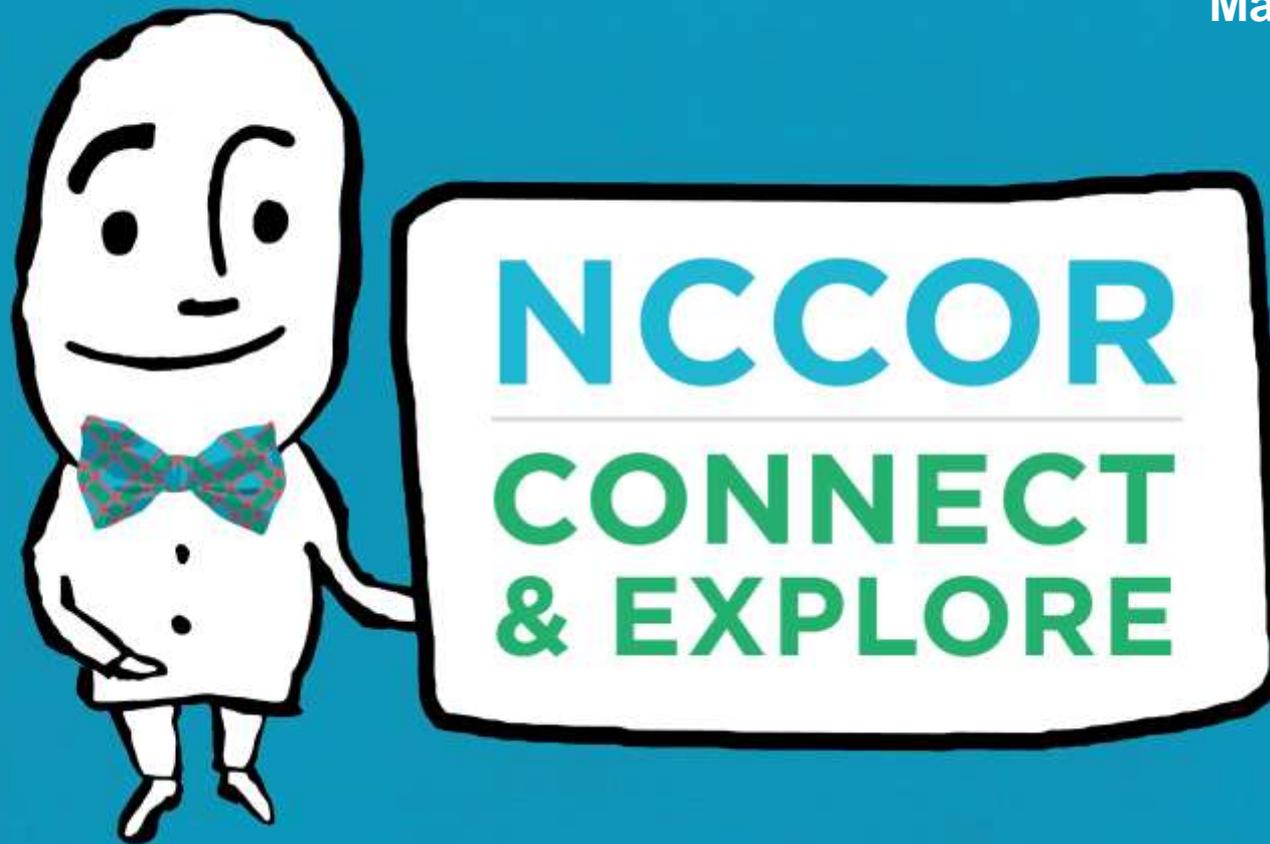


March 22, 2016

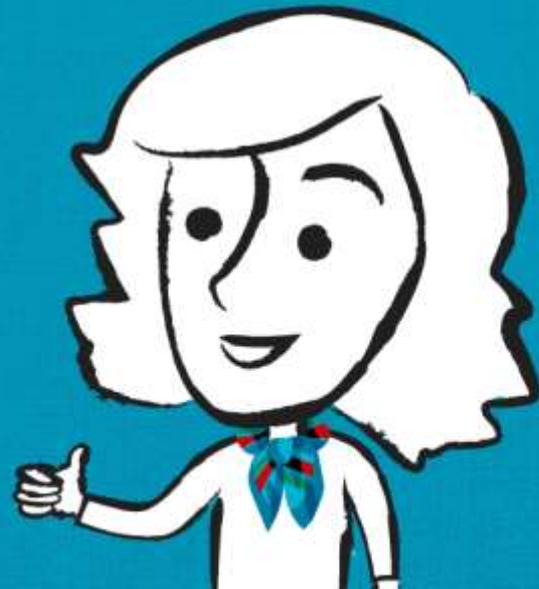


Connecting you with experts. Exploring the latest childhood obesity news and research.

We will begin at 1:05 to allow participants time to join the webinar.

- **NCCOR's Childhood Obesity Declines Project: Background and Methodology**
- **Spotlight: Exploring Drivers of Declines in the United States**
- **One on One**
- **What's Next?**
 - **Site Reports**
 - **Upcoming Special Event Webinars**

TODAY'S PROGRAM



Need technical assistance? Have a question for our speakers?

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Today's Speakers



Elaine Arkin
National Collaborative on
Childhood Obesity Research



Karol Fink
State of Alaska
Department of Health
and Social Services



Tina Kauh
Robert Wood Johnson
Foundation



Cathy Nonas
New York City
Department of Health
and Mental Hygiene



Nicola Dawkins-Lyn
ICF Macro International



Amanda Wagner
Philadelphia Department
of Public Health

NCCOR's Childhood Obesity Declines Project: Background and Methodology

Lead Research Organizations

- Directed by ICF Macro, Inc.
- \$640K Grant from RWJF
- NCCOR Advisory Group
 - CDC: Carrie Dooyema, Jan Jernigan, Laura Kettel Khan
 - NIH: Deborah Young-Hyman
 - RWJF: Tina Kauh
 - USDA

Major Activities

- Site Selection
- Data Collection
 - Policy scans
 - Inventories
 - Site visits
- Reports & Dissemination
 - Site-specific reports (released!)
 - observed declines, methods, key findings
 - <http://nccor.org/projects/obesity-declines>
 - Spring: Peer-reviewed publication (examine similarities across sites, building a Culture of Health)

Study Purpose and Research Questions

- Purpose: Explore factors that may have contributed to declines in childhood obesity in select locations
- Research Questions:
 - What initiatives, strategies, and practices occurred at sites?
 - What contextual factors facilitated and/or inhibited efforts?
