



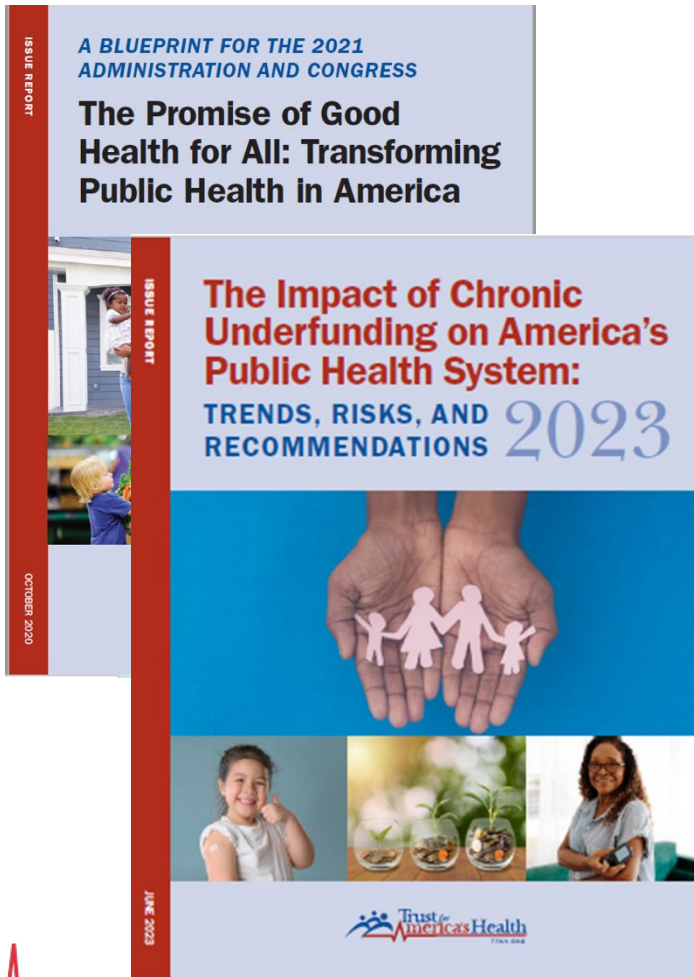
Strategies for Improving Communication about Body Weight

Roundtable on Obesity Solutions
Workshop
June 26, 2023

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President and CEO
Trust for America's Health



Trust for America's Health (TFAH)



**Independent, non-partisan.
Public health, prevention, and
health equity focus, including:**

- Data and research for action
- Health-promoting policies
- Strong public health system
- Addressing social determinants of health and health disparities
- Informed policymakers



TFAH Advocacy Goals

- Translate evidence into laws and policies that protect and promote health and that advance health equity
- Secure funding for critical public health investments at the federal level
- Inform policymakers about both emerging and longstanding public health issues



Improving Communication and Addressing Actions Through Policy Engagement

Making the Case

- Data, research, and evidence
- Stories
- What Works / Solutions
- Examples from the field
- Leverage windows of opportunity
- Know the audience

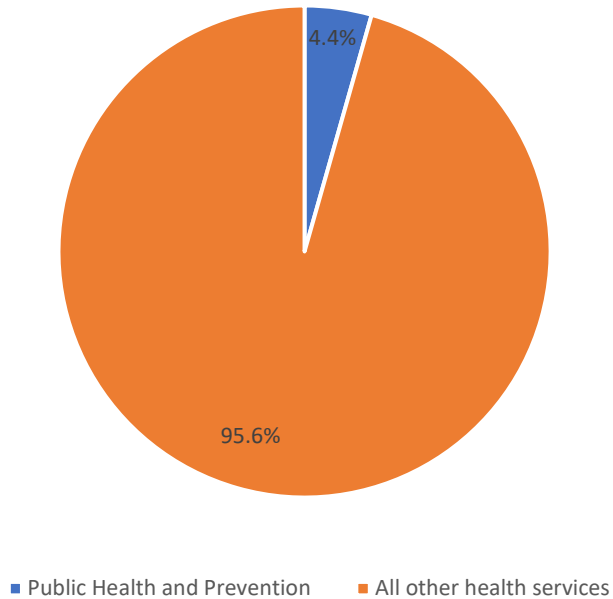
Policy Engagement Levers

- Congressional meetings
- Offering expertise / technical assistance
- Advocating with Administration, Agencies
- Briefings
- Letters
- Media
- Coalitions

