

2010 Annual Conference Cultivating Strong Communities American Planning Association Pennsylvania Chapter

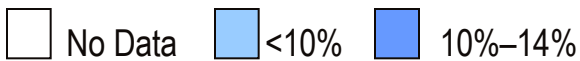
Obesity and the Built Environment: Just What the Doctor Ordered

Presenter: Alice Yoder, RN MSN
Director Community Health
Lancaster General Health

Obesity: Where did it Start?

BRFSS, 1985

(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" woman)

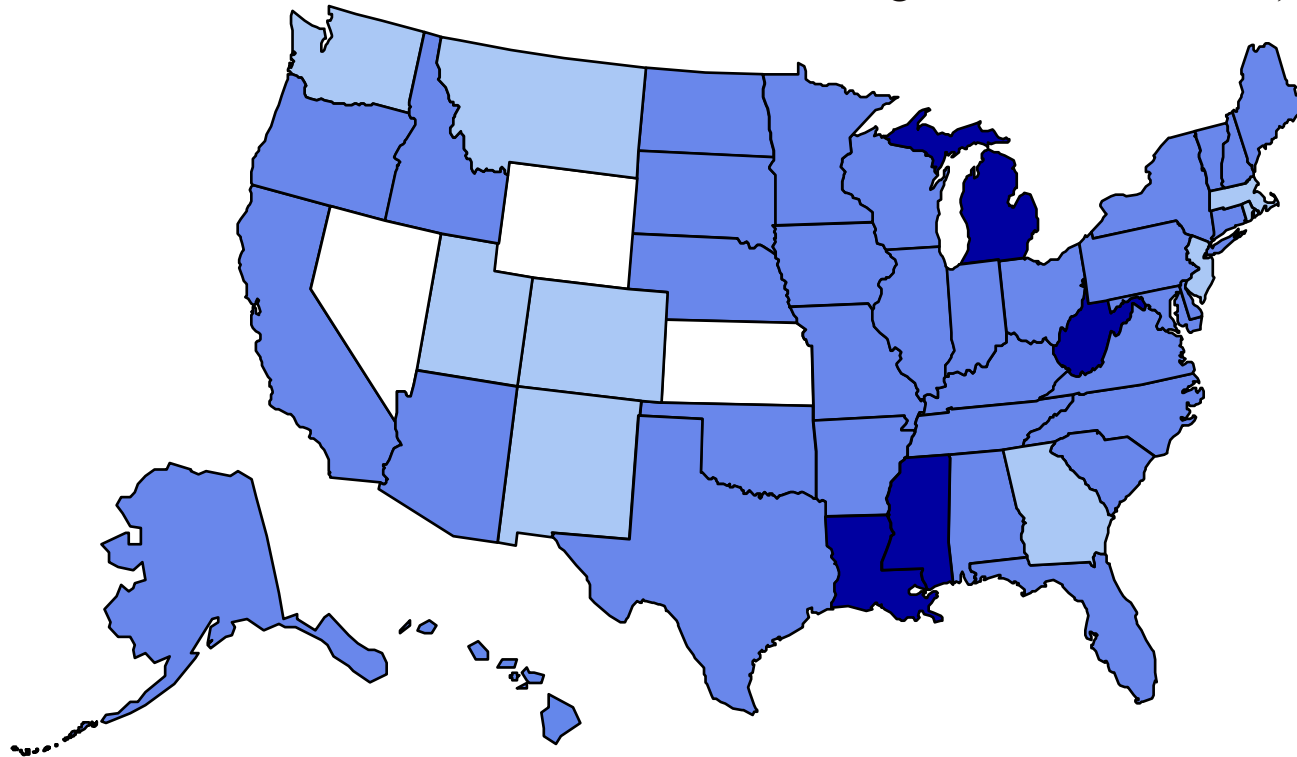


Source: Mokdad A H, et al. *J Am Med Assoc* 1999;282:16, 2001;286:10.

Obesity Trends* Among U.S. Adults

BRFSS, 1991

(*BMI ≥ 30 , or ~30 lbs overweight for 5' 4" woman)