 - To what extent are there similarities and differences across sites?
 - What changes have been observed in specific subpopulations?

Methods Overview

- Selected sites for case studies based on established criteria
- Reviewed documents to identify relevant initiatives at each site
- Administered an inventory of strategies (survey) for site representatives to note strategies that occurred
- Conducted site visits to interview respondents across settings
- Examined policy and contextual data for each site to identify relevant policies, contexts

Site Selection Criteria

- Reported declines in childhood obesity
- Objectively measured height and weight by trained staff
- Reported a statistically significant decrease (obtained site data and conducted significance testing when necessary)
- Established a baseline during or after 2004
- Conducted a follow-up during or after 2009
- Reported a minimum of 2 data collections

Noted Similarities

- Significant number of efforts, primarily addressing nutrition in community and school settings
- Early adopters of nutrition policies later mandated by federal policies such as Healthy, Hunger-Free Kids Act
- Reports of support for nutrition and physical activity initiatives from elected officials
- Community-wide efforts, regardless of ultimate success, raised awareness of issues related to improved diet and physical activity



Anchorage: Overview



- Anchorage students are diverse
 - Minority students comprise 56% of the school population
 - At home, students speak 99 different languages
- Robust system to monitor trends in student obesity prevalence
- Amazing recreational access

Anchorage: Declines



- Key factors
 - Municipal, school district, and state staff assigned to obesity prevention efforts
 - Mayor’s Task Force helped identify and coalesce support for policies and programs
- Barrier
 - Not enough assigned points of responsibility
- Major facilitator
 - Perfect alignment and timing of factors

