

# *A Statewide Strategy to Battle Child Obesity in Delaware*

IOM Solving Obesity: Everyone's Issue  
September 30, 2014



Nemours®

# 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 Practice Change      Self-Management Support



**Informed, Activated Patient, Family and Community Partners**

### Our Health System

#### Health Care Organization

Delivery System Design      Decision Support      Clinical Information Systems

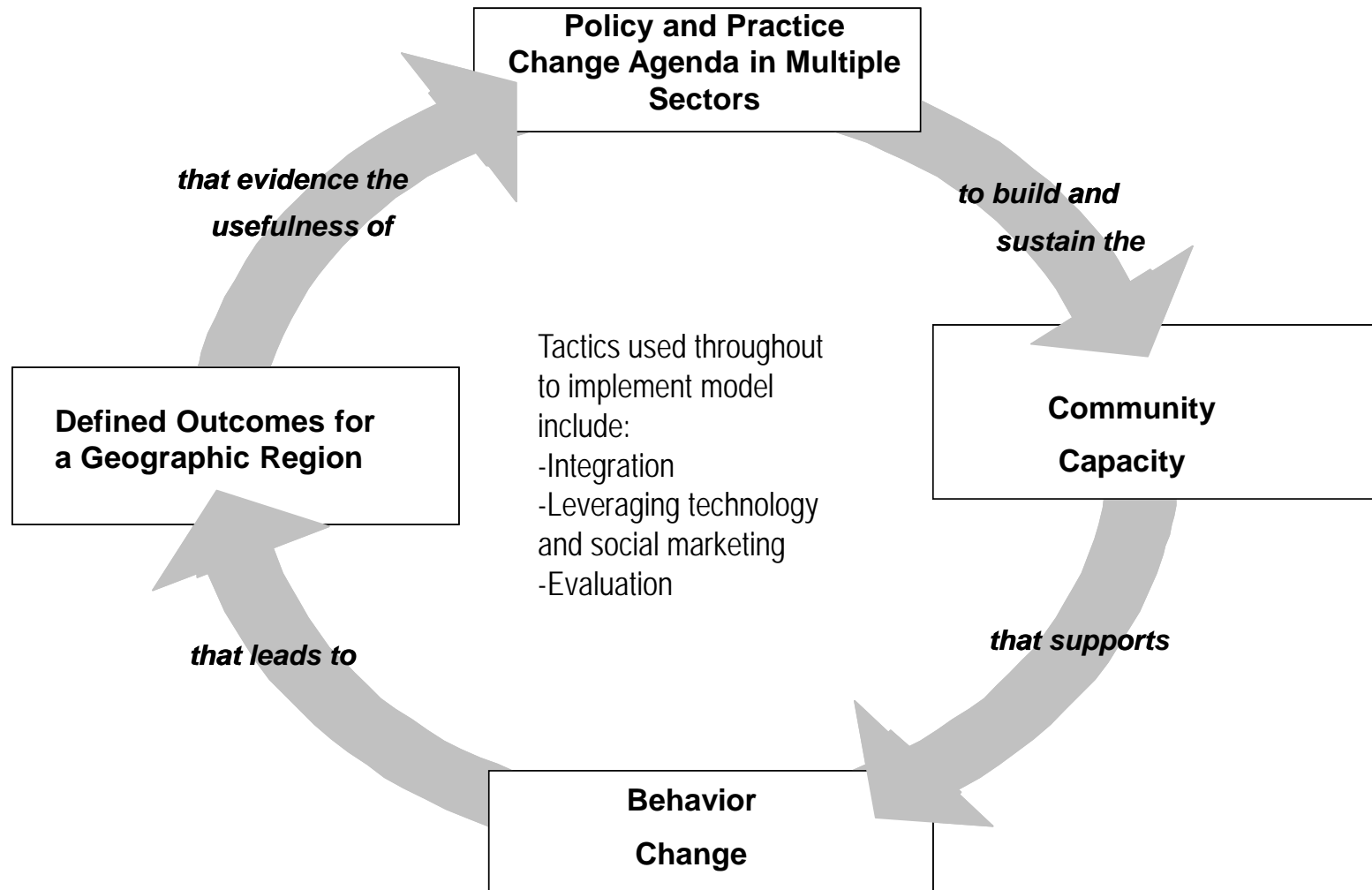


**Organized, Prepared, Proactive Health Team with patient/family**

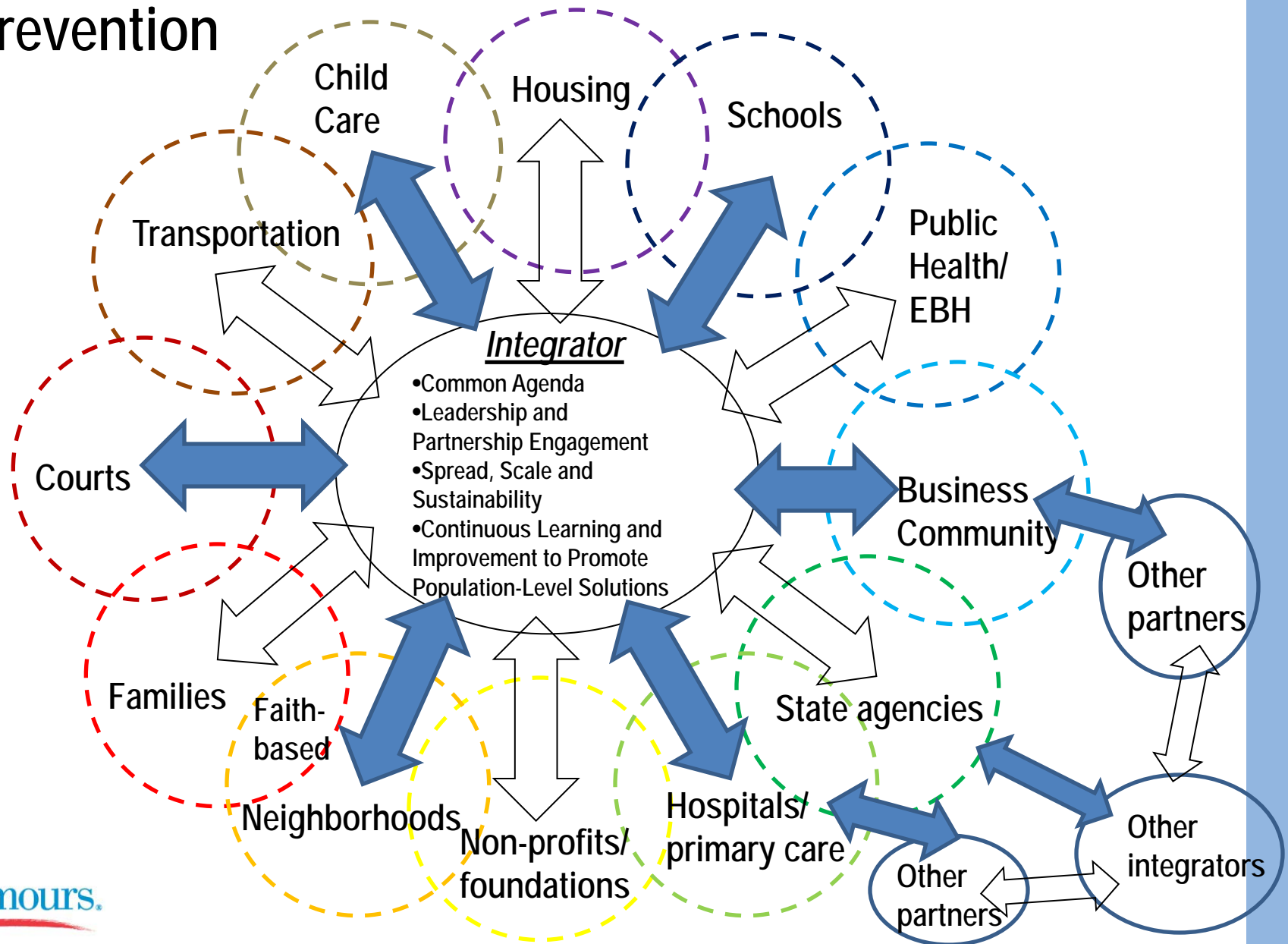
Productive Interactions  
& Spreading Change

