

Furthering North Carolina's Progress

North Carolina Institute of Medicine Task Force
on Prevention

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Jacqueline Epping, M.Ed.

Physical Activity and Health Branch

Division of Nutrition, Physical Activity and Obesity

US Centers for Disease Control and Prevention

How do you really have impact?

- Determine where you are
- Determine where you want to go
- Determine how you'll know when you get there
- Do the right stuff to get there
- Share the journey and destination



Determine where you are

Have enough of the right data

- Surveillance beyond individual level behaviors and health status
 - PA determinants
 - Policy enactment
 - Environmental change
 - Environmental and policy outcomes
 - Effect of secular trends
 - Local as well as state data
- Adequate resources

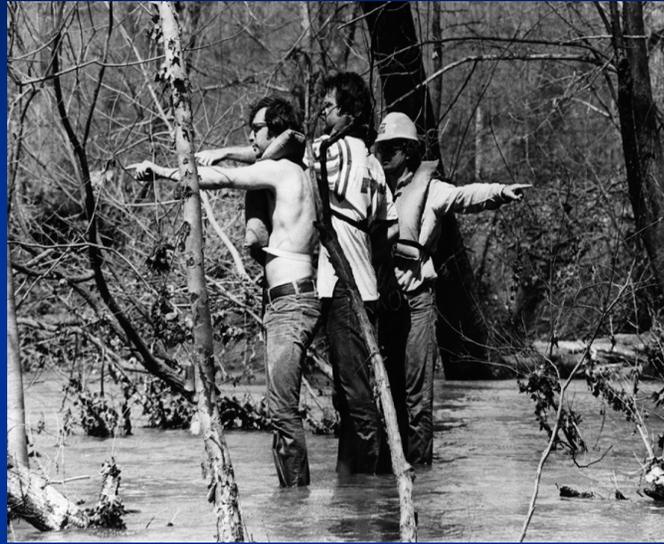


Determine where you are (cont.)

- Infrastructure and capacity
- Identify stakeholders
- Assets mapping



Determine where you want to go



- Prioritize among needs and interests of *all* stakeholders
- Clearly identify measurable goals and objectives

Determine how you'll know when you get there

- Evaluation
- Process - what happened and how?
- Impact - what were the immediate/short term effects of what happened
- Outcomes – what were the longer term behavioral and health outcomes?