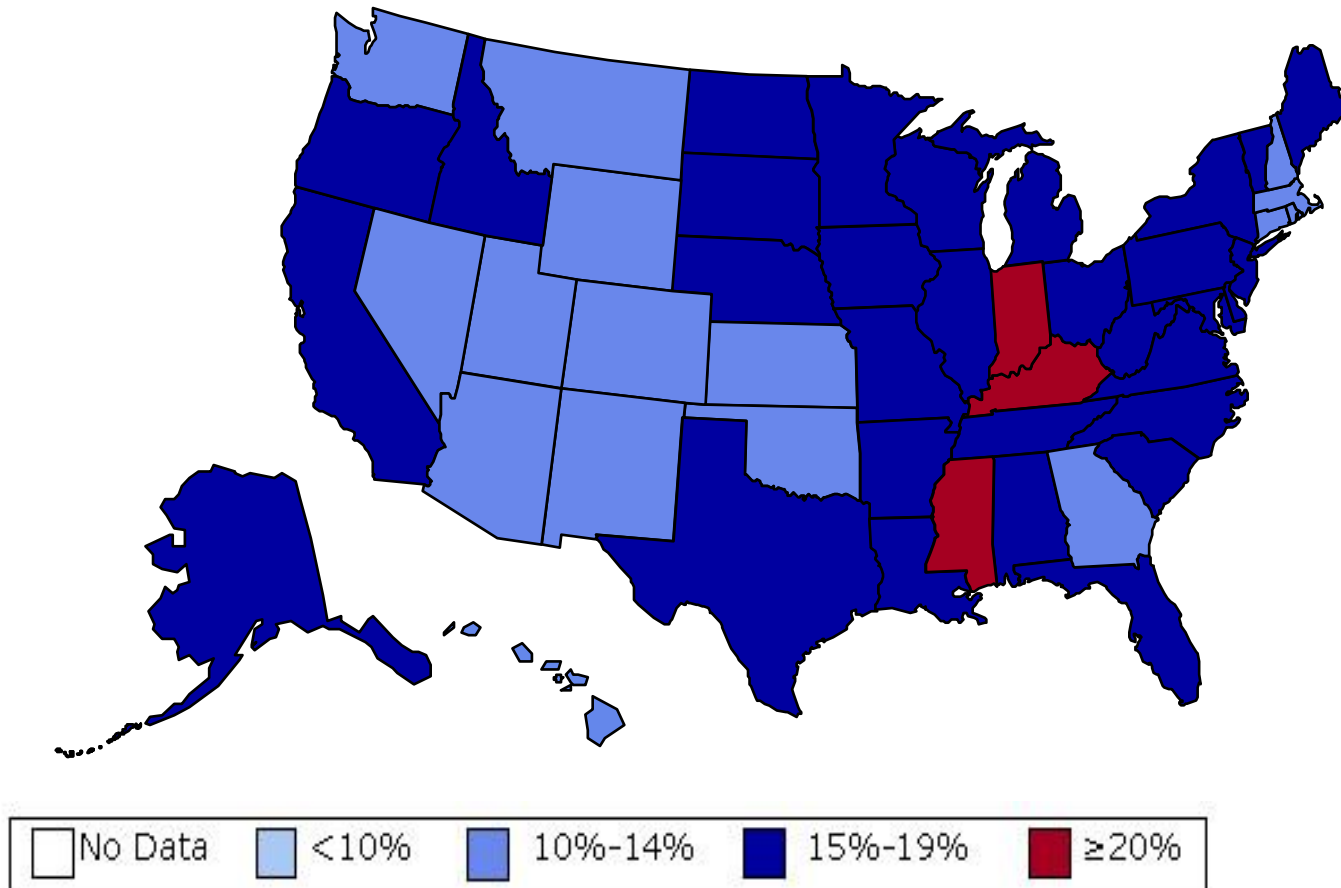
□ No Data □ <10% □ 10%–14% □ 15%–19%

Source: Mokdad A H, et al. *J Am Med Assoc* 1999;282:16, 2001;286:10.

Obesity Trends* Among U.S. Adults

BRFSS, 1997

(*BMI ≥ 30 , or ~30 lbs overweight for 5' 4" woman)

