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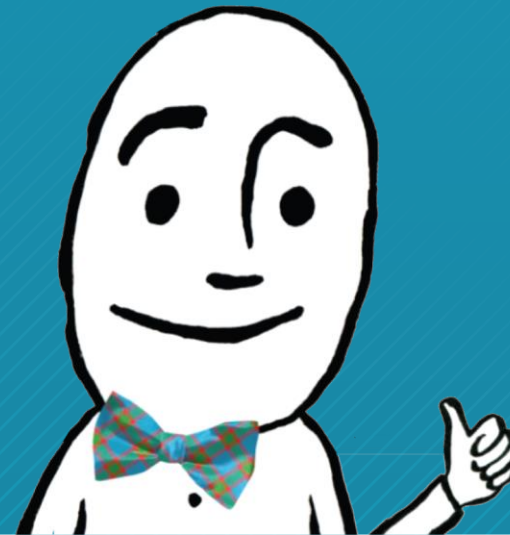
1. **Spotlight**

- **Create Thriving Activity-Friendly Communities**

2. **Q & A**

3. **NCCOR Announcements**

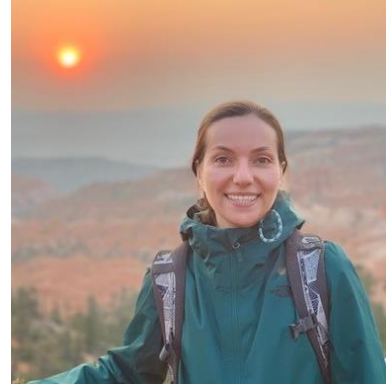
# TODAY'S PROGRAM



# Today's Speakers



**Karen Hilyard, PhD**  
Moderator  
FHI 360



**Hatidza Zaganjor, MPH**  
Centers for Disease Control  
and Prevention



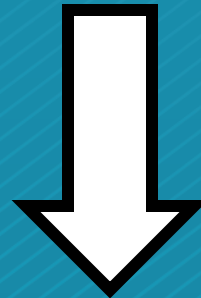
**Cole Youngner, MPH**  
Centers for Disease Control  
and Prevention



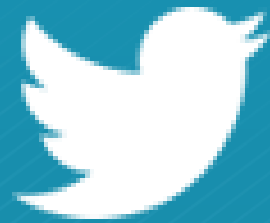
**Mark Fenton, MS,**  
Public Health, Planning, and  
Active Transportation Consultant

# Need technical assistance? Have a question for our speakers?

Type your question(s) by clicking the  
Q&A icon located below and a  
representative will respond shortly.



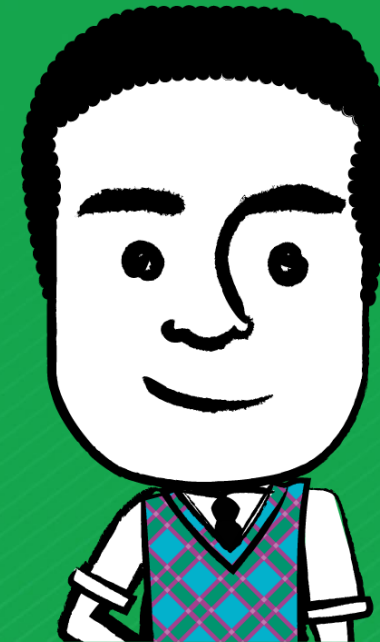
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# INTERACTIVE POLL



# SPOTLIGHT



# Create Thriving Activity-Friendly Communities

Hatidza Zaganjor, MPH

Centers for Disease Control and Prevention



# What is Bread?



Photo by [kiliweb](#) per Open Food Facts

# Bread



- Sandwiches
- Baking together
- Square-shaped
- Communion

# Chapati



- Baked daily
- Circular
- Used as a tool to eat
- Used in religious ceremonies

# Global Ideas for U.S. Solutions



**Good ideas  
have no  
borders**



# Improving Childhood Obesity Policy: Cultural Insights on Diet, Discrimination, and Food Systems

**Edward (Ted) Fischer, PhD**  
Vanderbilt University

**Tatiana Paz Lemus, PhD**  
Vanderbilt University

# Global Examples

## Crow and Zuni Nations Indigenous Food Systems and Health

Programs based in food sovereignty movements build on traditional agricultural practices and foods to offer integrated approaches to children's diets and body sizes.

## Mexico Reducing Soda Consumption

Public health efforts to combat high levels of soda consumption have included taxes, regulations on marketing in schools, and labeling guidelines.

## Brazil

### Anti-Fat Discrimination Efforts

Federal and local laws treat large body size as a category of discrimination and provide public funds for accessibility barriers.

## Chile

### Ultra-Processed Food Regulations

Taxes and labeling regulations have been successfully implemented.

## Brazil

### Values-Based Nutritional Guidelines

Brazil's guidelines follow 10 broad principles that focus on the cultural and commercial aspects of food and eating, depicting plates with food regularly eaten by all social classes.

## South Africa Regulating Marketing to Children

Government and food companies agreed to limit and restrict marketing of processed foods to children.