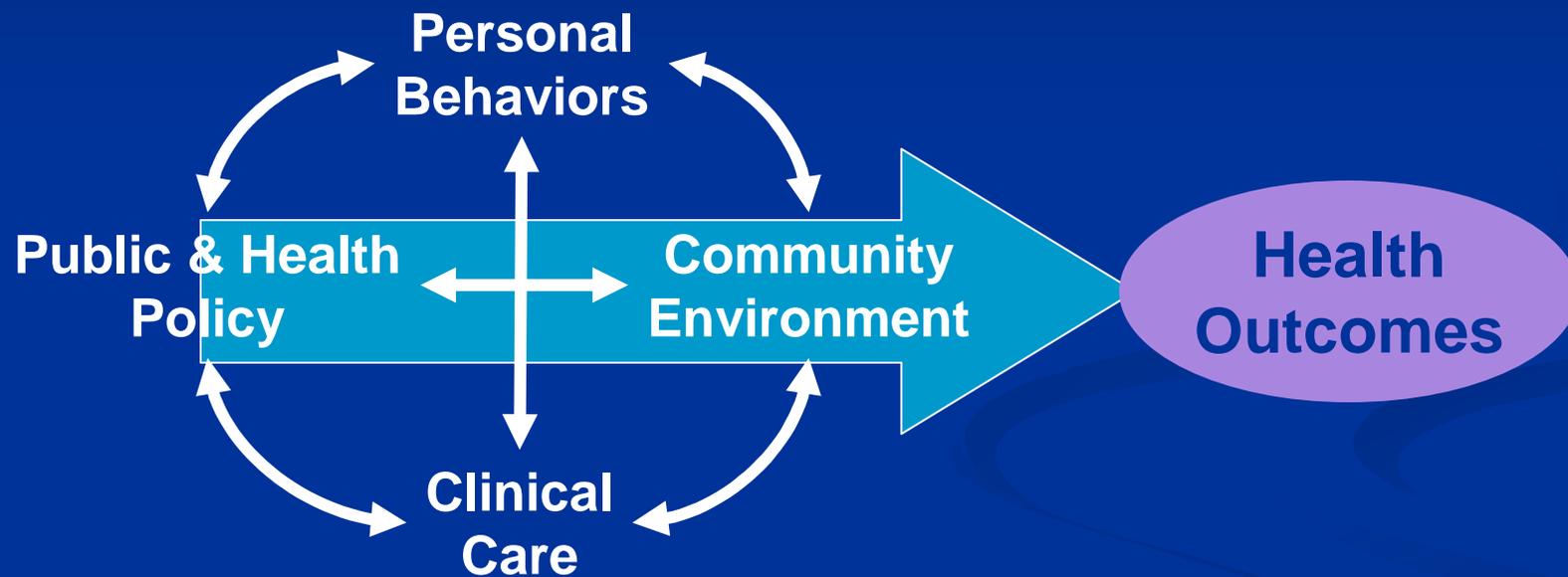
Do the right stuff to get there

- Public Health capacity and infrastructure
- Evidence-based intervention strategies
 - Guide to Community Preventive Services recommendations
 - Conduct needed research to expand the evidence base
- Promising intervention strategies

Do the right stuff to get there (cont.)

- Practice based evidence
- Partnerships and collaborations
- Communications
- **POLICY**

