

Childhood Obesity Study Update

Mel Kohn, MD MPH, State Epidemiologist
State Public Health Division
Oregon Department of Human Services

Health Policy Commission
Multnomah County Health Department
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Origin of the Study

- Grew out of Sen. Devlin's bill last session
- After discussion with Bruce Goldberg and others Public Health Division was asked to staff
- Goals:
 - Review data on childhood obesity in Oregon
 - Review effectiveness of prevention approaches
 - Develop recommendations for policy or legislative action

Process

- Two workgroups: Science and Policy
 - Science group organized existing reviews of best practices into matrix
 - Policy group considered how to apply that science to Oregon, and developed recommendations
- Groups met March-July

Advice from Science Group

- Because evidence base is thin include promising practices
- Address both nutrition and physical activity
- Address adults as well as children
- Focus on changing the environment to support healthy behaviors
- Use comprehensive approach to tobacco prevention as a model

Draft Report Outline

- Description of study process
- Data summary
- Recommendations
 - Brief text on BMI screening in school
 - Organized by topic area
 - Primary “actor” in text of recommendations
 - Table describing other potential “actors”
- Appendices
 - One-pager with more detail for each recommendation
 - Best practices matrix
 - List of workgroup participants
- Plan to release for public comment Aug-Sept

What Should Be Recommended?

- Balancing multiple considerations
 - Feasibility
 - Cost
 - Avoiding duplication
 - Ability to build on what has already been done
 - Maximum reach
- Keep focus on science, not political considerations

Topic Areas

- Statewide leadership
- Schools
- Land use planning and transportation
- Food and beverage industry
- Worksites
- Medical care
- Parks and recreation

Statewide Leadership

- Establish a statewide, multi-component comprehensive obesity prevention program (OPEP)
 - Fund this with a dedicated revenue source, such as a tax on junk foods

Schools

- Strengthen requirements for school wellness policies, monitor implementation
- Create a school garden foundation and promote garden-based learning
- Develop a curriculum for garden-based learning
- Ban junk food marketing in schools
- Establish minimal standards for PE, monitor implementation

Land Use Planning and Transportation

- Create incentives for local governments to increase supermarkets in underserved areas
- Require Health Impact Assessment in municipalities' comprehensive plans
- Require the “Big Look” to recommend ways that planning could be used to promote physical activity and healthy eating
- Allow inclusion of school costs in System Development Charges paid by developers
- Ensure school siting decisions facilitate walking and biking to schools
- Double the percentage of state highway funds dedicated to bicycle and pedestrian facilities

Food and Beverage Industry

- Subsidize marketing of fruits and vegetables, and remove subsidies for foods that keep the cost of producing junk food low
- Require restaurants with 10 or more outlets to list calories on menu boards, other nutrition information on menus
- Promote responsible food and beverage marketing to children through changes in federal agencies and by calling upon industry in Oregon to adhere to voluntary guidelines

Worksites

- Require all state agencies to develop policies to increase consumption of fruits and vegetables and promote physical activity by employees; monitor implementation, and publicly recognize exemplary agencies

Medical Care

- Encourage BMI screening by providers
- Provide coverage for effective obesity prevention and treatment strategies
- Provide incentives for health plan subscribers to maintain healthy body weight
- Include BMI screening and obesity prevention services in quality assessment efforts

Parks and Recreation

- Provide grants to community organizations to increase participation in outdoor physical activity