Anchorage: Lessons Learned



Superintendent Comeau



Mayor Begich

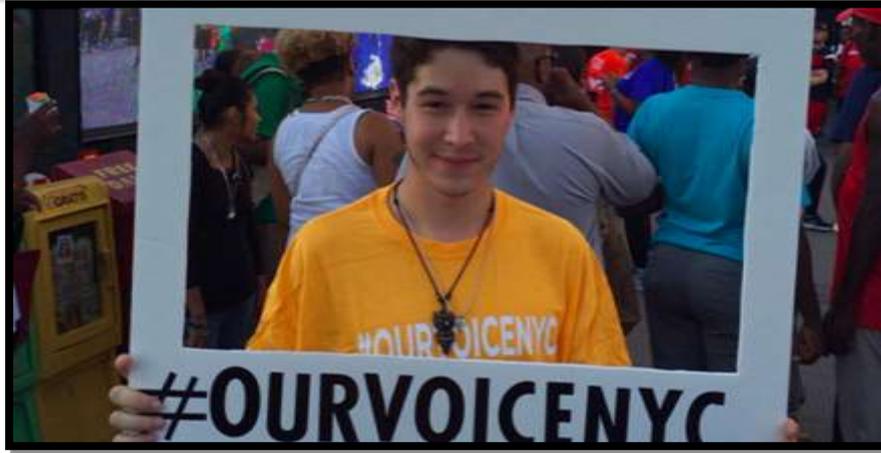
- Strong high-level leadership makes a difference.
- A broad set of policies and programs can reduce childhood obesity rates.
- Childhood obesity rates are still too high and we need to continue our efforts.

New York City: Overview



- The number of school children in the NYC public school system is equal to the 9th largest state in the United States.
- Annual assessment of student BMI includes over one million children with multiple year longitudinal data.
- NYC Is 40% of the population of New York State.

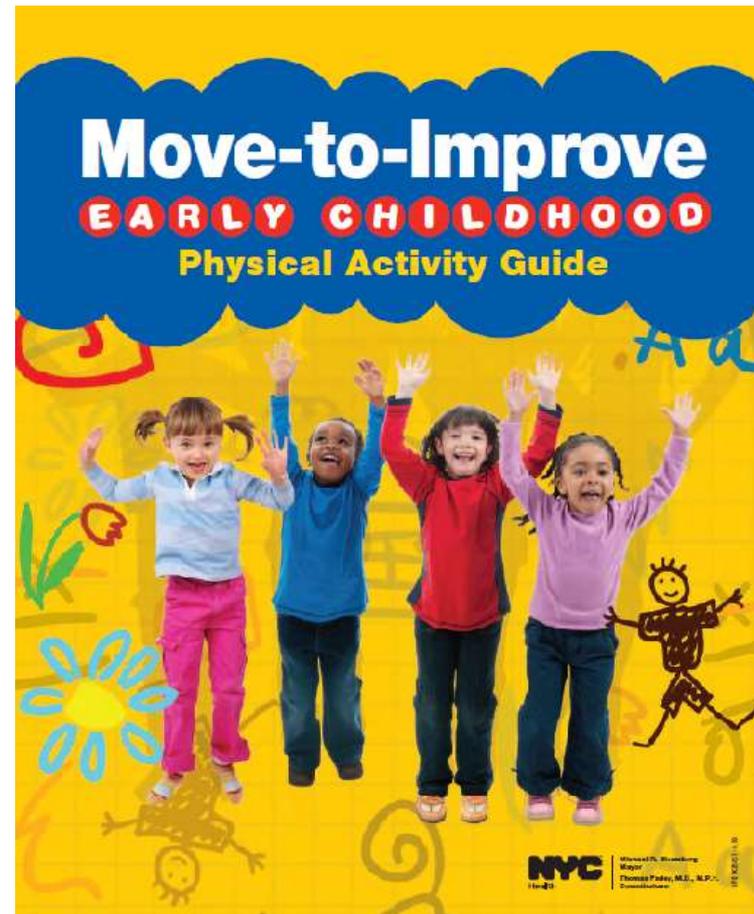
New York City: Declines



- Key Factors
 - Use of many legal venues such as mayoral executive order, changes in the health code, chancellor's regulations
 - Three district public health offices in the most disparate areas
- Barriers
 - Funding, food marketing

New York City: Lessons Learned

- Working jointly with other city agencies and community based organizations is vital.
- Evaluate!
- Keep on, keeping on: each change raises the floor; each policy layers on top of another.