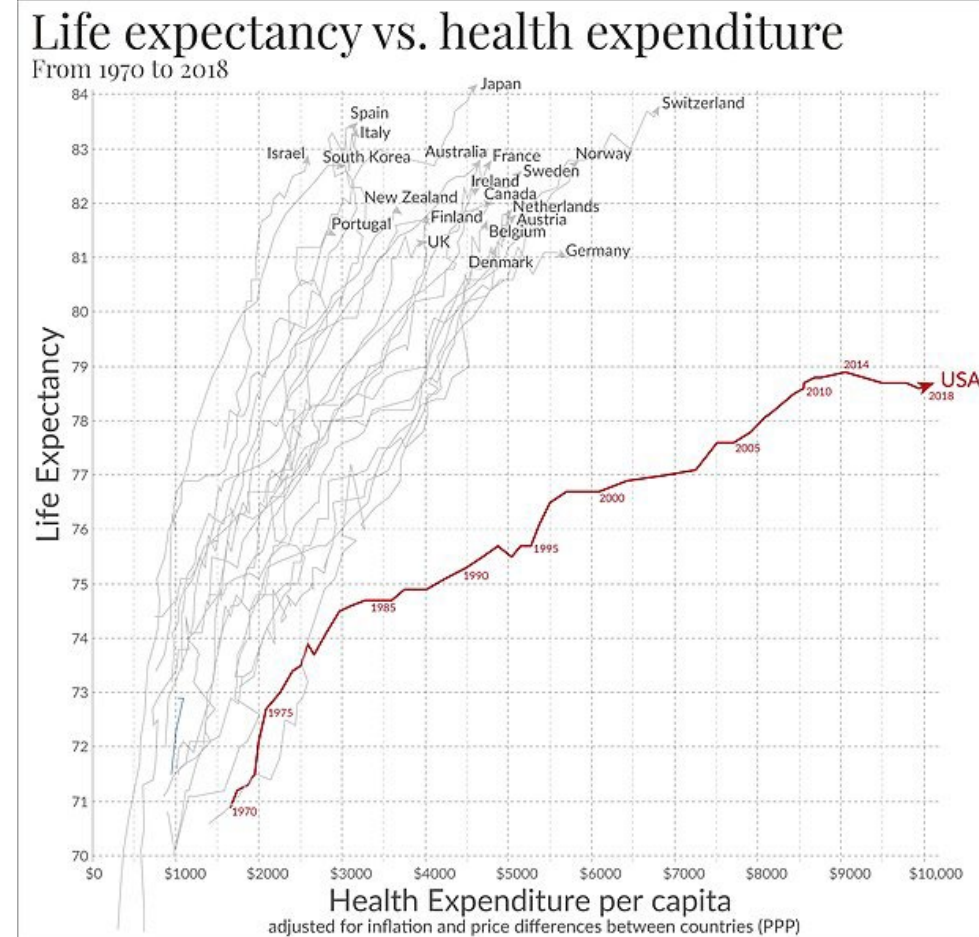


High healthcare spending, but worsening outcomes

CY2021 National Health Expenditures



2021 Total: \$4.3 trillion



Reports on Obesity: 2004 – 2022



State of Obesity Special Features 2019

With Special Feature on Racial and Ethnic Disparities in Obesity and Advancing Health Equity

2020

With Special Feature on Food Insecurity and its Connection to Obesity

2021

Special Feature: COVID-19, Social Determinants of Health, and Obesity

2022

Special Feature: Food and Nutrition Insecurity Among Youth and Families

Evolution and Lessons Over 20 Years

Importance of the Public Health Issue

- Public health and societal issue that requires multi-sector action and policy changes

Key Developments

- Recognition of obesity as a disease
- Elevation and broader understanding of the role of the social determinants of health
- Prioritizing health equity and addressing systemic inequities
- Further addressing weight-based stigma and discrimination into existing work




Examples of Policy Advocacy Communications

Policy Goal: Decrease Rates of Obesity and Create Healthy Communities

Military Readiness

- Among military-aged U.S. adults, only 1 in 3 met (BMI) eligibility and were adequately physically active to serve.
- Department of Defense spends \$1.5 billion annually on health care related to obesity.

Nutrition Security and Health Equity

- Neighborhoods with greater composition of Black residents had fewer supermarkets and reduced access to fresh fruits and vegetables.
 - Black households experience food insecurity at more than triple the rate of white households.
- 

Policy Spotlight: School Meals Program

National School Lunch Act (1946)

- Fueled by concern of many individuals not being eligible for military service because of diet-related health conditions

