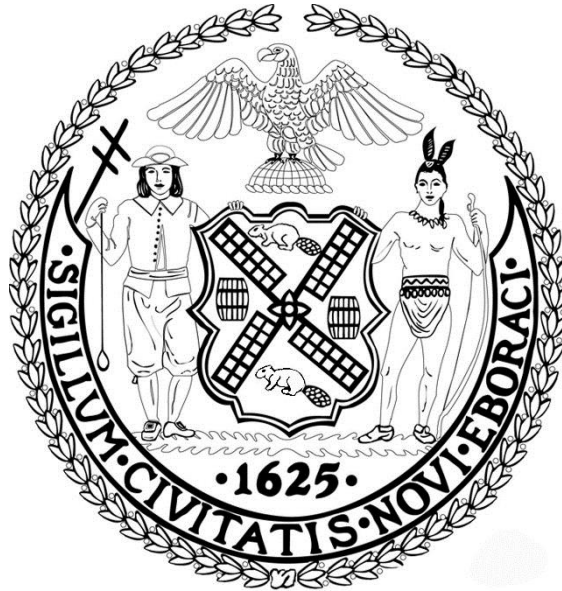


NYC: Promising and Innovative Cross-Sector Solutions



Jeni Clapp, MPA

Director of Healthy Eating Initiatives,

Bureau of Chronic Disease Prevention & Tobacco Control

New York City Department of Health and Mental Hygiene

Overview

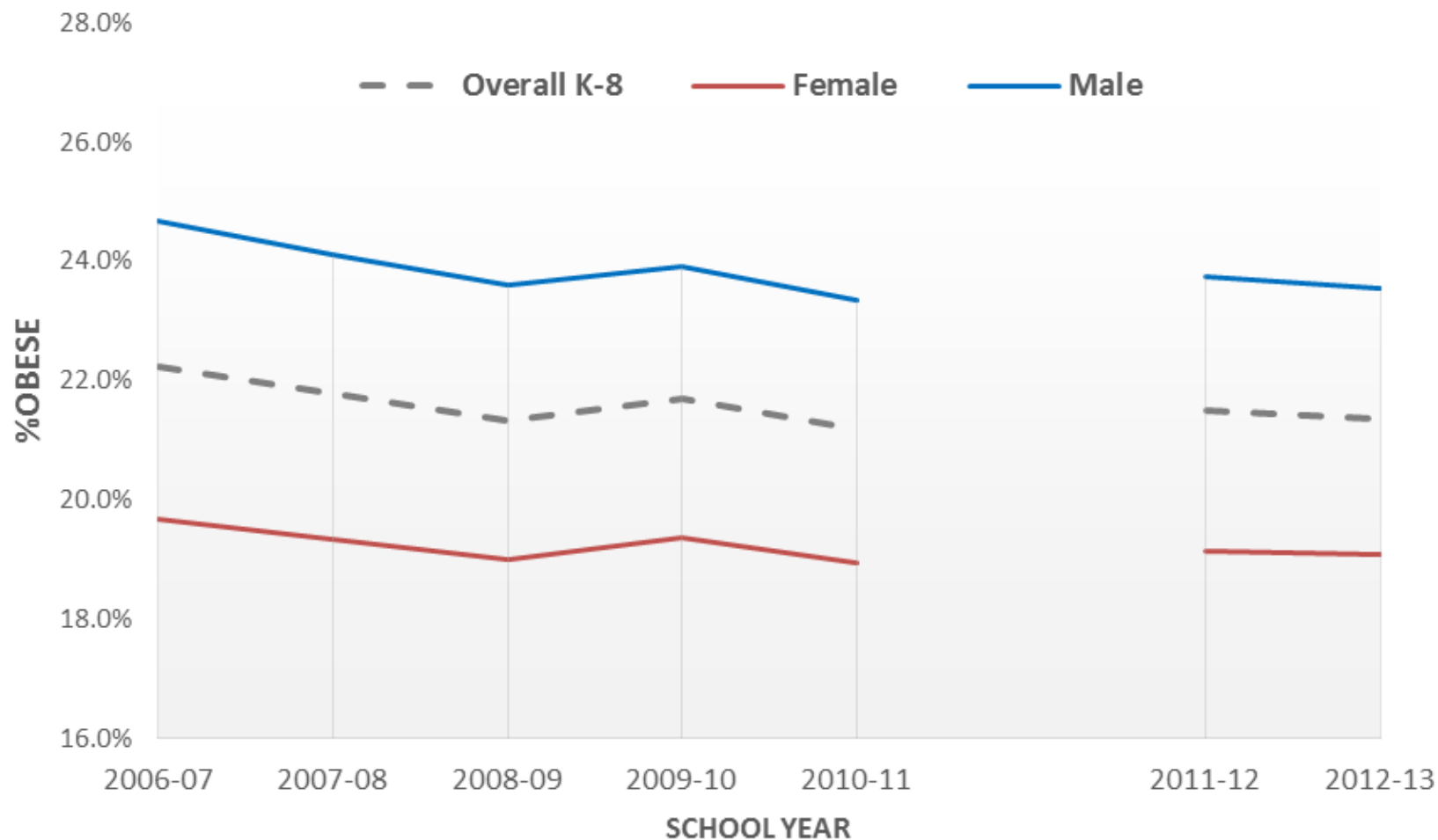
- Childhood obesity in NYC
- Approach
- Priorities
- Lessons learned