**Improved Health Among Patients  
Improved Health for Delaware's Children**

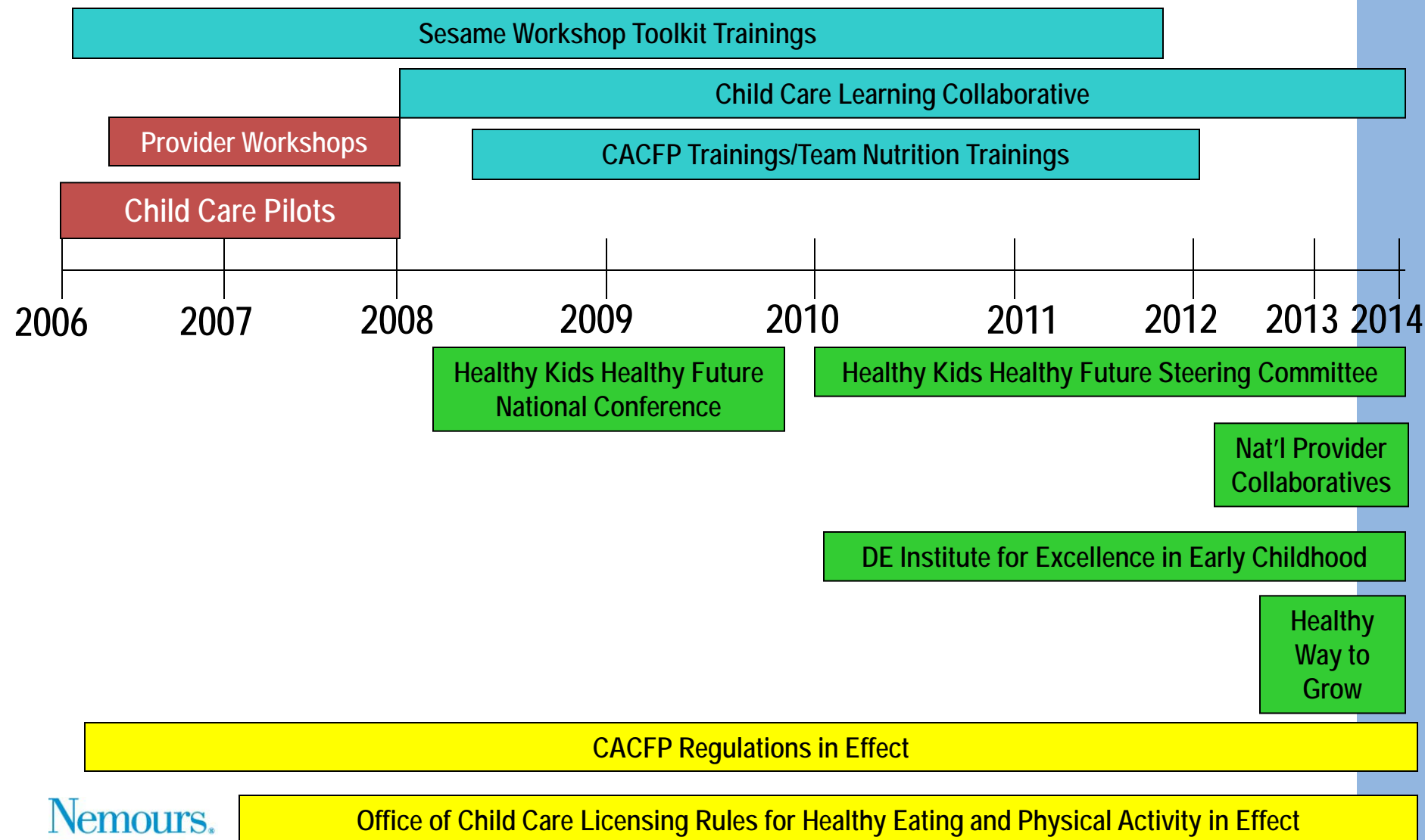
# The Model: Being an Integrator with Community Partners