Healthy, Hunger-Free Kids Act of 2010

- 500,000 fewer cases of obesity among children living in poverty in 2018



Current Policy Landscape: Funding for Prevention Is Inadequate

Scope of Issue

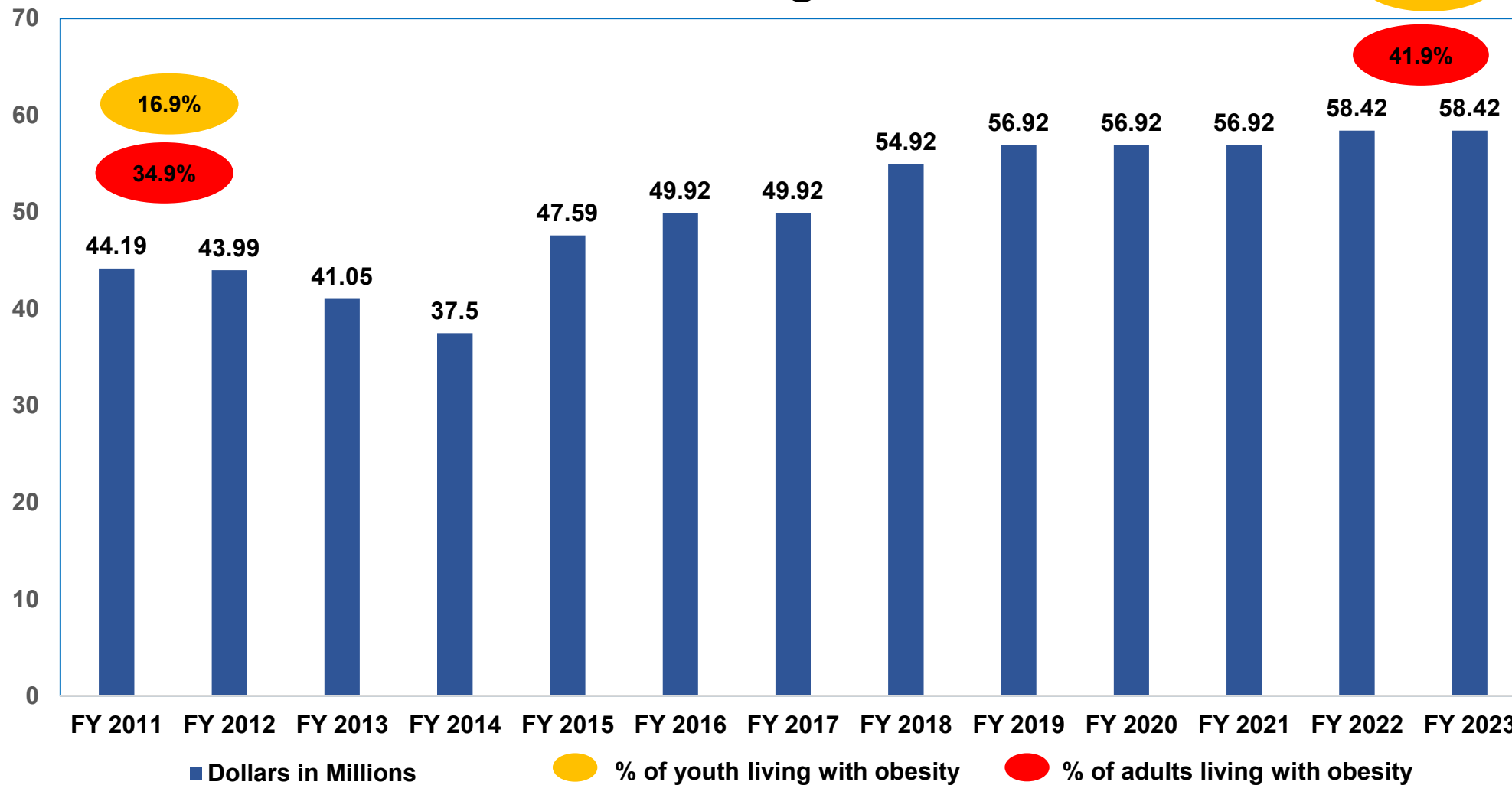
- 41.9 percent of all U.S. adults live with obesity
- Medical expenditures related to obesity cost \$260.6 billion annually
- Individuals living with obesity have higher risk of serious illness from COVID-19

Funding of Prevention

- CDC receives 31 cents per person for obesity prevention grant programs
 - State Physical Activity and Nutrition (SPAN) only funded in 16 states
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CDC DNPAO Funding FY2011 – FY2023