The Costs of Obesity to NYC

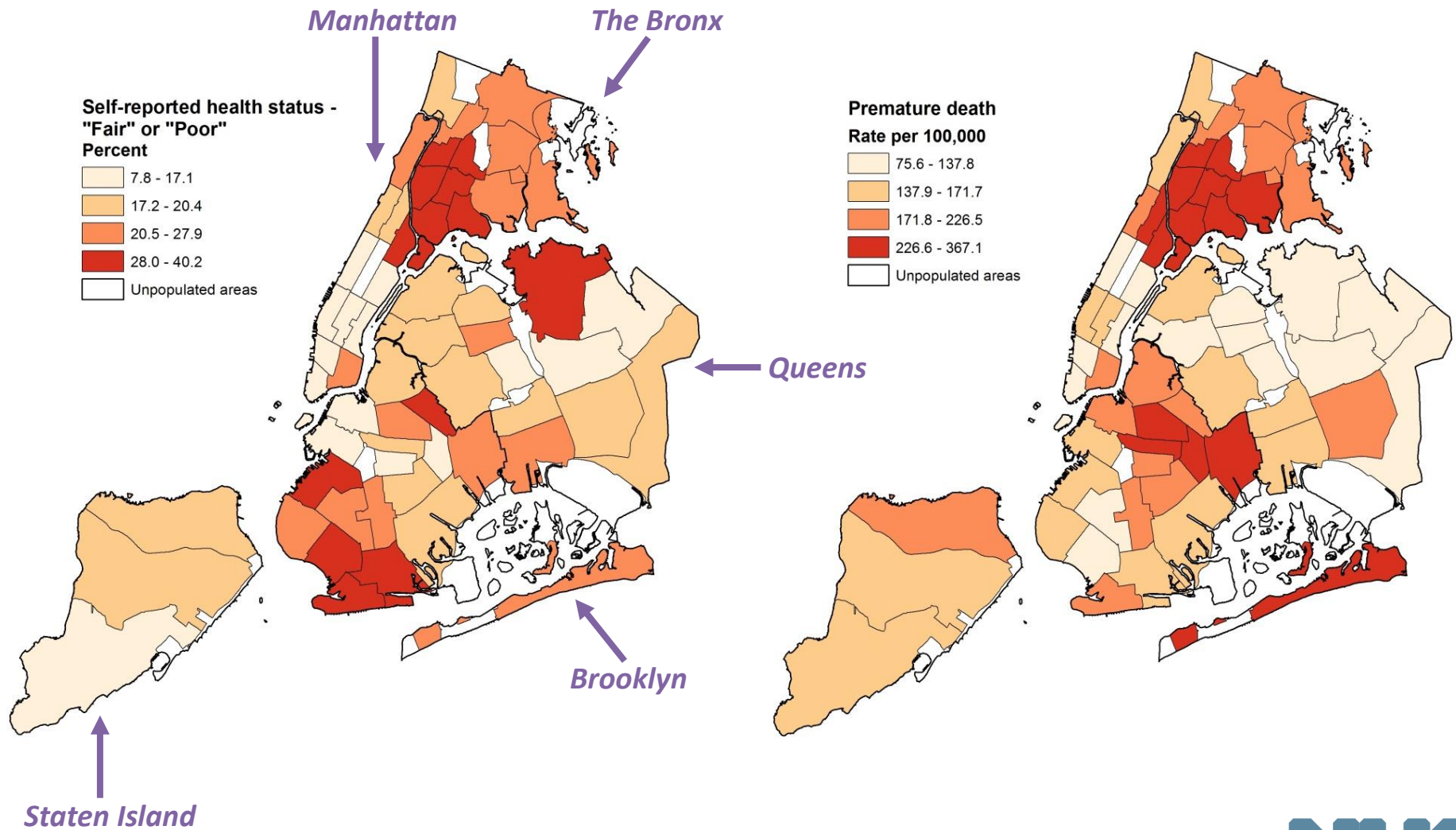
- Overweight and obesity are responsible for 5,000+ deaths per year¹
- Hospitalizations among adults with diabetes accounted for 24% of all hospitalizations in 2011²
- Obesity-related healthcare expenditures:^{3,4}
 - > \$4.7 billion per year
 - ~ \$1,500 per household

