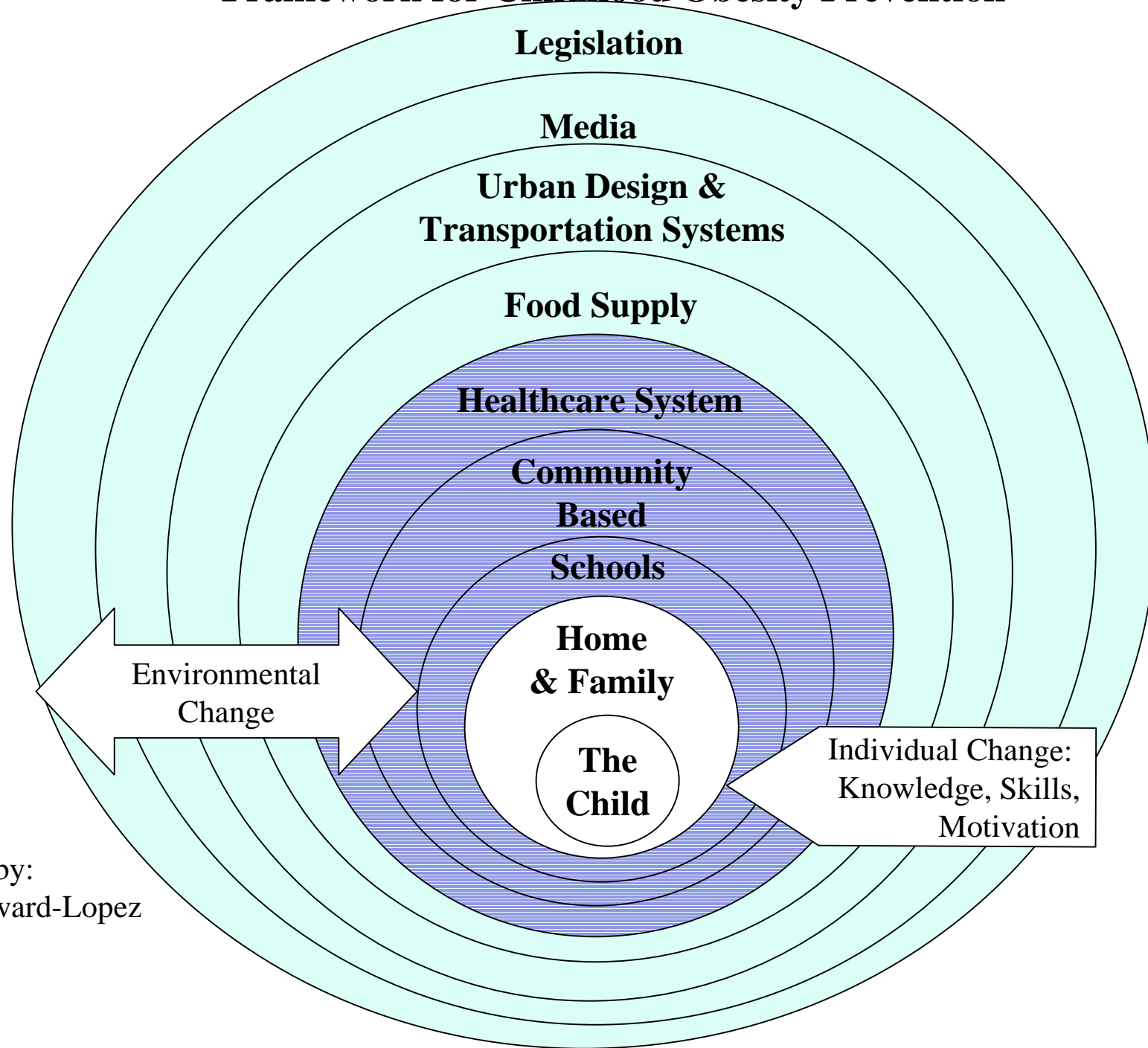


U. C. Berkeley Center for Weight and Health Framework for Childhood Obesity Prevention



Developed by:
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The Child

- Individual change: education, motivation, skill building
- Environmental Change

Home Environment/ Parents

- Parenting Education
- Support

Parenting Programs

- Several school based and community based programs involve parents
- Leadership roles
- Recipients of education/skill building
- Environmental support??

Preschools and Childcare

- Foods offered
- Education (nutrition and physical activity)
- Opportunities for physical activity
- Work with families

Preschools and Day Care

- Cooperative Extension: provider education and support
- Local projects: garden projects, Children's Five-a-Day, etc.
- Support and recognition of the importance of obesity prevention
- No concerted effort specifically addressing obesity, except Indian Health service

Schools: K-12

- School meals (reimbursable)
- Competitive foods (student stores, carts, vending machines, etc.)
- Education
- PE classes
- Other opportunities for physical activity
- Advertising, promotion, special events
- Teacher training and support
- Meal environment and PE equipment/space

Schools: K-12

- salad bars and other healthy meal options
- purchasing from farmers markets
- bans on soda contracts
- healthy options for competitive foods
- innovative, student lead education and promotion
- school gardens
- universal no charge breakfast and lunch
- more PE, more fun PE, non-competitive activities
- physical activity integrated into class time
- physical activity skills for a lifetime