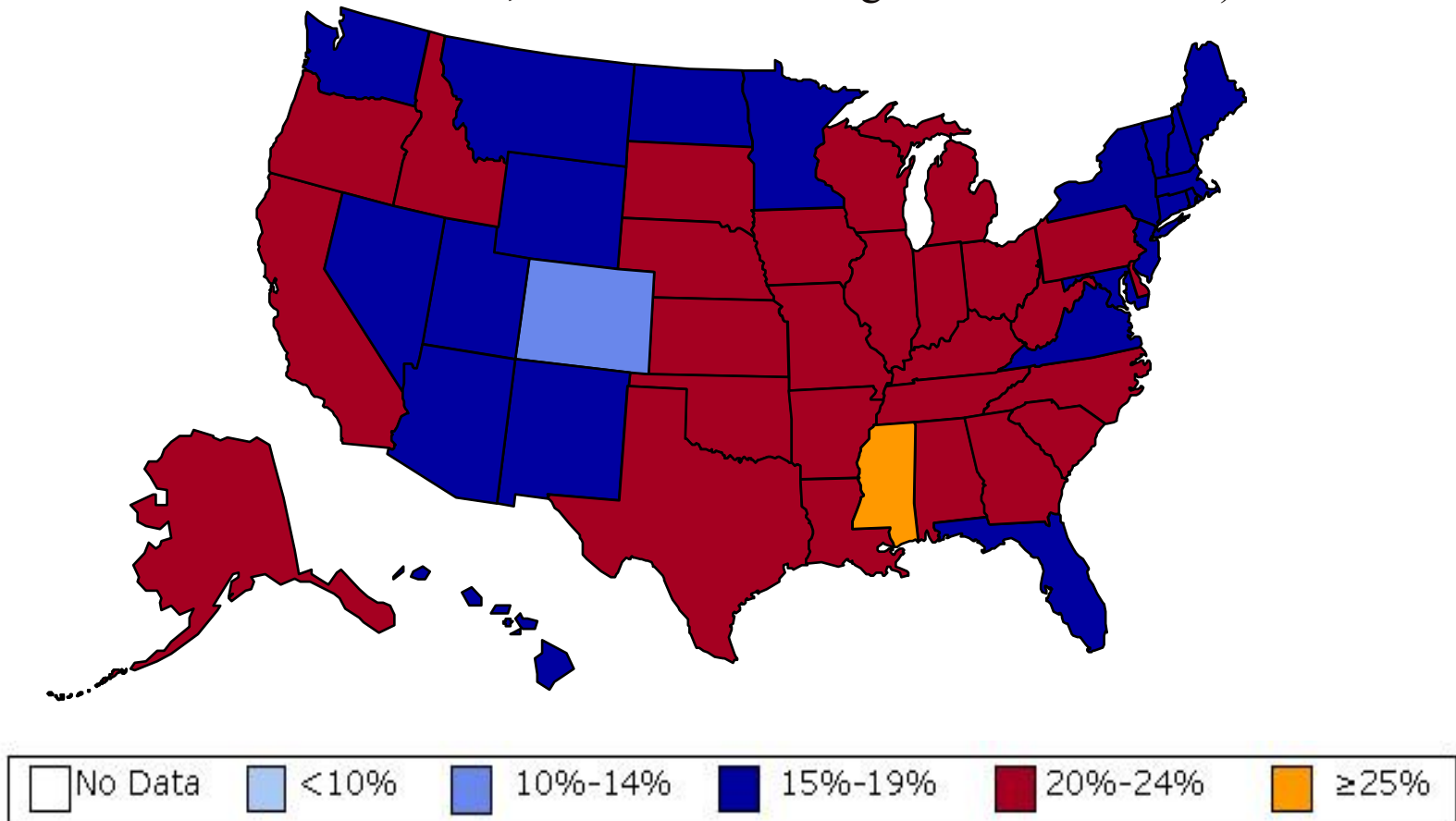


Source: Mokdad A H, et al. *J Am Med Assoc* 1999;282:16, 2001;286:10.

Obesity Trends* Among U.S. Adults

BRFSS, 2001

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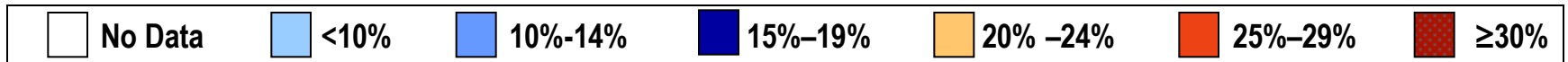
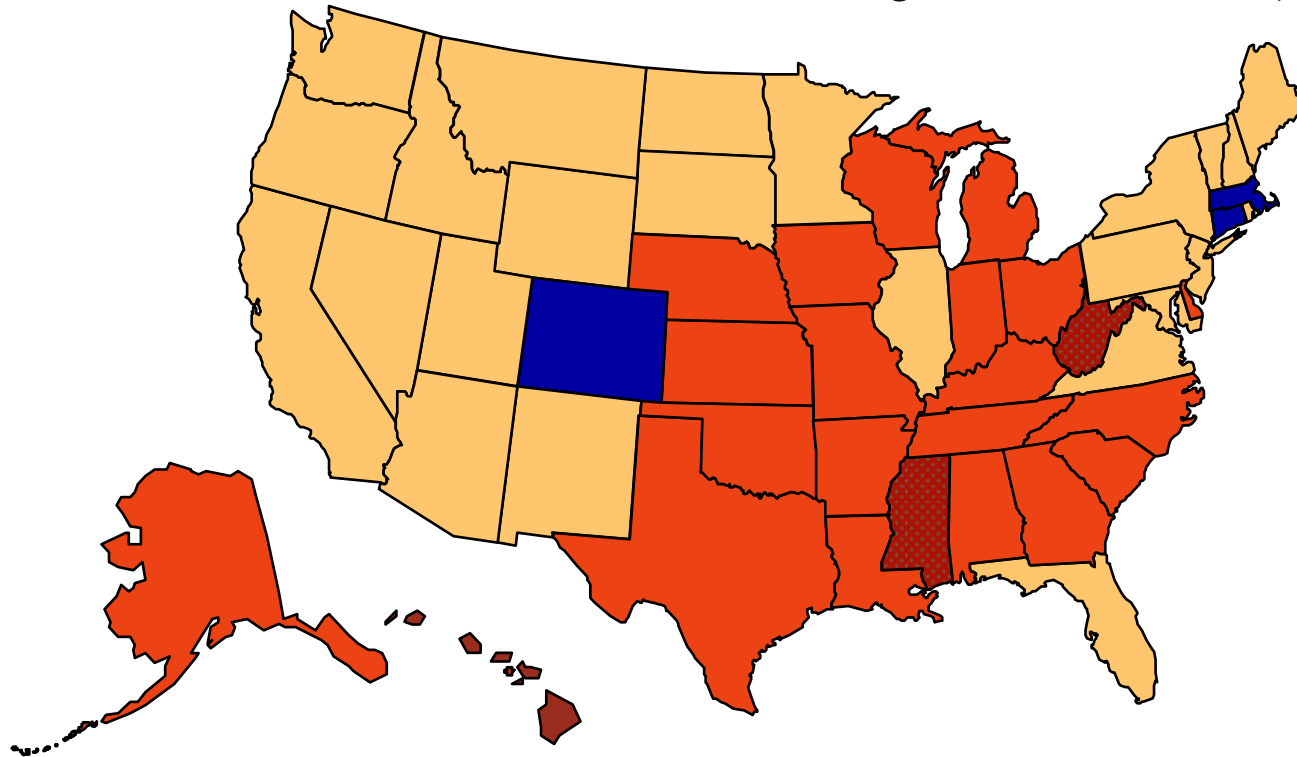