Public health funding for chronic disease prevention stagnant over time

Social Determinants of Obesity

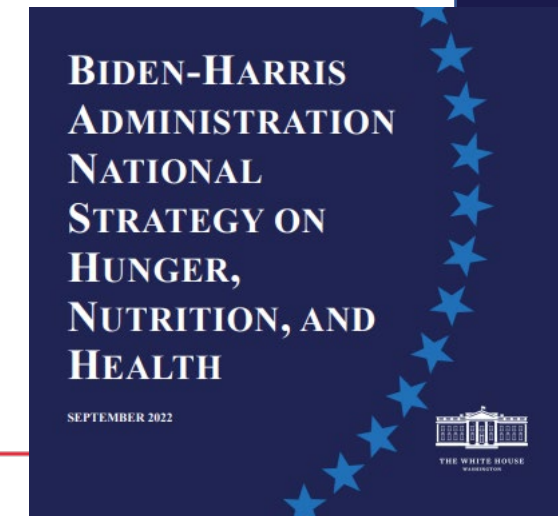
Highlighted Indicators and Policies / TFAH State of Obesity reports

- Participation in SNAP among eligible population
- State laws addressing physical activity breaks in schools
- Percentage of people without health insurance

Community Conditions			
Poverty (2020)	Health Insurance Coverage (2020)	Neighborhood Sidewalks and Parks (2019-2020)	Complete Streets Policy Adoption (2020) ⁵

National Strategy on Hunger, Nutrition, and Health

- Expand SPAN to all 50 states and the territories
- Healthy School Meals for All
- Close the Medicaid gap
- Develop front-of-package labeling
- Expand screening for social determinants of health



Thank you

- Sign up for TFAH Wellness and Prevention Digest:
<https://tfah.wufoo.com/forms/m1vbfkwj0gmybfo/>



@HealthyAmerica1

www.tfah.org



ABOUT PHCC

Public Health Communications COLLABORATIVE

<https://publichealthcollaborative.org/>

- Formed in August 2020 by the CDC Foundation, the de Beaumont Foundation, and Trust for America's Health
- The goal: to provide timely, science-based messaging on COVID-19 to support health departments' communications to constituents

OUR APPROACH

PHCC creates and amplifies tools, resources, and learning opportunities for communicators designed to address public health issues, build public confidence, and identify and counter misinformation.

- Use plain language
- Be timely
- Explain that guidance may change and why

PHCC RESOURCES

- Messaging guidance and Answers to Tough Questions
- Social media graphics and toolkits
- Webinars
- Misinformation alerts
- Biweekly newsletter (or sometimes more often, for pressing updates)

BUILDING BRIDGES

Public Health Communications COLLABORATIVE

Bridging is a tool that can help public health communicators acknowledge tough questions, build trust, and correct misinformation. Bridges are phrases that help you acknowledge the questions, respond, and convey your most important fact-based messaging.

This is an evolving issue, but what is clear right now is...

I'm hearing that question a lot, and what I want people to take away is...

I understand your concern, but what we do know is...

I understand that this has been challenging, but what it really comes back to is...

Can I stop worrying about getting sick?


Do the vaccines even work?

Why should I bother wearing a mask?

Isn't it time we go back to normal?

Learn More at publichealthcollaborative.org

When to Take an At-Home COVID-19 Test



- 1 You have symptoms of COVID-19
- 2 You had close contact with someone who has COVID-19
- 3 You will be with someone who is at high risk for severe COVID-19
- 4 You plan to attend an event or gathering

Learn more about when to take a COVID-19 test and what to do with your results.

Public Health Communications COLLABORATIVE

What Mask Should I Wear?

Along with getting vaccinated and boosted, experts recommend upgrading your mask if you want optimal protection.

← No Protection Some Protection Most Protection →


No Mask or Improper Use	Cloth Masks	Surgical Masks	High Filtration Masks (Respirators - N95, KN95, KF94)
<ul style="list-style-type: none">Mask should fit over your nose and mouth and be snug against your face with no gapsDon't use masks that are damp, dirty or damagedDon't wear masks with exhalation valves, which allow virus particles to escape	<ul style="list-style-type: none">Washable and reusable. Masks should be washed at least once a day or as soon as they become dirtyMultiple layers of woven, breathable fabric	<ul style="list-style-type: none">Disposable, intended for one time useMultiple layers of non-woven materialProvides protection against large droplets	<ul style="list-style-type: none">Varies by mask type, but reusable up to 5 times with proper careFilters up to 95% of particles in the airSeals tightly to the face when fitted properly (some facial hair can interfere with this seal)Designed and regulated to meet international standards. Check lists of trusted manufacturers from CDC and Project N95 to avoid counterfeit masks

If you don't have access to a high filtration respirator mask, double up. Single layer masks, such as bandanas and scarves, are less effective, so wear a cloth mask with multiple layers or wear a cloth mask over a surgical mask. Be sure your mask fits properly—nose wires improve fit.

Children Age 6 Months and Older Are Now Eligible for COVID-19 Vaccines

The CDC recommends that all children 6 months and older get a COVID-19 vaccine.

Vaccination is the best way to protect our children, friends, and families from COVID-19.



Recommendations from the Centers for Disease Control and Prevention as of June 18, 2022.