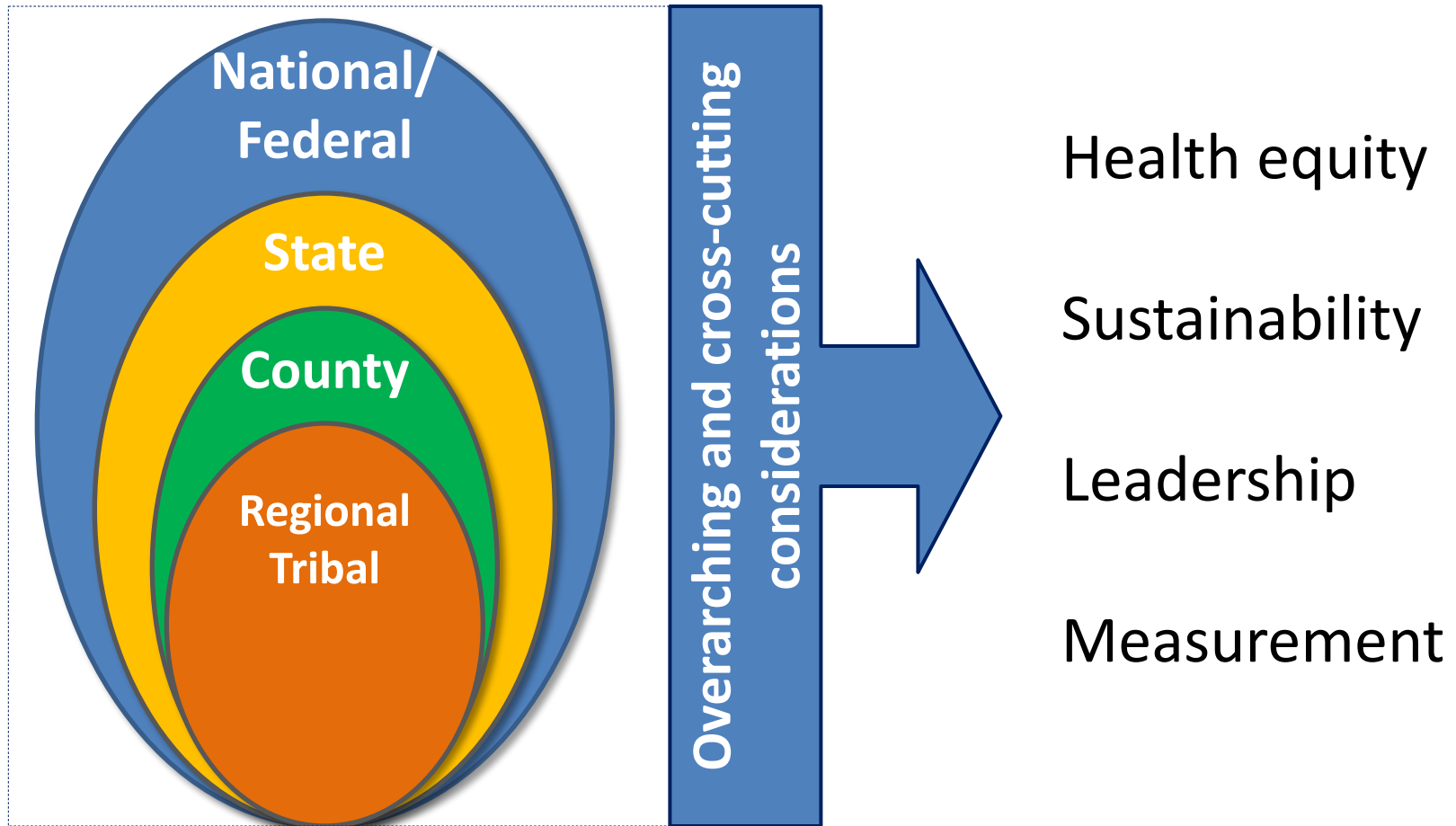
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How did we organize the Workshop?



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Health Equity

Idea to explore

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





Sustainability

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?





Leadership

Idea to explore

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



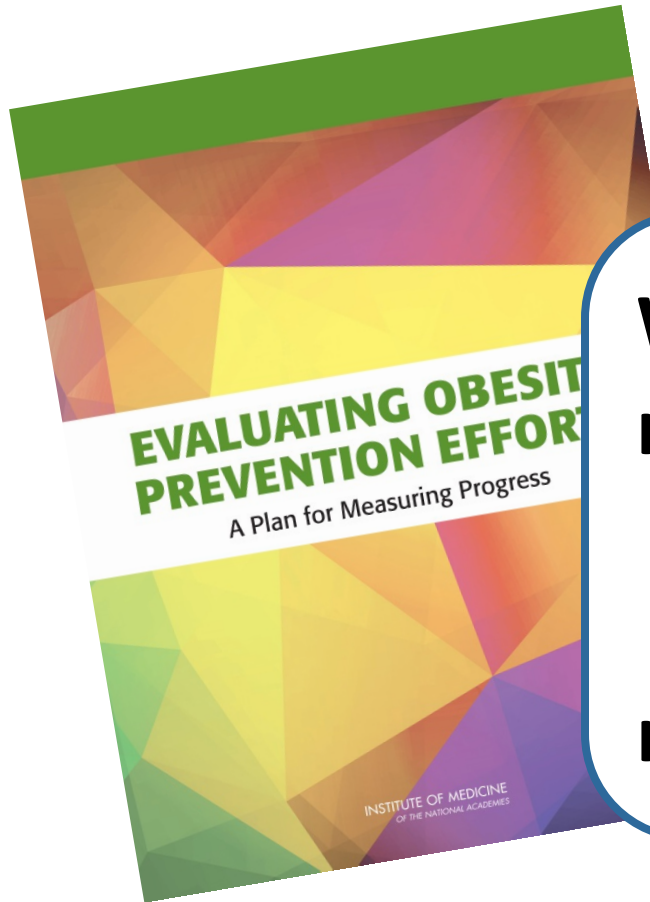


Measurement

Idea to explore

Where are the gaps in how we measure impact?

What does measurement mean for different sectors?



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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