Source: Mokdad A H, et al. *J Am Med Assoc* 1999;282:16, 2001;286:10.

Obesity Trends* Among U.S. Adults

BRFSS, 2006

(*BMI ≥ 30 , or ~30 lbs overweight for 5' 4" woman)

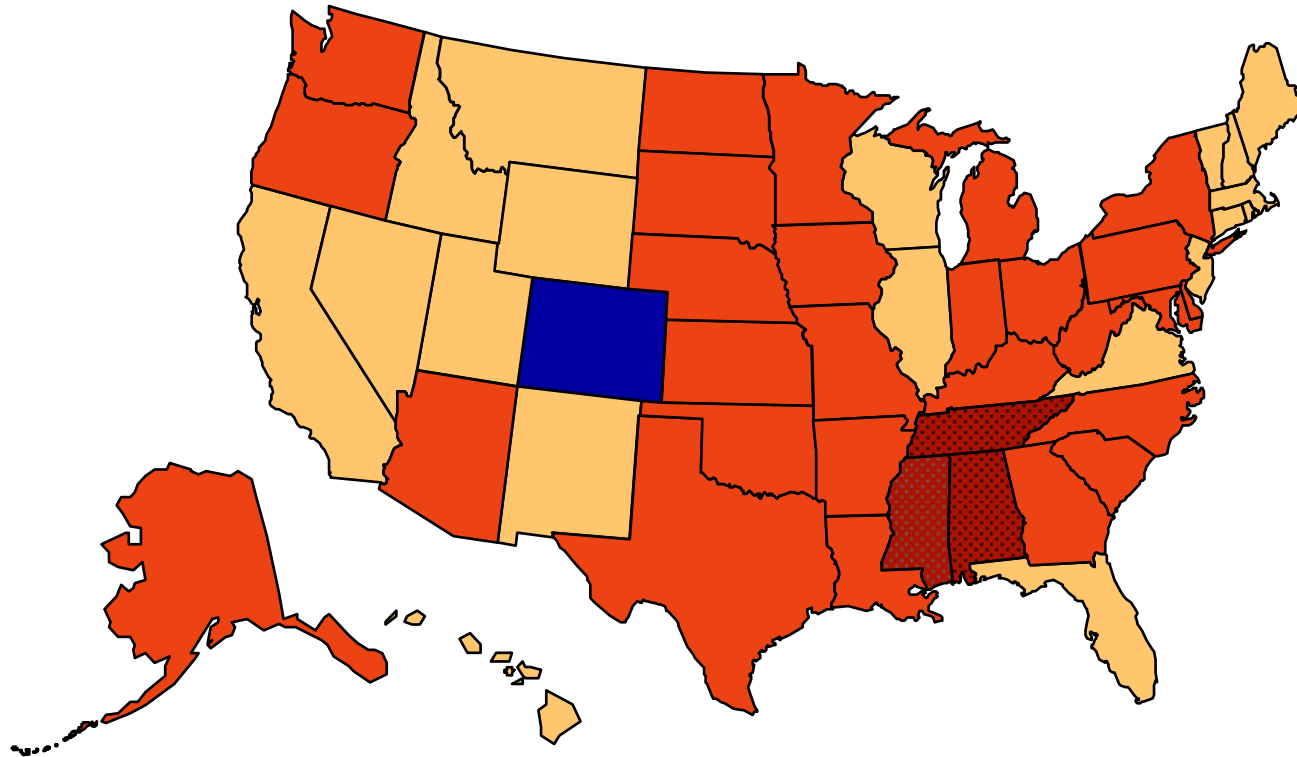


Source: Mokdad A H, et al. *J Am Med Assoc* 1999;282:16, 2001;286:10.