## France School Lunch Program

Nutrition and taste are the two goals that drive their school lunch program. Schools decide how to implement the State's nutritional guidelines while following the traditional French format of several courses per mealtime.

## Denmark The Cities Changing Diabetes Programme

The intervention focused on diabetes prevention coordinates efforts with all stakeholders, including front-line workers; policymakers; and administrators from the municipality, schools, and nurseries.

## The Netherlands Health in All Policies

The Amsterdam HealthyWeight Approach works across government units, civil society, and private sectors for an integrated approach to child weight.

## Japan Alternative Biometrics

Japan's controversial Metabo-Law mandates annual checkups that include a battery of laboratory tests in addition to body size measures.

## New Zealand Māori Systems Thinking

Public health efforts have built on Māori systems thinking, introducing a holistic and collective approach to community interventions.

Cultural insights can help improve obesity policy  
by recognizing that...

# Brazil's Dietary Guidelines



Rice, beans, chicken leg, cabbage, pumpkin and orange



Lettuce, tomato, rice, beans, omelette, and cassava



Rice, beans, chicken breast, pumpkin with okra and jenipapo jam



Rice, beans, ground meat with vegetables

# BMI: Scientific Measure or Cultural Fact?

- The World Health Organization (WHO) defines obesity as **“abnormal or excess adipose tissues that increases health risk.”**
- BUT in practice, obesity is defined as having a **BMI greater than 30.**
- BMI shows population-level correlations with type 2 diabetes (T2D) but is a poor predictor of individual metabolic health.



# *What can we learn from lived experience?*

## Health is more than weight.

Weight discrimination also results in poor health outcomes.

Representation matters in the decision-making of obesity policies.

We need policies that acknowledge that weight stigma and discrimination place children in vulnerable conditions.



“Even at a young age, I had been declared an enemy combatant in the US’s war on childhood obesity. Bodies like mine had been declared an epidemic, and we were its virus, personified.”

**-Aubrey Gordon**

# What can we learn from systems thinking?

## Diet is more than individual choice



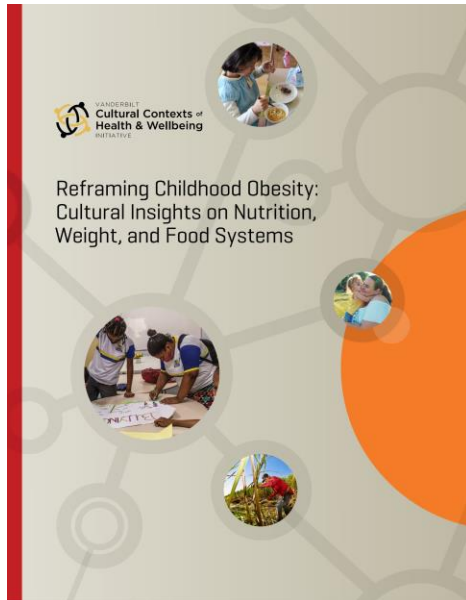
“Colonization forced out the practice of our religion, which is linked to all our prayers, which is linked to the way that we grow food, which is linked to the way that we actually bring our children up, which is linked to the way that we interact with each other. This damaged the ability for Māori to be Māori and we are feeling the impacts of it today.”

**-Mapihi Raharuhi, Māori Lakes District Health, NZ**



# Reframing Childhood Obesity

The most effective and sustainable efforts to improve child health and nutrition take into account cultural contexts and colonial legacies as well as nutritional science.



Food is more than nutrition.

Health is more than weight.

Diet is more than individual choice.

[www.vanderbilt.edu/cultural-contexts-health](http://www.vanderbilt.edu/cultural-contexts-health)  
@VanderbiltCCH



