



Successes Using a Novel Approach Expanding AOM Messages

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The Premise: Energy Balance

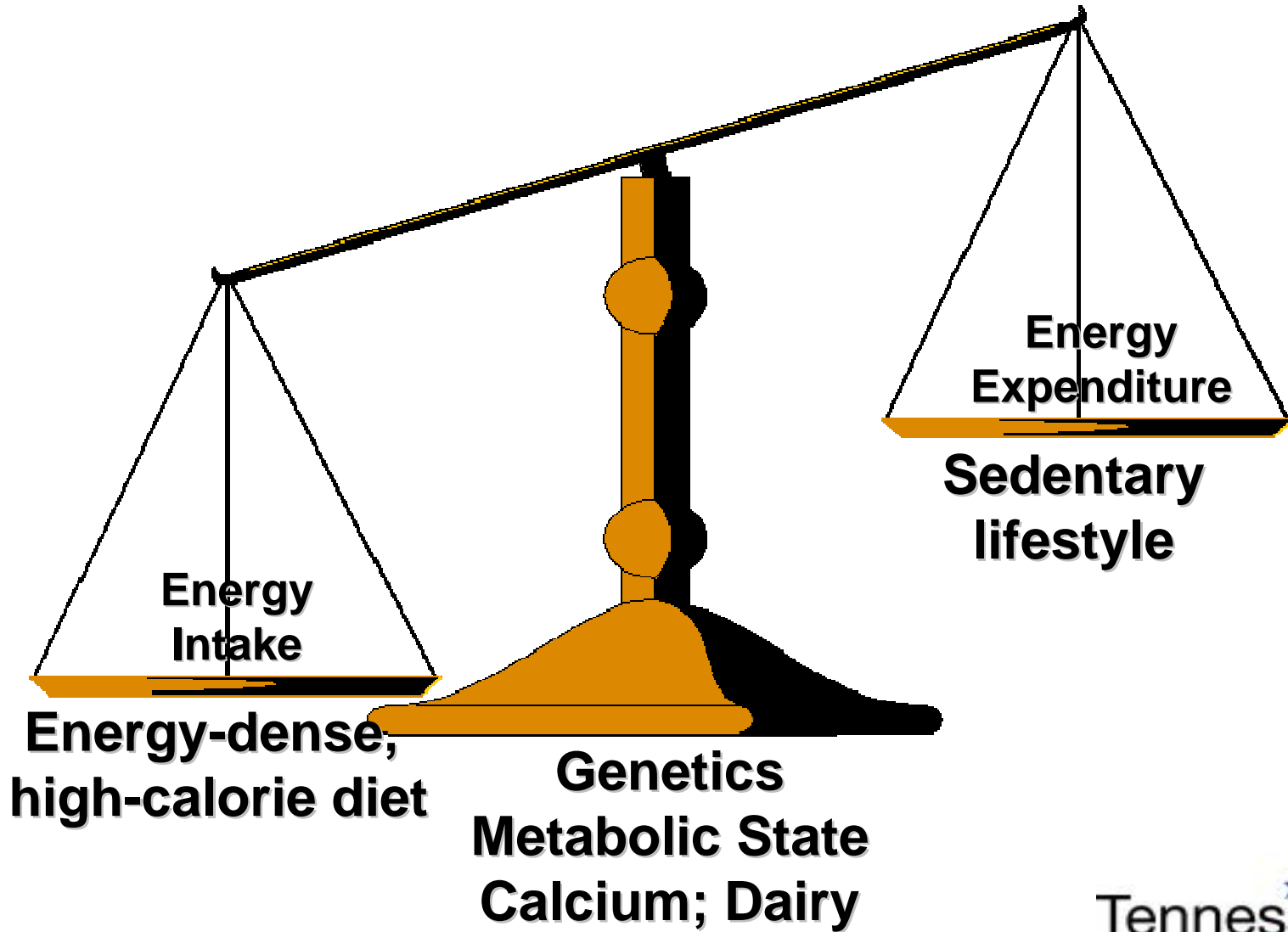


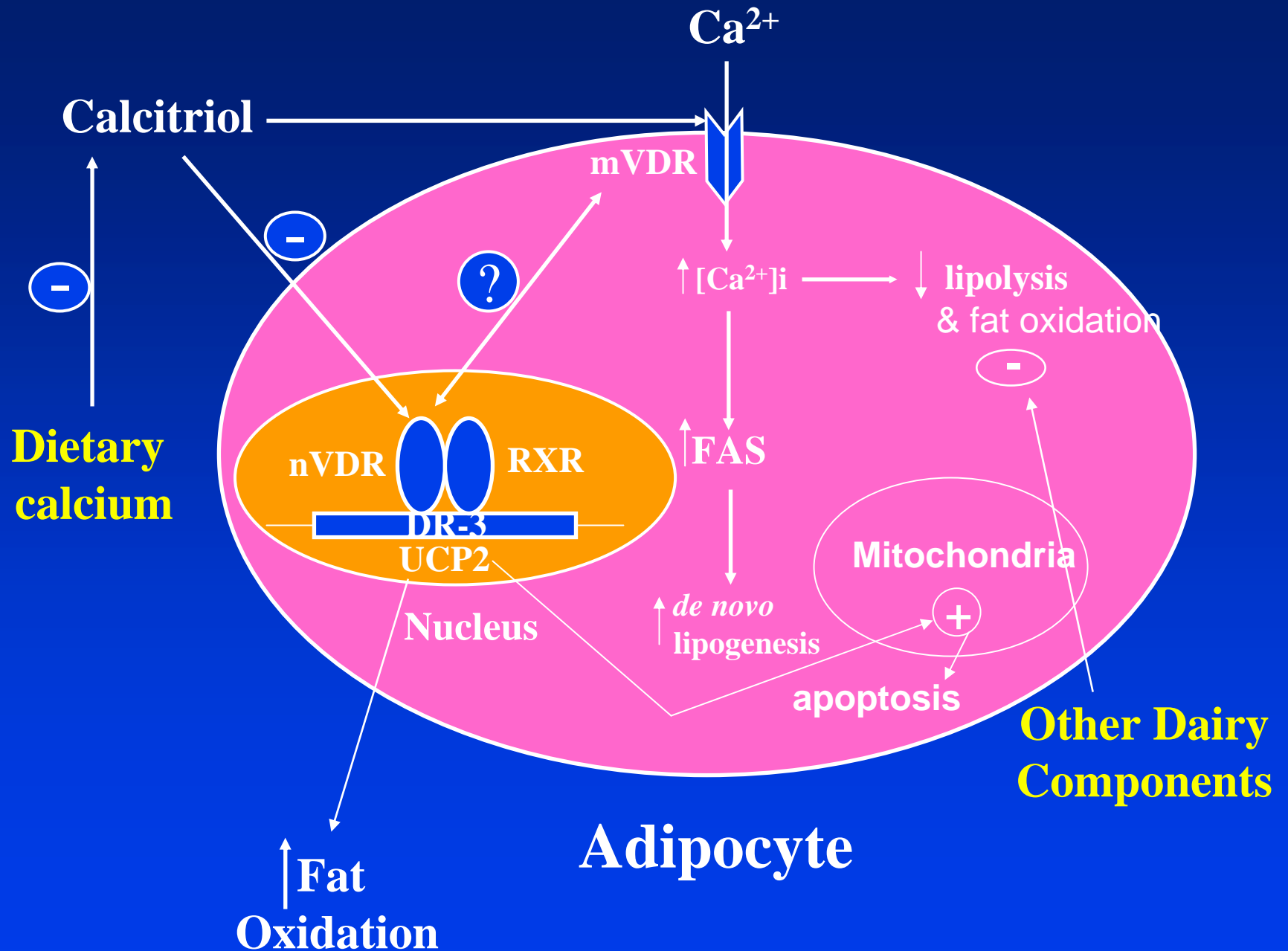
- Balance calories in with calories out.
 - **(Balance food consumed with physical movement)**



- 100 less calories in (i.e. smaller portions of same foods)
- 100 more calories out (i.e. walking 1 mile)
- This is enough to counter the average American weight gain of 1-3 pounds per year

The Premise








The Calcium Key

- 3-4 servings per day of low fat dairy products aid in weight loss and weight management
 - Studies show greater loss of:
 - Overall weight
 - Overall fat
 - Overall abdominal fat
- What constitutes a serving?
 - 8 oz of milk (preferably skim or 1%)
 - 2 oz of natural cheese
 - 8 oz of yogurt (fat-free or low-fat)
- Dairy products exert a substantially greater effect on fat loss, blood pressure and glucose tolerance and a significantly greater effect on fat distribution compared to an equivalent amount of supplemental calcium
 - Calcium pills
 - Calcium fortified foods

Here's to
your health!