Obesity Trends* Among U.S. Adults

BRFSS, 2007

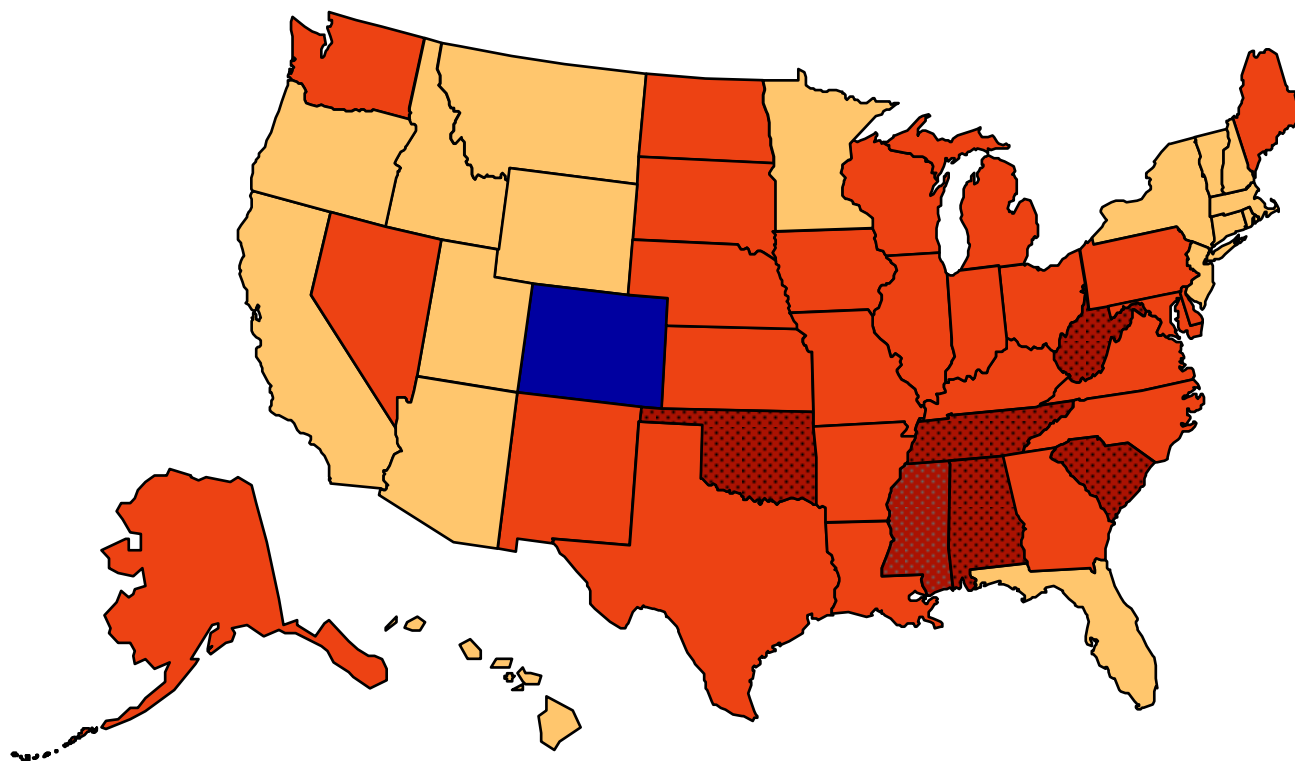
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 2008

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Legend: No Data, <10%, 10%–14%, 15%–19%, 20%–24%, 25%–29%, $\geq 30\%$



“We must intensify our efforts for early identification and early prevention of overweight and obesity, or we are going to have the first generation of children who do not live as long as their parents.”

Obesity: What does it do?

Obesity increases the risk of developing:

- Type 2 Diabetes
- Hypertension
- Heart disease
- Some forms of cancer
- Depression
- Musculoskeletal

Economic Costs of Physical Inactivity and Obesity

- Cost the U.S. \$69 billion - \$117 billion/year
- Between 1979 – 1999 obesity-associated hospital costs for children (6-17 years old) more than tripled, from \$35 million to \$127 million

Obesity: What happened?

Obesity does not result simply from over-eating & a lack of exercise, but is a consequence of modern life.