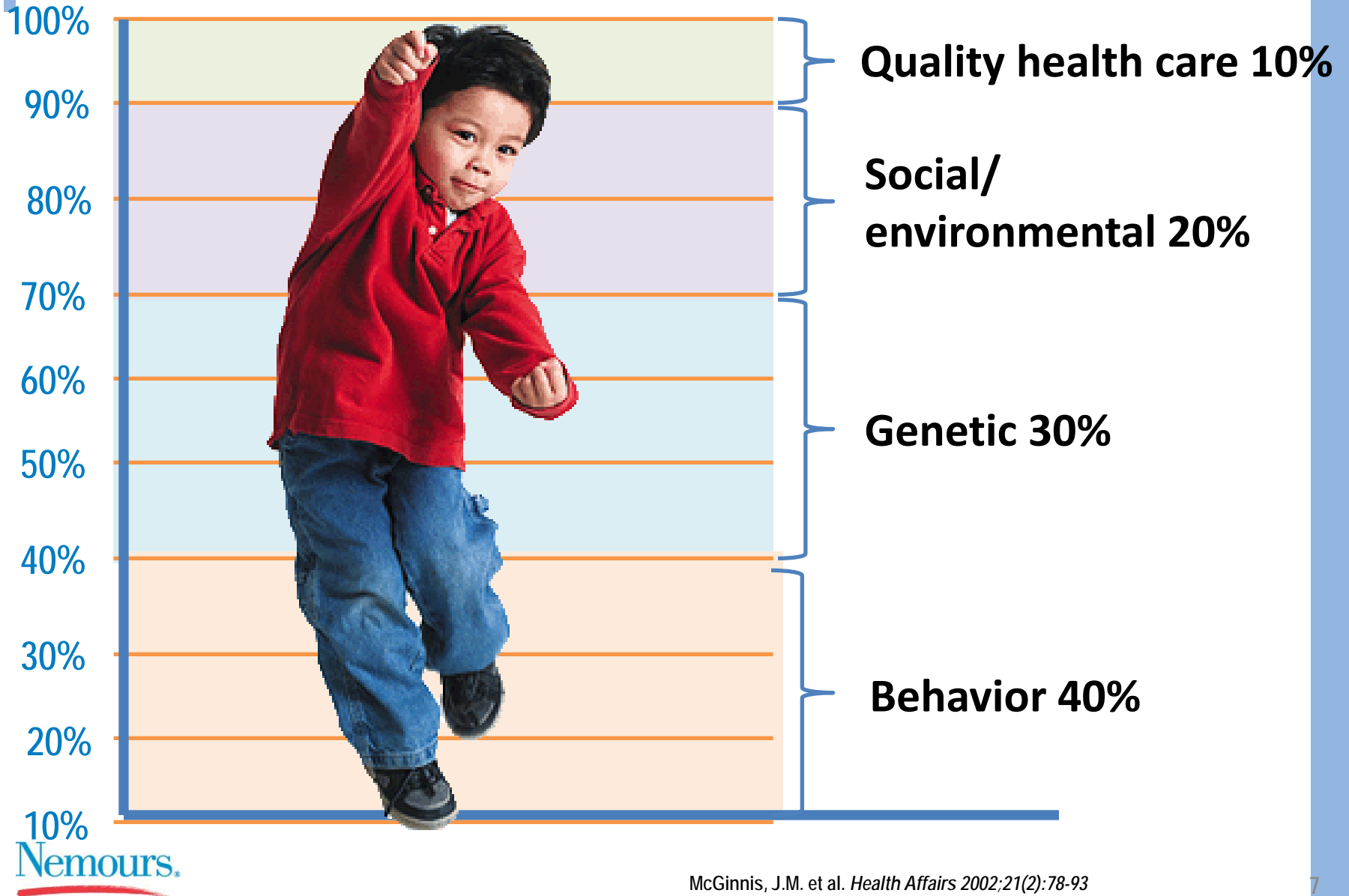
# Nemours as an Integrator for Childhood Obesity Prevention



