Community Health Workers: Creating Large-Scale Social Change in Childhood Obesity through Collective Impact

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Primary Care Symposium: Enhancing Care with Community Health Workers
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Poor Children Show a Decline in Obesity Rate
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“The obesity rate among preschool-age children from poor families fell in 19 states and United States territories between 2008 and 2011”
Many states and US territories are showing decreases in childhood obesity

- Green arrow: Decrease*
- Blue arrow: No Change
- Red arrow: Increase*
- White: Not Included
State and Local Officials can:

- Create partnerships with community members such as civic leaders and child care providers to make community changes that promote healthy eating and active living.

- Help child care providers use best practices for improving nutrition, increasing physical activity, and decreasing computer and television time.
What Can Be Done?

Doctors and nurses can:

- Measure children’s weight, height and body mass index routinely.
- Counsel parents about nutrition and physical activity for their children.
- Connect families with community resources such as nutrition education and breastfeeding support services.
Successful collective impact initiatives typically have five conditions that together produce true alignment and lead to powerful results:

- Common Agenda
- Shared Measurement
- Mutually Reinforcing
- Continuous Communication
- Backbone Support Organizations
## Common Agenda

- **Healthy People 2020:**
  - NWS-10.1: Reduce the proportion of children aged 2 to 5 years who are considered obese
  - Baseline: 10.7 percent of children aged 2 to 5 years were considered obese in 2005–08
  - Target: 9.6 percent

- According to RWJF, reducing the average body mass index by 5% in Indiana could lead to health care savings of more than $5 billion in 10 years and $13 billion in 20 years.

- Raise healthier, better academically prepared children while reducing costs for their future state economy.
Measure and Track BMI for all:

- PreK-1st Graders
- 3rd Graders
- 6th – 8th Graders
- In the SBCSC for two years.
Child’s Socio-ecological Model

- School
- Pediatrician
- Recreation
- Home / Family
- Friends
- Activities
Mutually Reinforcing Interventions

Student BMI Measurements and Tracking
(Collaborating partners: Superintendent of the South Bend School Corporation (SBCSC), South Bend School Corporation Board of School Trustees*, St. Joseph County Health Department, Purdue University: Purdue Extension - St. Joseph County)

Primary School Curriculum on Nutrition and Physical Activity
(Collaborating partners: Health Department of St. Joseph County, Purdue University Extension)
- Exploring MyPlate with Professor Popcorn (adapting for HS-aged students)
- CATCH (Coordinated Approach To Child Health) (introducing Preschool module)

Physician's Office Intervention: Prescription to Play
(Collaborating partners: Dr. Robert Riley, the E. Blair Warner Family Medicine Center of Memorial Medical Group, Purdue University: Purdue Extension - St. Joseph County, Memorial Home Care/SCSC School Nurses Program)
A recent survey of practicing pediatricians found that nearly all respondents reported measuring height and weight at well-child visits, using growth charts as a reference. However, only about half calculate and assess BMI percentile for gender and age for children older than two years of age.

Most pediatricians reported that they lacked time to counsel on overweight or obesity and counseling alone has poor results, yet they noted that having simple diet and exercise recommendations would be helpful.

In another survey, only about 37% of overweight children and adolescents reported being told by a health care provider they were overweight.


Mutually Reinforcing Interventions

Youth Family Nutrition (YFN) Program
(Collaborating partners: Dr. Robert Riley, the E. Blair Warner Family Medicine Center of Memorial Medical Group, Purdue University: Purdue Extension - St. Joseph County, Memorial Home Care/SCSC School Nurses Program*, Reducing Obesity Coalition of St. Joseph County/St. Joseph County Health Department)

Development & Deployment of Web-based Multi-player Social Environment
(Collaborating partner: Interdisciplinary Center for Network Science & Applications - iCeNSA - at the University of Notre Dame)

Educators Collaborative Forum
(Collaborating partners: Superintendent of the South Bend School Corporation (SBCSC), South Bend School Corporation Board of School Trustees*, South Bend School Corporation Teachers and Principals, St. Joseph County Health Department, Purdue University: Purdue Extension - St. Joseph County)
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Creating Partnerships & Promoting Healthy Change