1. NYC DOHMH, Bureau of Epidemiology Services and Bureau of Vital Statistics, 2012
2. Chamany, S, Wu W, Parton H. Diabetes and its complications. NYC DOHMH: Epi Data Brief (36); Nov 2013.
3. Calculated in 2012 based on Trogon JG, Finkelstein EA, Feagan CW, Cohen JW. State- and Payer-Specific Estimates of Annual Medical Expenditures Attributable to Obesity. Obesity 2012;20(1):2014-20.
4. U.S. Census Bureau: State and County Quick Facts. NYC. 6 June 2012. <http://quickfacts.census.gov/qfd/states/36/3651000.html>.

Rates of Obesity, NYC public schools K-8, overall and by sex, 2006-2013



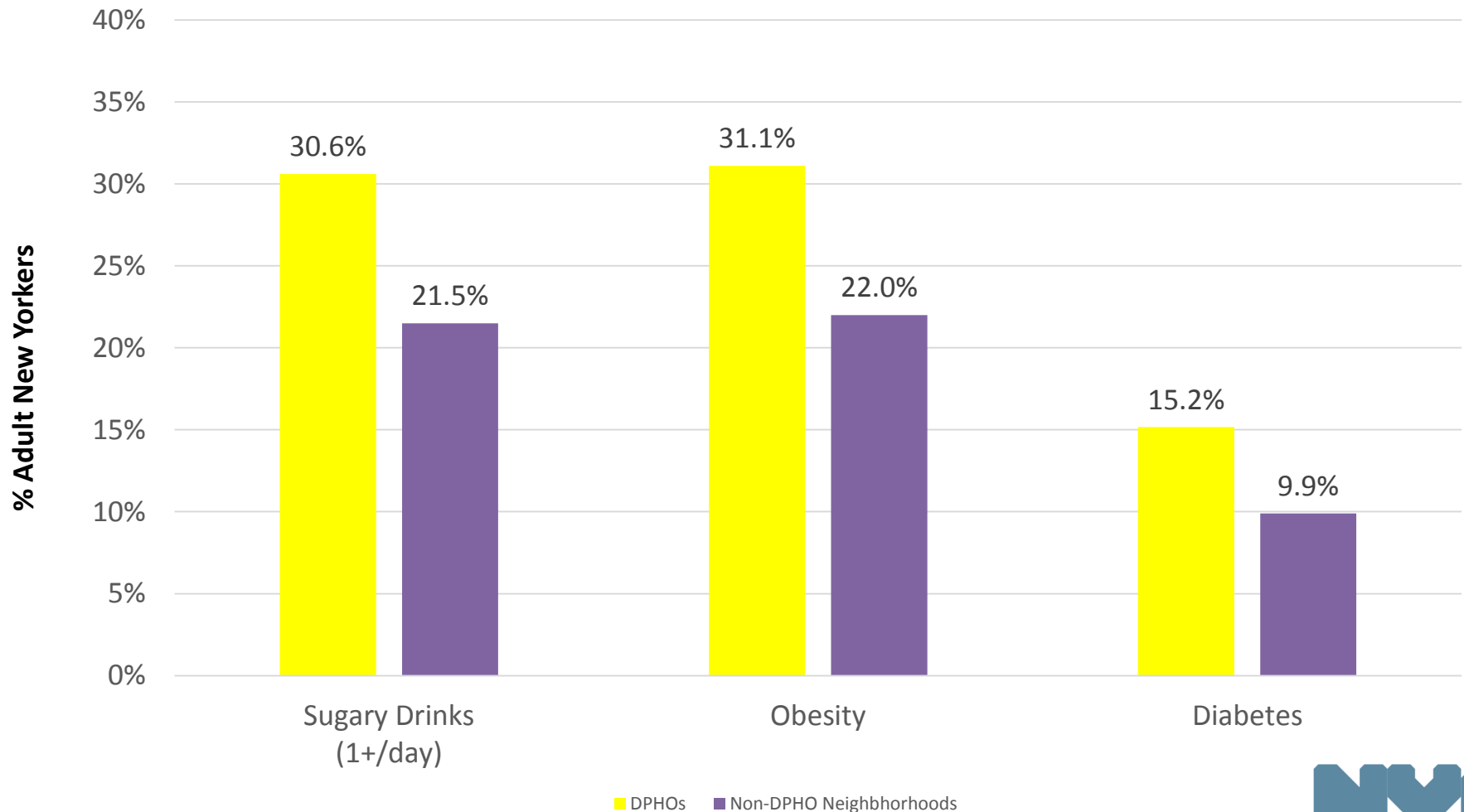
Our Children's Communities: Health Inequity in NYC



Self-reported health status - NYC DOHMH Community Health Survey, 2011-2013. Premature death rates - NYC DOHMH Bureau of Vital Statistics, 2009-2013

Low-Income Communities Bear the Burden

Rates of sugary drink consumption, obesity and diabetes



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



The diagram illustrates the concept of making healthy choices easier. A light blue silhouette of a person is shown pushing a large blue circle up a cyan ramp. The circle is labeled 'Health Promoting Behaviors'. The ramp is labeled 'Environment'. The background is dark grey.

Health
Promoting
Behaviors

Environment

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

High-Risk Neighborhoods

Low-Risk Neighborhoods

	2004-2006	2008-2010	Change	P Value	2004-2006	2008-2010	Change	P Value
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

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)