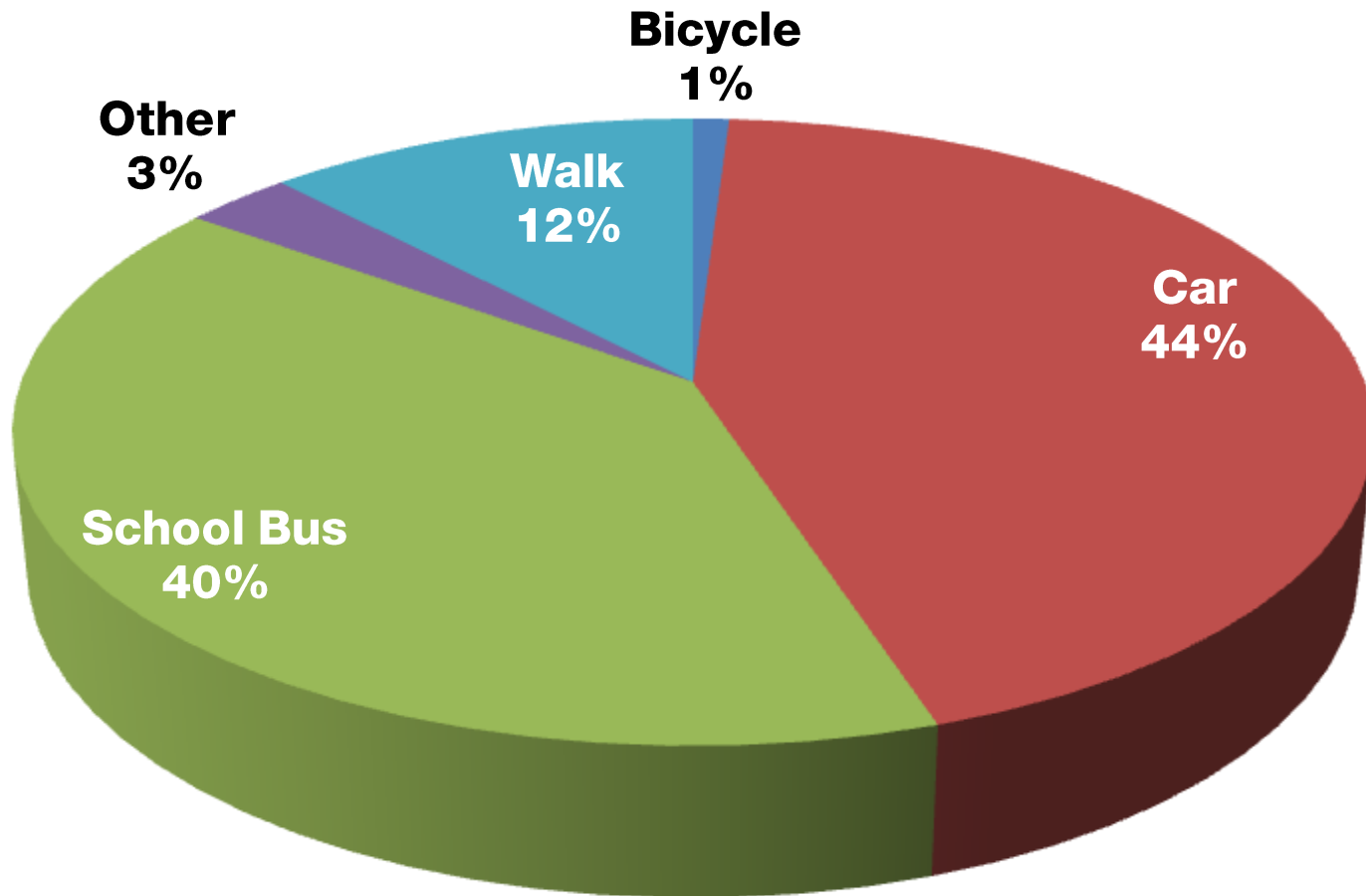
Trends

Children spend more time watching television than they spend on exercise or other physical activity.⁶

6 Anderson, R.E., Crespo, C. J., Bartlett, S. J., et al. Relationship of physical activity and television watch-ing with body weight and level of fatness among children: Results from the third national health and nutrition examination survey. *JAMA* 1998;279:938-942.



How Kids Get to School, 2009



Source: US Department of Transportation, Federal Highway Administration Office of Policy, National Household Survey, 2009

What
would I do
without
you?