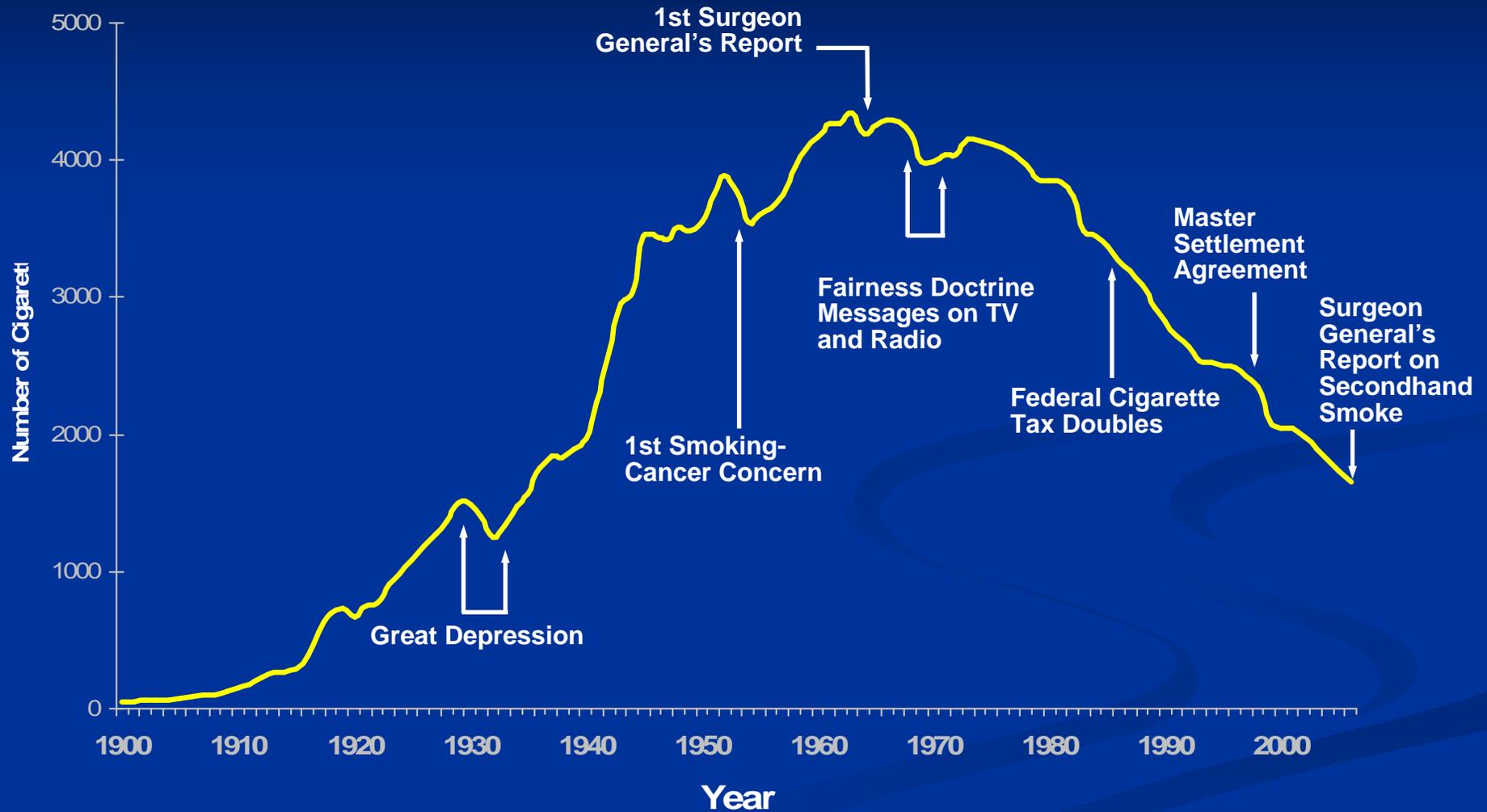
America's Health Rankings Model



Social Ecological Model



Adult Per Capita Cigarette Consumption 1900-2006



Source: USDA Tobacco & Situation Outlook report, 2006 ;1986-2004 Surgeon General's Reports

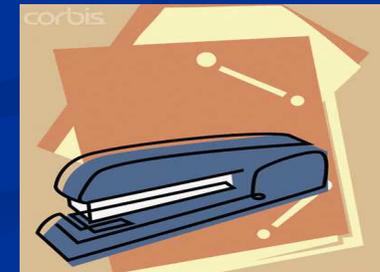
Policy Examples

- Worksite
- School
- Community
- Healthcare

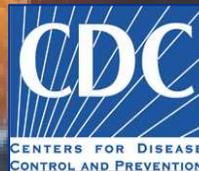


Work sites

- **PA Policy** – flextime, scheduled PA, direct payment or benefits for gym or other memberships, incentives for active commuting
- **PA Environment** – facilities, programs, bike racks, safe accessible stairs, prompts for stair use



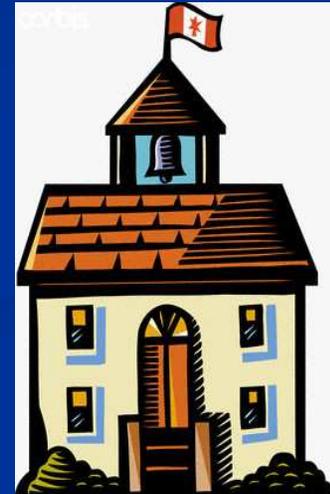
Before





Schools

- PA policy – requirement for daily PE and recess, support for active transport to school initiatives (e.g., Safe Routes to Schools, walking school busses), school site and size, shared facilities
- PA environment – facilities, equipment, messaging, resources, PA opportunities outside of PE, staff PA programs



Communities

- PA policy - street design, land use requirements, public transit policies (e.g, bike racks on busses), ped and bike safety and access as part of transportation infrastructure
- PA environment – sidewalks, bike lanes and parking, trails and greenways, safe, well-maintained and accessible parks and rec facilities

Shape Up Somerville

- Targeted children, grades 1-3, 44% overweight
- CBPR - multi-sector
- multi-setting: community, home, elementary school
- Addressed energy equation: PA and N
- Multiple policy and environmental efforts
- Reduced BMI
- Leveraged \$1.5M to continue many programmatic activities

Economos, C. et al. Obesity Vol 15, No. 5, May 2007



Health care settings

- PA policy
- provide for routine provider PA assessment, counseling and referral
- PA benefit
- PA environment
- Patient materials



Group Health Cooperative Enhanced Fitness Program

- Physical activity/fitness benefit for members
- Silver Sneakers – fitness club membership
- Enhanced Fitness – classes at senior centers and community centers



Individual vs. E/P approaches

Individual

- History, comfort level
- Easier to do
- May be easier to measure outcomes
- Immediate results
- Limited reach
- No evidence of sustainable impact

Environmental/Policy

- New, somewhat “uncharted territory”
- More complicated and lengthy
- Involves more partners
- More difficult to measure outcomes
- Broad reach
- Long-term, sustainable impact

- Sometimes, you begin more downstream and move, over time, upstream.....



Evolution of Walk to School Interventions

- Single day walk to school events
- Kidswalk-to-school programs
- Environmental assessments
- State level Safe Routes to Schools funding
- \$612B National Safe Routes to Schools funding



Furthering Progress

- **Expand Public Health Infrastructure and Capacity**
- **Engage all sectors**
- **Institute policies that support and facilitate physical activity**
- **Measure outcomes**

Make an Impact



Thank you!