Philadelphia: Overview

- City of 1.5million+ with one of the highest rates of poverty and diet-related chronic disease among the ten largest cities and counties.
- The School District of Philadelphia has 135,000 students K–12, 80% are eligible for free and reduced price lunch.
- Obesity declined from 21.5% to 20.5% from SY07/08-SY09/10, representing a 4.8% relative decrease (7.7% for severe obesity)



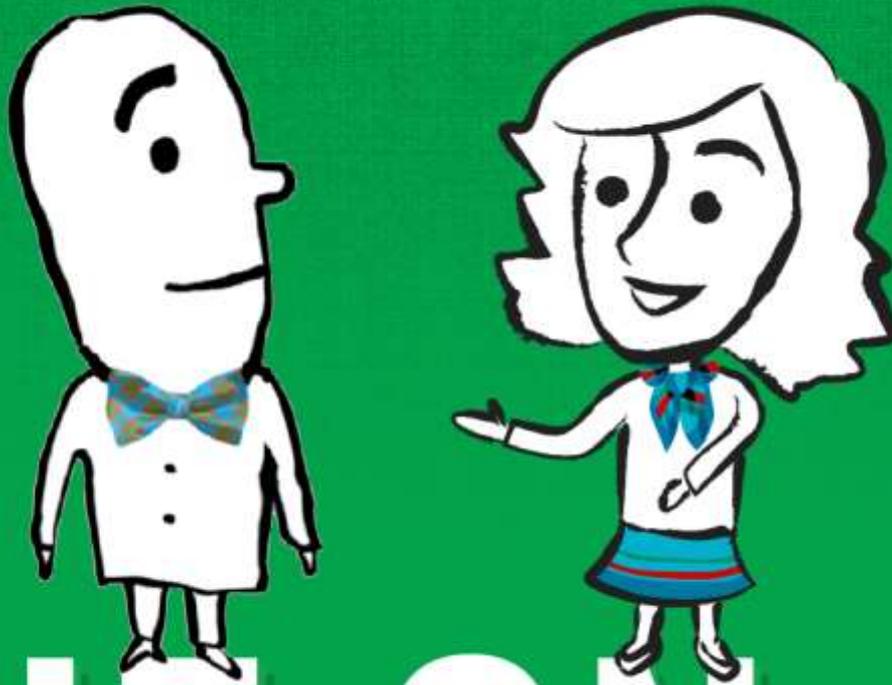
Image source: nbcphiladelphia.com

Philadelphia: Declines

- *Potential* Contributing Factors
 - Universal access to free school lunch
 - SNAP-Ed nutrition education
 - Comprehensive nutrition standards
- Barrier
 - Food environments outside of school
- Facilitator
 - MOU with the School District to receive and analyze the large dataset over time

Philadelphia: Lessons Learned

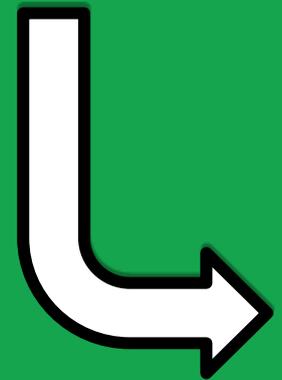
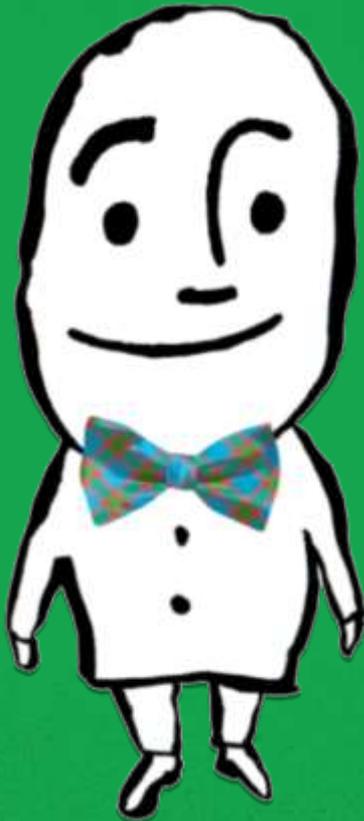
- Key Insights and Takeaways
 - Decline is promising, but still more work to be done
 - No one strategy will be the only answer—need a multi-sectorial approach
 - Pair data with stakeholder engagement, including youth themselves, to identify what's working, what needs to be lifted up, and what's less useful