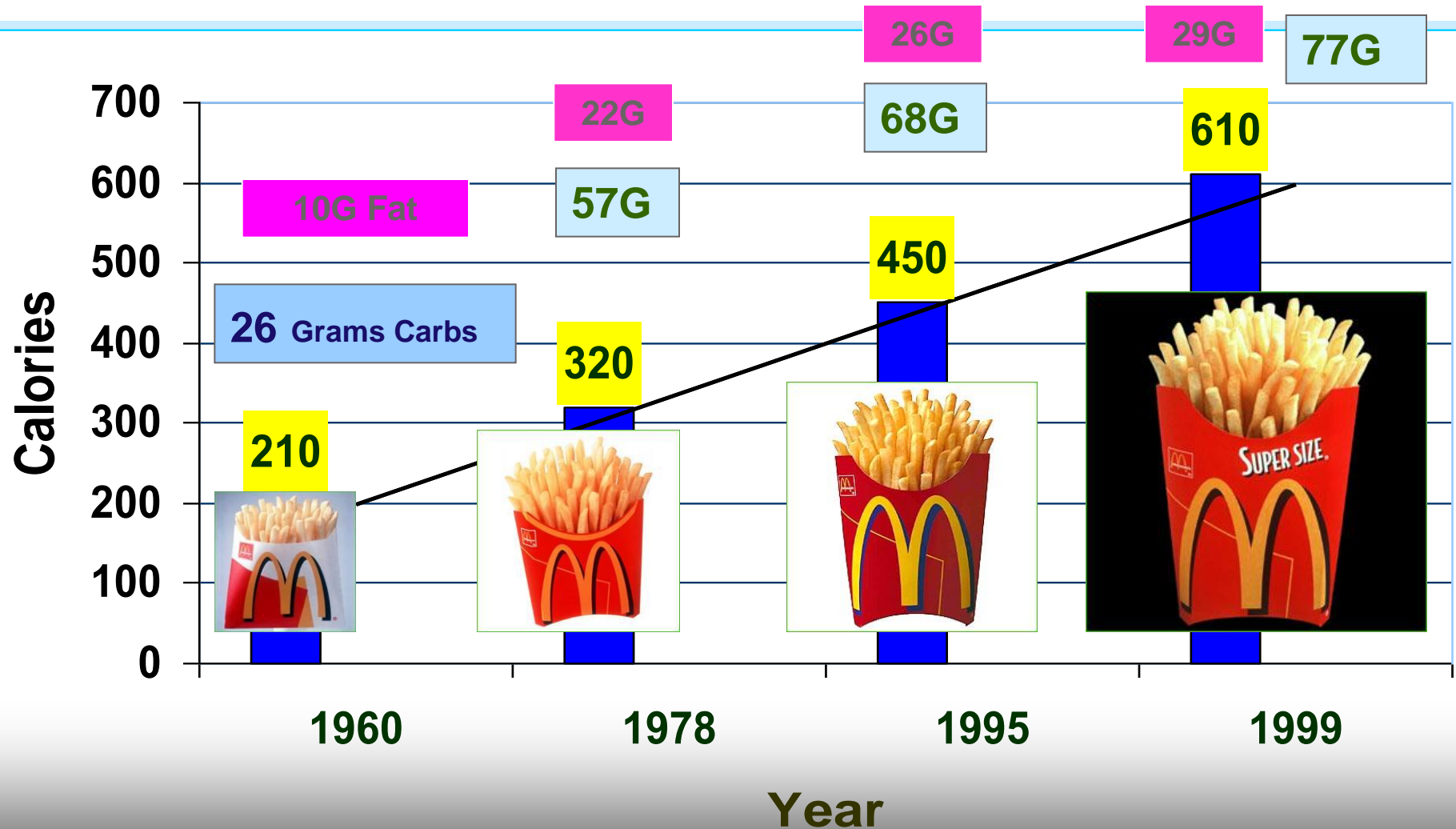


***Remember
Me?***



The Supersizing Phenomenon

Portion Control - *It Does Matter!*



“May I have a cup of coffee please?”

20 Years Ago

Coffee
(with whole milk and sugar)



1965 - 10¢
(~ 45 calories)
8 ounces

“May I have a Venti Caramel Macchiato?”

Today

Mocha Coffee
(with steamed whole milk and
mocha syrup)



2007 - \$4.25 + tax
(350 calories)
16 ounces

▪ Join Our Smorgasbord Loyalty Club



Gastric Bypass Surgery Discount Policy

Year #1 – 50% discount off base price.

Year #2 – 10% discount off base price.

Year #3 – 0% discount off base price.

To receive this discount you must provide Photo ID & Gastric Bypass Card!

Card must include, Patient Name, Date Of Original Surgery & Doctors Signature.

Without complete documentation on Gastric Bypass Card 0% discount.

What happens when you ask people to make healthier choices when the environment looks like this?

- Fast food is the easiest and cheapest choice
- Food served in school, day care, after school, and summer camp is unhealthy
- There is little or no recess because teachers have pressure to fit everything in
- There is no place parents feel safe letting their children play
- The computer or video games are the only things kids want to do...

Obesity - solution

- 1) Increase everyday activity through the design of the built environment & transport systems
- 2) Shifting the drives of the food chain & consumer purchasing patterns to favor health options

Make Healthy Easy

Promising Strategies

Healthy Eating:

- Incentives to attract grocery stores to underserved areas
- Menu labeling in restaurants
- Strong nutrition standards for foods and beverages available in after-school programs, recreation centers, parks and child-care facilities
- Tax strategies to discourage foods and beverages that have minimal nutritional value
- Media campaigns utilizing print, radio, internet, television, social networking to promote healthy eating and active living

Built Environment

- Neighborhood – scale development
- Parks & playgrounds within easy access of residential areas

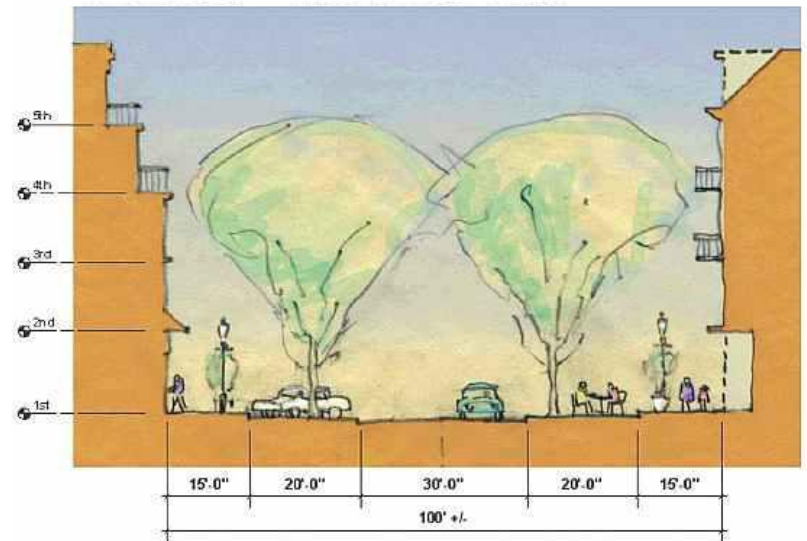
Built Environment



Built Environment



Built Environment







Built Environment

- Set aside and develop outdoor community spaces



Built Environment



Built Environment

Facilitate walking and biking via use of trails and sidewalks that connect families to schools, grocery stores and other common destinations