# Start Local – Spread and Scale



# Determinants of Health



# 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



# Nutrition

## *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

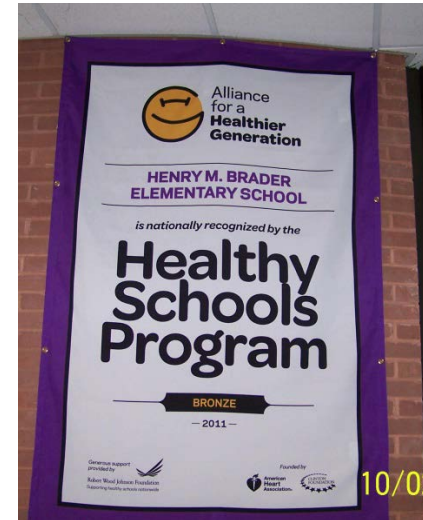
## Overcoming the Barriers

- 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



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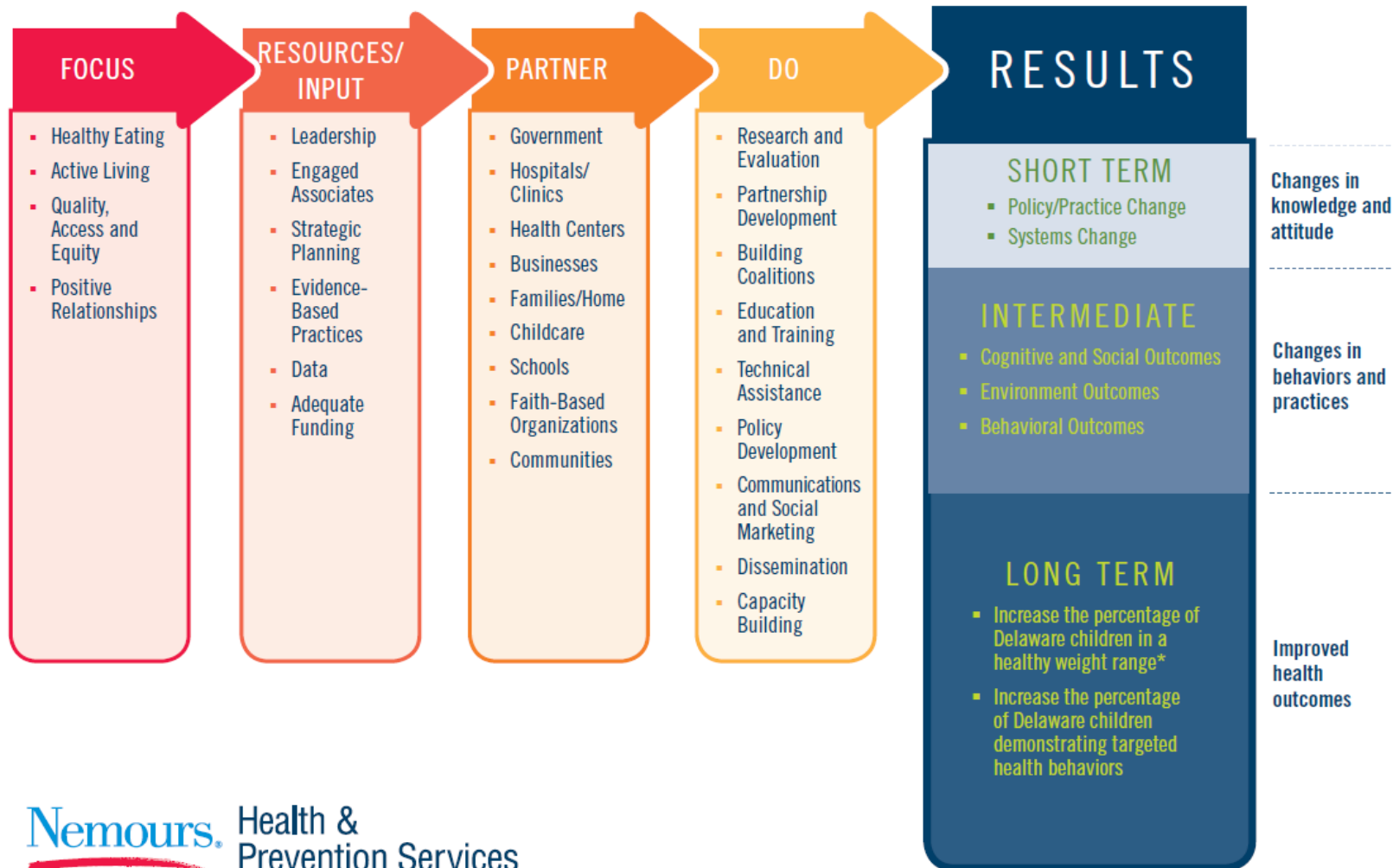
# Sustainability - A School Perspective

## 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

Changes in behavior, practices  
and policies within systems  
and individuals



\*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



# Thank you!

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# Questions and Discussion