Federal
Policy &
Guidelines

Other
jurisdictions

Media

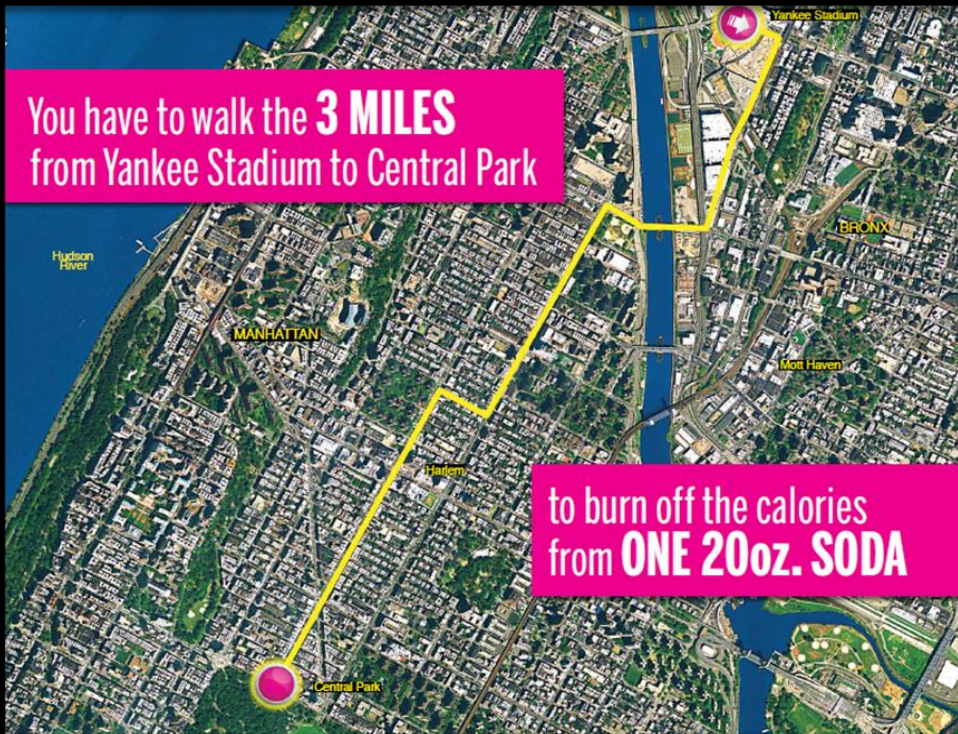
Sugary Drink Media Campaigns



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.

NYC Health




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.

NYC Health

Not possible by hand from the Department of Health and Mental Hygiene.




