Healthy People 2020: Who’s Leading the Leading Health Indicators?
Carter Blakey
Deputy Director
Office of Disease Prevention and Health Promotion
"Who’s Leading the Leading Health Indicators?"

- Fifth installment of the monthly series, "Who’s Leading the Leading Health Indicators?"

- Highlight organizations using evidence-based approaches to address one of the Healthy People 2020 Leading Health Indicator (LHI) topics.
Webinar Agenda

- Carter Blakey
  HHS Deputy Director of the Office of Disease Prevention and Health Promotion

- Howard K. Koh, MD, MPH
  HHS Assistant Secretary for Health

- Marjorie McColl Petty
  HHS Regional Director, Region VI

- Deanna M. Hoelscher, PhD, RD, LD, CNS,
  Professor at The University of Texas School of Public Health, Director of the Michael & Susan Dell Center for Advancement of Healthy Living
What is Healthy People?

- A comprehensive set of national 10-year health objectives
- A framework for public health priorities and actions
- Roadmap for prevention
What are the Leading Health Indicators (LHIs)?

Leading Health Indicators are:

- Critical health issues that, if addressed appropriately, will dramatically reduce the leading causes of preventable deaths and illnesses.

- Linked to specific Healthy People objectives.

- Intended to motivate action to improve the health of the entire population.
Howard K. Koh, MD, MPH
Assistant Secretary for Health
Impact & Context: Nutrition, Physical Activity and Obesity

- Overweight and Obesity
  - Health impact
  - Economic impact

- Physical Activity and Nutrition
  - Risk of overweight and obesity
  - Risk of disease
Leading Health Indicators: % Nutrition, Physical Activity and Obesity

- Indicators for nutrition, physical activity and obesity:
  - Adults who meet current Federal physical activity guidelines for aerobic physical activity and for muscle-strengthening activity
  - Adults who are obese
  - Children and adolescents who are considered obese
  - Total vegetable intake for persons aged 2 years and older
Trends in obesity* among children/adolescents and adults, by sex, United States, 1988-1994 through 2009-2010

*Obesity defined as BMI>=30 for adults and BMI-for-age>=95th percentile on the sex specific 2000 CDC Growth Charts for 2-19 years.

Source: National Health and Nutrition Examination Surveys (NHANES), CDC, NCHS.

Obj. NWS-9 and 10
Child and Adolescent Obesity, 2009-2010

Obesity defined as BMI-for-age >= 95th percentile on the sex specific 2000 CDC Growth Charts for 2-19 years.

Source: National Health and Nutrition Examination Surveys (NHANES), CDC, NCHS.

*Obesity defined as BMI-for-age >= 95th percentile on the sex specific 2000 CDC Growth Charts for 2-19 years.
Source: National Health and Nutrition Examination Surveys (NHANES), CDC, NCHS.
Determinants: Nutrition, Physical Activity and Obesity

- Environmental factors:
  - Access to safe places to exercise
  - Affordable healthy food

- Addressing factors:
  - Live, learn, work and play
Nutrition, Physical Activity and Obesity: Federal Actions

- Federal Actions:
  - The *Let’s Move!* Initiative
  - National Prevention Strategy
  - Dietary Guidelines for Americans, 2010
  - 2008 Physical Activity Guidelines for Americans
  - President’s Council on Fitness, Sports, and Nutrition
    - Million PALA Challenge
Marjorie McColl Petty, JD, MS
HHS Regional Director, Region VI
Coordinated Approach To Child Health

Deanna M. Hoelscher, PhD, RD, LD
Coordinated Approach To Child Health (CATCH)

Classroom Curriculum

Physical Education

Food Service

Family
CATCH Main Trial, 1996
Results and Major Outcomes

- Reduced total fat and saturated fat content of school lunches
- Increased MVPA during P.E. classes
- Improved students’ self-reported eating and physical activity behaviors
- Effects persisted over three years without continued intervention
- Reduced prevalence of obesity in El Paso trial!

Cost-Effectiveness
- “Based on the published literature, the most cost-effective way to prevent obesity in youth is CATCH...”

Children in Texas Have High Rates of Obesity

Obesity is ≥ 95th Percentile for BMI by Age/Sex

- 25.6% in 2000-02
- 23.5% in 2004-05
- 23.8% in 2009-11
- 18% in U.S. 6-11 yr

Healthy People 2020 Goal, 14.6%

Sources: Hoelscher et al., 2004; Hoelscher et al., SPAN; Ogden et al., 2012!
CATCH Texas – Translating CATCH into State Policy

• Senator Jane Nelson
  – SB 19 (2001) modeled after CATCH in action
  – Sought input from SPAN and CATCH policy research
  – Continued to support and strengthen coordinated school health policies

• Texas Comptroller Susan Combs
  – As commissioner for the Texas Department of Agriculture, Combs initiated a standard series of foods served at schools
  – 2007, Combs provided funding for implementation of SB 42 in low-income middle schools to purchase PE and nutrition materials and equipment

Sources: Hoelscher et al., 2009; Hoelscher et al., 2004; Kelder et al., 2009; Barroso et al., 2009; Hoelscher et al., 2011
CATCH Texas Outcomes

El Paso

• 8 year CATCH regional initiative to prevent and reduce obesity including: state legislation; media campaign; community-based interventions
• Resulted in a 7% decrease in obesity in 4th graders – in a region the size of South Dakota and Wyoming combined!

Travis County

• Implementation of community component
• Reduction of 8% in CATCH community schools
• Student outcomes better in CATCH schools that implemented the program more fully

Sources: SPAN, 2000-2002 to 2004-2005; Hoelscher et al., 2010
CATCH a Star – TA Brown Elementary

- Outcomes
  - 60% children were overweight or obese
  - ↓
  - 40% obese at end of 4-year intervention
    - Healthier eating habits

- Facilitating factors
  - Strong CATCH Champion
  - Strong CATCH Committee
  - Broad implementation and improvement in multiple areas

- TA Brown has sustained and expanded CATCH!
  - H-E-B Healthy Campus Award, 2012!
CATCH Programs

Physical Education

Family involvement

Child Nutrition

Classroom Curriculum

Social Marketing %
CATCH What We’ve Learned

• It takes a community...
  – Individual and environmental approaches
  – Policies, systems, environment, practices (PSEP)

• It takes leaders...
  – Program champions
  – Patron saints

• It takes new directions and partnerships...
  – Texas Childhood Obesity Research Demonstration (CORD) grant
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Deanna M. Hoelscher, PhD, RD, LD
Director, Michael & Susan Dell Center for Healthy Living
University of Texas School of Public Health Austin Regional Campus!
1616 Guadalupe, Suite 6.310
Austin, TX 78701
512-391-2510
Deanna.M.Hoelscher@uth.tmc.edu
Twitter: @DeannaHoelscher  @DrSteveKelder
Question & Answer Session
Please take a moment to fill out our brief survey.
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