 Mayfield

The Premise

Research shows that by burning 100 calories with just 2000 extra steps and eating 100 fewer calories per day is enough for most Americans to stop the weight gain and create “energy balance”



Our research at The University of Tennessee demonstrates that incorporating three servings of dairy into the daily diet can double the effectiveness of weight management efforts.

These changes are small enough to be attained and maintained by anyone





Tennessee Data: The Harris Poll

- The average adult BMI: **29.2**
 - **38% gained weight in the past year**
- On average, Tennesseans spend **7.7 hours per day sitting**
 - **3.9 hrs/day are spent on “screen time”** (watching TV, playing computer, or playing video games)
- More than eight in ten Tennesseans (84%) would like to become more active.
 - Lack of motivation (52%) and time (48%) are the most commonly cited obstacles to being more active.
- Seven in ten Tennesseans (71%) are currently trying to lose weight
- 74% drink milk, 38% eat yogurt, and 94% eat cheese at least once/day. However, **only 5% consume 3 daily servings of dairy**

* Statistics are based on Tennesseans aged 18 years and older

Tennessee Data: The Harris Poll (*Children*)



- The average childhood BMI: **23.5**
- On average, Tennesseans spend **8.2 hours per day sitting**
 - **3.0 hrs/day are spent on “screen time”** (watching TV, playing computer, or playing video games)
- 29% somewhat or very inactive.
- 30% currently trying to lose weight
- 5% of Tennessee children try to eat fruits and vegetables each day
- 7% of Tennessee children try to eat milk, cheese and/or yogurt each day

* Statistics are based on Tennesseans aged 10-17 years, parental reporting

Tennessee Data: The Harris Poll



- Nine in ten Tennesseans (94%) believe that walking is a good, very good or excellent method to increase physical activity.
 - Most (68%) believe that walking is a very good or excellent method to increase physical activity.
 - 29% have some familiarity with *Tennessee on the Move*
- Overall, Tennesseans report taking an average of 4,641 steps per day.

THE BAD NEWS: TENNESSEANS ARE HEAVIER, LESS ACTIVE AND CONSUME LESS DAIRY THAN ELSEWHERE IN THE US

THE GOOD NEWS: TENNESSEANS ARE READY TO CHANGE, GIVEN THE RIGHT PROGRAM

* Statistics are based on Tennesseans aged 18 years and older

A Proven Model Has Lead to Success

- **Tennessee On the Move launched March 9th, 2004**
 - As of June 1, 2005 statewide participation includes:
 - 10,000 people total, including several groups
 - 1,346 worksites
 - 356 walking groups
 - 95 faith-based groups
 - 356 non-profit organizations
 - 578 other groups
 - 590 schools, including several small to mid-size county-wide school systems. Major metropolitan school systems in process, but not yet launched









TOM Partnerships

- Organizations and corporations that share similar missions and goals with TOM who through partnership can more effectively fight obesity and promote healthy living
- Offer TOM to its constituents and extend the reach of TOM's social movement
- Drive enrollment and/or provide endorsement
- Current partners include:
 - American Heart Association; University of Tennessee; University of Memphis; Vanderbilt University; Knox County Government; Boys and Girls Clubs; Big Brothers/Big Sisters; Healthy Nashville 2010 (Nashville Metropolitan Health Department); Figures of Nashville; Walking in Memphis; Healthy Memphis Common Table; Tennessee Healthy Weight Network; Mayfield Dairy; Blue Cross -Blue Shield of Tennessee; Methodist Health System; Cumberland Medical Center; Cherokee Health Systems



Partnership With Tennessee Dietetic Association

- Engage ALL of the dietitians in the state through their professional organization
- Kickoff scheduled for September 2005
- Extend program reach through excited professionals engaging their own communities and medical facilities
- Organize community events; enroll their own worksites
- Extend programmatic reach through local media



Evaluation

- Does our approach work???
- Data-based approach
- Annual Evaluation