ONE ON ONE

Questions?

Please type your question(s) in the chat box located on the right.



One on One

Question:

The sites in the study are fairly diverse. How does this impact lessons learned for other communities?

One on One: Alaska

Question:

What were some additional ideas and/or solutions that were not implemented?

One on One: New York City

Question:

What efforts or activities had the greatest reach?

One on One: Philadelphia

Question:

What were the comprehensive nutrition standards and how were they passed?

One on One

Questions from the Audience

What's Next?



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Site Study Reports

Learn more about each site, including information on:

- Site strategy findings
- Strategy descriptions
- Discussion

Site Studies are available at:

<http://nccor.org/projects/obesity-declines>

Upcoming Events

NCCOR will host three special livestream events on March 31–April 1, 2016 from the Society of Behavioral Medicine conference.

1. Reducing childhood obesity disparities: Insights from global strategies to achieve health equity
Karabi Acharya, Nicola Dawkins-Lyn, Shiriki Kumanyika, Tim Lobstein
2. Learning from SSB tax evaluations in Mexico, South America, and the United States to reverse childhood obesity
Lori Dorfman, Steve Gortmaker, Mauricio Hernandez-Avila, Shu Wen Ng, Lynn Silver
3. Importing, adapting, and evaluating Open Streets & Cyclovía to increase physical activity levels
David Berrigan, Aaron Hipp, Gil Penalosa, Michael Pratt, Olga Sarmiento

To register for these events, please visit: ow.ly/ZyuL2

Further Questions?

For questions about NCCOR or upcoming activities, email the NCCOR Coordinating Center at nccor@fhi360.org



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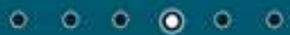
Other Resources

NCCOR Overview Booklet

Learn about the National Collaborative on Childhood Obesity Research and its activities.



HAVE SOMETHING TO SAY? JOIN THE
CONVERSATION



**READ AND SIGN UP FOR
OUR E-NEWSLETTER**

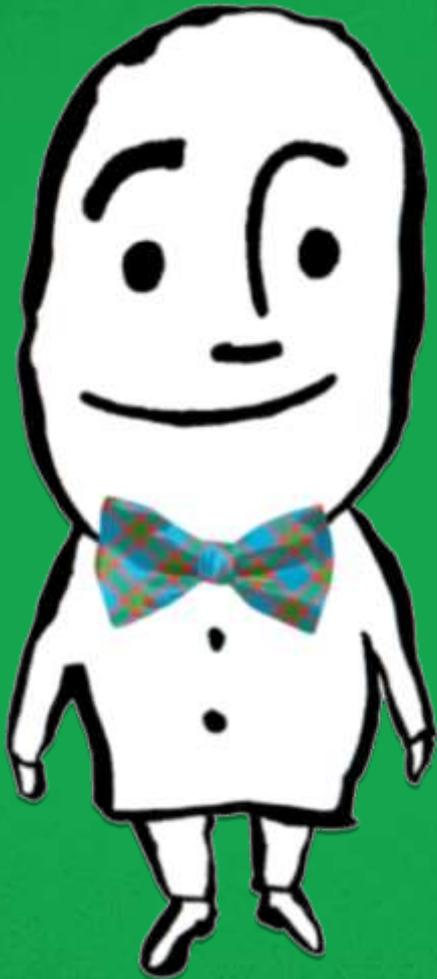


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Thank you!