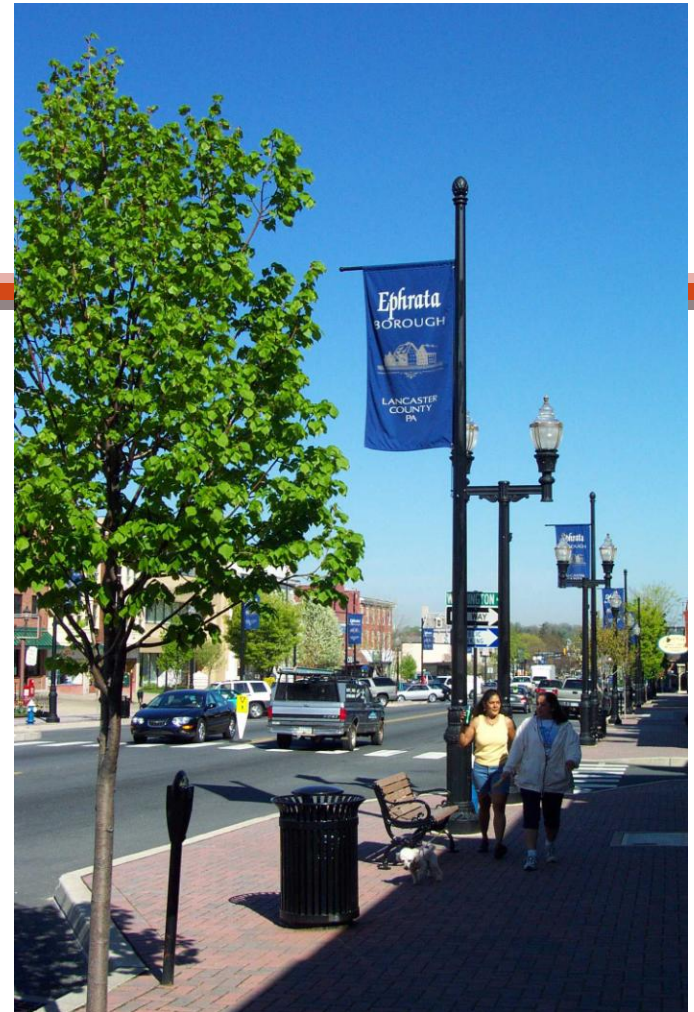
Built Environment



Built Environment



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Built Environment

Zone for health-promoting development:

Amend zoning codes and ordinances to promote access to nutritious foods by facilitating the presence of grocery stores and farmers' markets with communities.

Built Environment

Preserve prime agricultural land:

Preserve farmland by zoning for agricultural use, establish an agricultural conservation easement program that includes right-to-farm provisions, establish growth boundaries and designated development areas.

Built Environment

Preserve prime agricultural land (Cont'd.):

Create tax disincentives to develop agricultural land and incentives for growing fresh fruits and vegetables.

Built Environment

Preserve prime agricultural land (Cont'd.):

Work with farmers to connect farmers to schools, hospitals or local grocery stores who can buy their produce.

Built Environment

Include health leaders in planning discussions:

Work with health officials to identify potential positive or negative health impacts of proposed designs.

Promising Strategies

Physical Activity

- Complete Streets
- Community strategies that improve safety of streets and park use, especially in higher-crime neighborhoods
- Safe Routes to Schools programs
- Parks that are safe and attractive in close proximity to where people live
- Joint use agreements
- Policies mandating minimum play space, equipment and duration of play in preschool, afterschool and child-care programs

Systemic Approach Summary

- ✓ Make healthy easy
- ✓ Create an environment for youth & adults to eat well and be physically active.

Our Approach

- **“Big P” Policy (Governmental Policies)**
examples: Physical Education, Child Nutrition Services, Zoning Regulations, etc.
- **“Little P” (Policies that affect individuals, organizations or entities)**
examples: Churches, afterschool programs, YMCAs, Scouts, Boys and Girls Clubs, PTAs, worksites, healthcare providers

"Little P"

- **PTA Workshops**
 - Starting Wellness Committees
 - Incorporating physical activity into the school day
 - Healthy Fundraising
 - School Gardens
- **Local Foods advocacy**
 - Web resource for community gardens, farmer's markets, CSAs and roadside stands
 - EBT at Farmer's Markets
 - Technical assistance in starting community gardens
 - Social Media

"Little P"

- **Non-motorized transportation advocacy**
 - "SMART Stops"
 - Walking school bus
 - Neighborhood Watch
 - School Gardens
- Healthy snack and meal policies
- County-wide transition to healthy food policies in workplaces using physicians as advocates
- Website

State Policy

- DOE Chapter 12 Revisions
- Complete Sheets
- ?
- ?

Local Policy

- Zoning and land use changes that allow community gardens in most Lancaster County Municipalities
- Enforcement and strengthening of the Local Wellness Policy
- Worksite policies for government partners
- Smoke-free parks policy

Together we can shape the future!

