



SECTOR: HEALTH CARE

CASE STUDIES

Case Study I: Kaiser Permanente

Case Summary

Kaiser Permanente has developed a multi-level approach to overweight and obesity issues that includes clinical care, environmental and community-based strategies to prevent obesity.

Among the strategies being adopted throughout the organization are:

- Tracking of BMI as a vital sign and associated changes in clinical practice
- A research initiative to evaluate promising practices in clinical weight management
- Community benefit activities and grants focusing on community health initiatives for healthy eating and active living. These initiatives are place-based community programs addressing environmental and systemic methods of obesity prevention. Each initiative will also be part of a coordinated evaluation strategy.
- A partnership with the California Endowment to support the Healthy Eating Active Communities initiative in 6 communities in California and a statewide network of technical assistance providers.
- Using educational theatre programs in schools to teach children to think critically about media and other influences over their food choices
- Development of farmers' markets at Kaiser facilities
- A partnership with the TV Turnoff network on an annual campaign to reduce screen time

Outcome

- Improved capture and coding of weight, height, and/or BMI in KP electronic data systems;
- Comprehensive community health initiatives are underway in every KP region
- Farmers' markets and farm stands have been established in 22 Kaiser Permanente hospitals and medical office buildings across the nation, many in neighborhoods previously without easy access to fresh fruits and vegetables.



Sources

Hinton, T. & Solomon, L. (2004). Getting out of the Office: How one healthcare organization is using a public health approach to address overweight and obesity. Poster presented at the North American Association for the Study of Obesity conference, 2004.

Kaiser Permanente Framework for Community Health Initiatives.

[Http://xnet.kp.org/communitybenefit/chi/tools](http://xnet.kp.org/communitybenefit/chi/tools).

Case Study II: Blue Cross Blue Shield

Case Summary

Blue Cross Blue Shield (BCBS) organizations are addressing obesity prevention in a variety of ways across the country. Its national website features a “WalkingWorks” campaign that encourages walking and tracking of activity levels with logs and pedometers.

In the Mid-Atlantic region of the U.S., Blue Cross Blue Shield created a Shape Up and Live Well grant program that has funded 13 programs providing nutrition education and increased physical education in schools and at YMCA facilities. The grants program includes a focus on evaluation, with initial results expected in late 2005.

The BCBS Jump Up and Go! Program is now being implemented statewide in Massachusetts, and includes a school-based intervention, a Clinician’s Toolkit, a Parent’s Toolkit and newsletters. The program uses a “5-2-1 Prescription for Children’s Health” to encourage children to eat 5 or more fruits or vegetables a day, limit screen time to 2 hours or less per day, and participate in 1 hour of physical activity each day, building on the Planet Health curriculum. Schools also must create social policy change and provide before or after school programs to participate. Jump Up and Go! is also partnering with the National Institute for Children’s Healthcare Quality to develop quality measures and tools to help clinicians nationwide in prevention and treatment with overweight children.

Outcome

The Jump Up and Go! program began statewide implementation in Massachusetts in 2004. Seventy middle schools are participating, with enrollments totaling nearly 40,000 students.

Sources

Stevens-Edouard, S. & Cavallaro, V. (2005). Jump Up & Go! Healthy Choices: Statewide program implementation to improve nutrition and physical activity in Massachusetts public middle schools. Abstract for presentation selected for American Public Health Association 2005 conference in New Orleans, LA.

Blue Cross Blue Shield Massachusetts. Jump Up and Go! Clinician’s Toolkit.

www.bluecrossma.com/jumpupandgo.

Blue Cross Blue Shield Corporate Website: www.bcbs.com.



More ideas from the field ...

Partnerships between YMCA and nonprofit hospitals to promote community based physical activity	Several healthcare organizations throughout the U.S.
Establishing policies to stock healthy foods in health care facility vending machines	Integrated Health Care Association’s effort to establish minimum standards for healthy content in vending machines in health care institutions
Organizational changes, such as ensuring stairwells are open for use or having ‘walking meetings’	Kaiser Permanente Centers for Disease Control “Steps at Work”
10,000 Steps Program, promoting increased walking and use of pedometers, logs, recipes and telephone support	Health Partners
Consortium to Lower Obesity in Chicago Children (CLOCC), encouraging integration of obesity prevention into a wide variety of services and locations – such as offering free yoga classes at a downtown museum and physical activity sessions along with hot meals for children at food banks	Children’s Memorial Hospital in Chicago

Additional Ideas ...

Clinical Care

- Routinely monitor BMI, diet, and physical activity;
- Ensure appropriate referrals to clinical and community-based nutrition and physical activity programs.
- Integrate preventive strategies, training and tools in health care settings
- Develop and implement a resource and referral program for preventive health services
- Provide referrals and resource lists regarding where to be physically active (classes, parks, programs, etc.)
- Provide referrals and information regarding nutrition-related counseling; support and education classes and programs; location of healthy food outlets; transportation support, food assistance programs, etc.
- Provide anticipatory guidance for overweight prevention to all clients



- Avoid participation in the promotion or marketing of infant formula including the distribution of free formula, formula accessories or coupons, and advertisements on patient education materials, paper pads, pens, etc.
- Clinicians serving as role models and community leaders in obesity prevention

Benefits and Insurance

- Reduce health insurance costs for gym membership.
- Health plan benefits that cover prevention and wellness activities, including counseling, education, and access to weight-loss and physical activity programs.
- Provide insurance reimbursement for screening and other preventive services;

Organizations

- Provide vouchers, discounts, transportation assistance or other incentives for patient participation in nutrition and physical activity programs.
- Provide educational materials (posters, videos, pamphlets) regarding physical activity and healthy eating.
- Follow healthy worksite guidelines (see worksite section above).

Professional Organizations

- Provide training in obesity prevention, including awareness of environmental barriers and strategies for overcoming them
- Training and certification entities should require obesity prevention knowledge and skills
- Quality assessment measures should include measures of obesity prevention
- Professional organizations should support obesity prevention programs
- Prioritize and provide proactive leadership on obesity and chronic disease prevention focusing on environmental factors for their communities.

GOVERNOR'S SUMMIT ON HEALTH, NUTRITION AND OBESITY