ARE YOU POURING ON THE **POUNDS?**

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

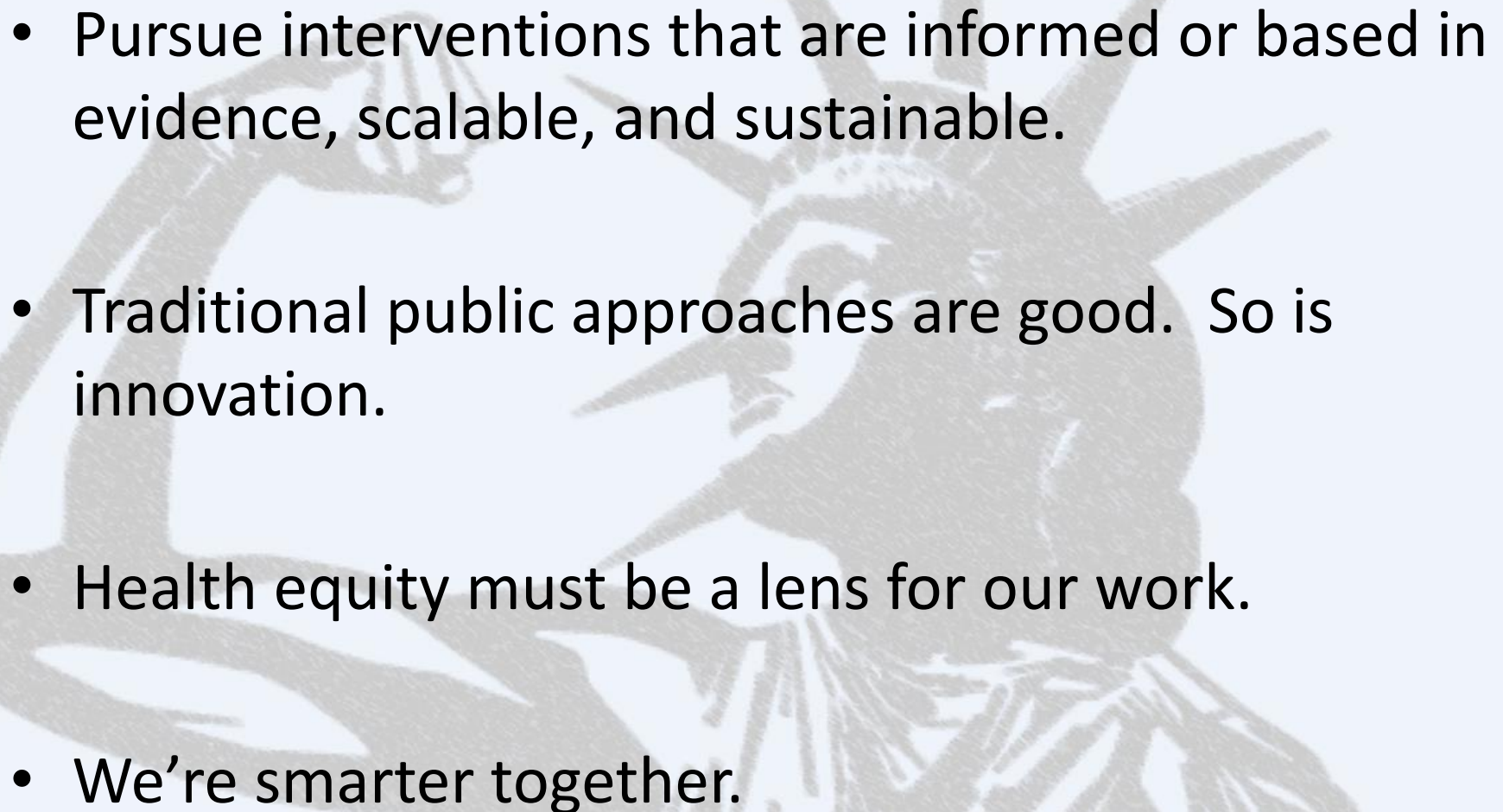
23oz. Sweetened Tea + 20oz. Sports Drink + 40oz. Large Lemonade + 20oz. Soda

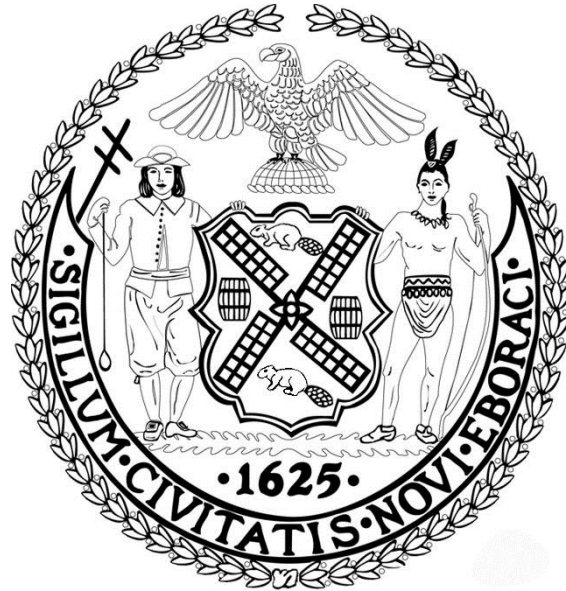
All those extra calories can bring on obesity, type 2 diabetes and heart disease. To learn more, call 311.

NYC Health

Michael R. Bloomberg, Mayor
Thomas F. Kelly, M.D., M.P.H., Commissioner

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.
- 
- A faint, stylized background image of the Statue of Liberty, showing the head, crown, and upper torso. The image is rendered in a light gray tone against a white background.



Thank you!