Schools: K-12

- Project Lean's: Food on the Run (DHS)
 - Cooperative Extension (FSNEP): Training for teachers; nutrition ed curricula including gardening
 - SPARK, MSPAN (SDSU)
 - CATCH, grades 3-5 (UCSD)
 - Garden in Every School (CDE)
 - SHAPE (CDE)
 - 5-A-Day Power Play! (DHS)
 - Funding: FSNEP and California Nutrition Network (DHS)
- > Many curricula, training materials, action kits and policy

Schools: K-12

- Strengths: lots of activity; successful models; multilevel
- Challenges: impact on obesity unclear; sustainability; coverage
- Can be done—need political will & community involvement

Community Based

- Churches
 - Neighborhood organizations
 - Youth programs
 - Recreation departments
 - City and county health departments
 - Cooperative extension
- > education > promotion > services > facilities > opportunities

Community Based

- Change existing services, i.e. WIC
- Events and activities
- Organize/ empower the community to make environmental changes

Community Based

- Cookbooks, newsletters, pamphlets, other publications
- Classes: cooking, dancing, nutrition education
- Tasting
- Grocery store demos and tours
- Point of Purchase education
- After school programs incorporating physical activity; healthy eating
- Carnivals, fairs, promotional events
- Walking clubs, Sports Programs
- Sports facilities and equipment

Community Based

- **CANFIT:** grants to programs serving minority youth, 10-14 yrs old. Recipients include health departments, neighborhood centers, YWCA's, Boys and Girls Clubs, community service agencies, schools
- **Children and Weight What Schools and Communities Can Do About It** (Center for Weight and Health). Training and resource kit; empowerment model.
- **Fit WIC** (Center for Weight and Health): 5-State program including Calif. Multi-channel--institutional changes and community activities

Community Based

- **Cooperative Extension (EFNEP):** nutrition education programs for low-income families
- **5-A-Day Power Play:** 10 regional coalitions reach 1/2 of California's 9-11 year olds
- **Project Lean:** regional coalitions targeting teens
- **California Nutrition Network Local Incentive Program**
- **Governor's Council on Physical Fitness and Sports:** Operation Fit Kids, PASS, Eyecycle, Take-A-Hike, etc.
- **Local initiatives:** YMCA Strong Kids; Sports4kids

Health Care System

- Health care professionals (doctors, nurses, dietitians, administrators, etc.)
- Health care institutions (hospitals, clinics, DHS, etc.)
- Insurers

Health Care System

- Children and Weight: What Health Professionals Can Do (Center for Weight and Health)
- AAP Initiative: 3-7 year olds, EFNEP video on feeding relationship
- Various DHS health care delivery programs with nutrition components: CHDP, CPSP, AFLP, etc.

Food Supply

- Food producers (farms, ranches, community gardens)
- Food Processors
- Wholesalers
- Retailers (grocery stores, farmers markets, etc.)
- Restaurants
- Food assistance programs (WIC, food stamps, food banks, commodity foods)

Food Supply

- WIC farmers market program
- Farmer's market
- Community Gardens
- Buying clubs--local farmers
- Supermarket access
- CSPI Campaigns to influence oils used in fast food restaurants, etc.
- 1% milk campaign
- Healthy options in restaurants

Urban Planning and Transportation Systems

- Sidewalks, crosswalks
- Bicycle and walking paths
- Parks and open spaces
- Community lay-out and access to services
- Safety (traffic safety, law enforcement, lighting)

Urban Planning and Transportation Systems

- Active community environments (DHS)
 - walkable and bikable
 - safe routes to schools
 - walk to school day/walkability check list (300 schools)
- Small Growth Initiatives (Portland, Davis, Laguna in Sacramento)
- Local programs: clearing trails, distributing maps, parks, bike and walking paths

Media

- Programming
- Advertising/commercials
- Reduced Viewing
- Media Advocacy: making your messages newsworthy, i.e. Fast Food Survey
- Promotional Campaigns

Media Ideal

- Portrays realistic body images
- Advertises healthy foods
- Models healthy habits
- Provides opportunities for physical activity

Media

- Promotion

- impacts awareness not behavior

- underfunded compared to industry

- (“heathly” food industry does little advertising)*

- no national or state-wide campaign as per tobacco

- affecting existing media may be more feasible and effective

Legislation

- Regulations
- Funding
- Taxes (incentives and disincentives)

Legislation

- Several bills proposed re: schools
 - guidelines and control over competitive foods
 - publicize/make available school food and PE policies, fitness testing results
 - increasing participation in free and reduced price meals
 - staff development
 - facilitating farmer--school food service connection
 - access to drinking water
- Expansion of the Physical Activity and Health Initiative

Legislation

To be effective, must be:

funded

enforced

supported

California Obesity Prevention Initiative

- DHS with Center for Weight and Health and other partners
- ID and improve data and surveillance sources
- Strategic Planning: exhaustive literature review and formative research
- Pilot interventions

Challenges

- Reaching preschool age children
- Lots of nutrition, some physical activity, little approaching obesity prevention directly
- Individual Lifestyle vs. Environmental Change

Challenges

- Sustainability and institutionalization
- Policies not implemented or enforced
- Curricula and other tools not used

Challenges

- Weak or no evaluation
- Evaluation and research to establish most successful and cost-effective strategies
- Results not published or disseminated
- Expansion of model programs on a large scale
- Statewide approach which coordinates with local initiatives

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