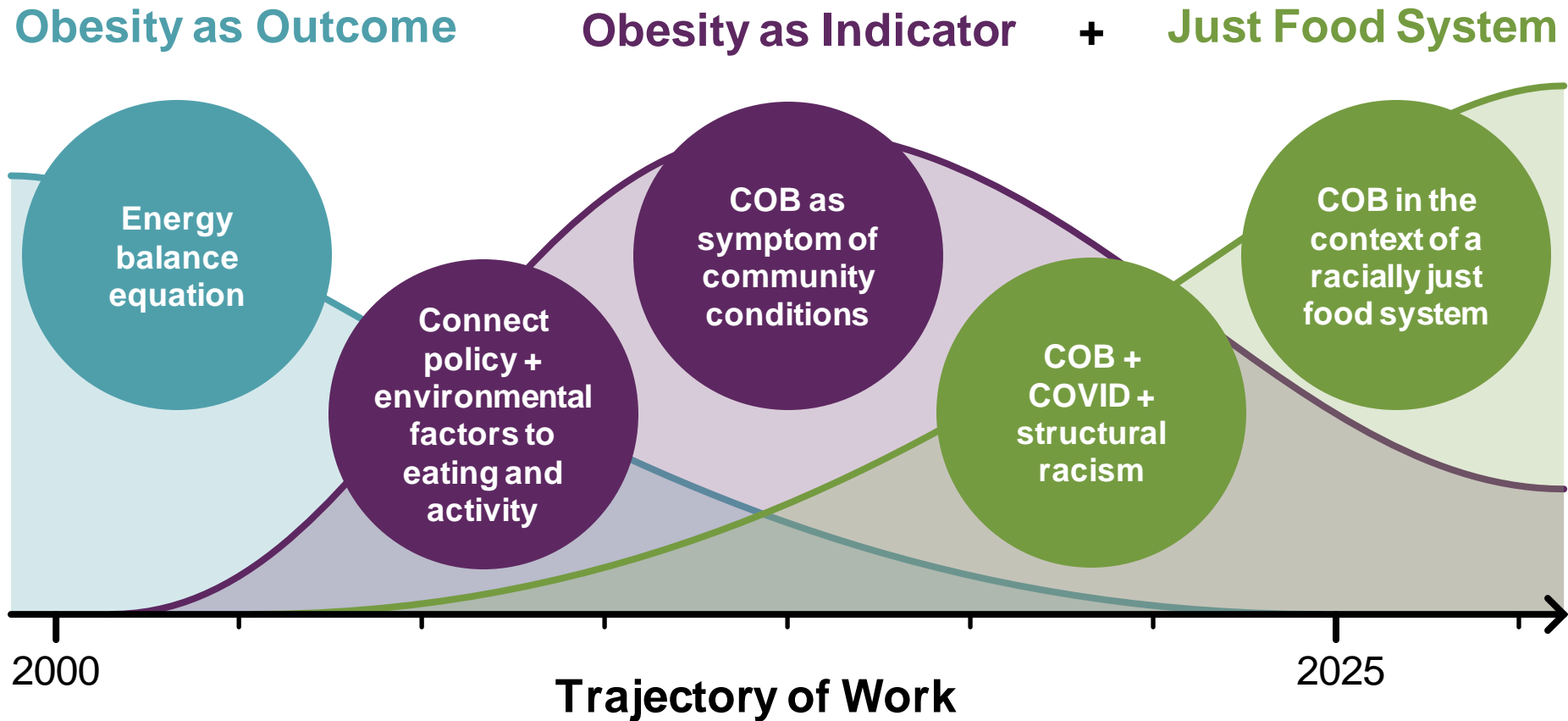
# State of Childhood Obesity

**Jamie Bussel, MPH**  
Robert Wood Johnson Foundation

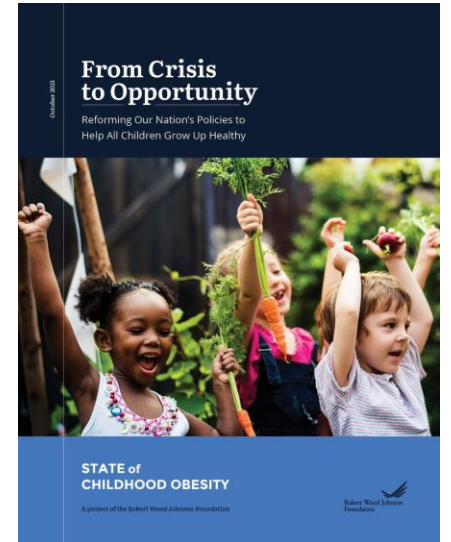
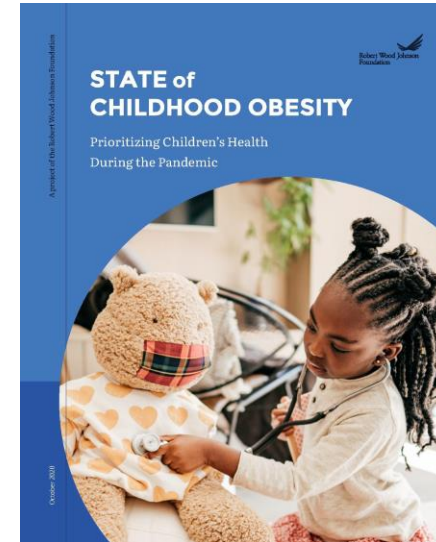
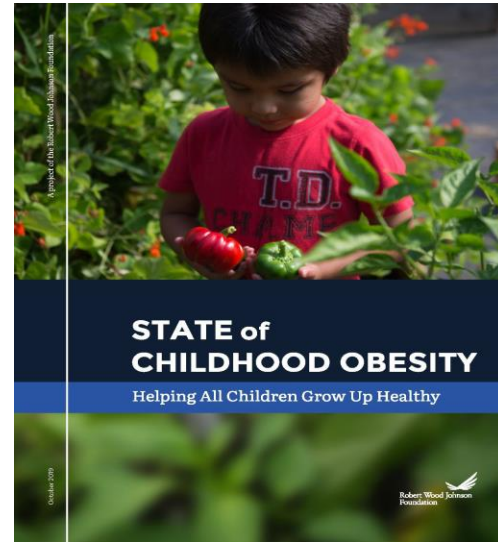
# Childhood Obesity Prevention: A 20-Year Commitment



# Our Evolution



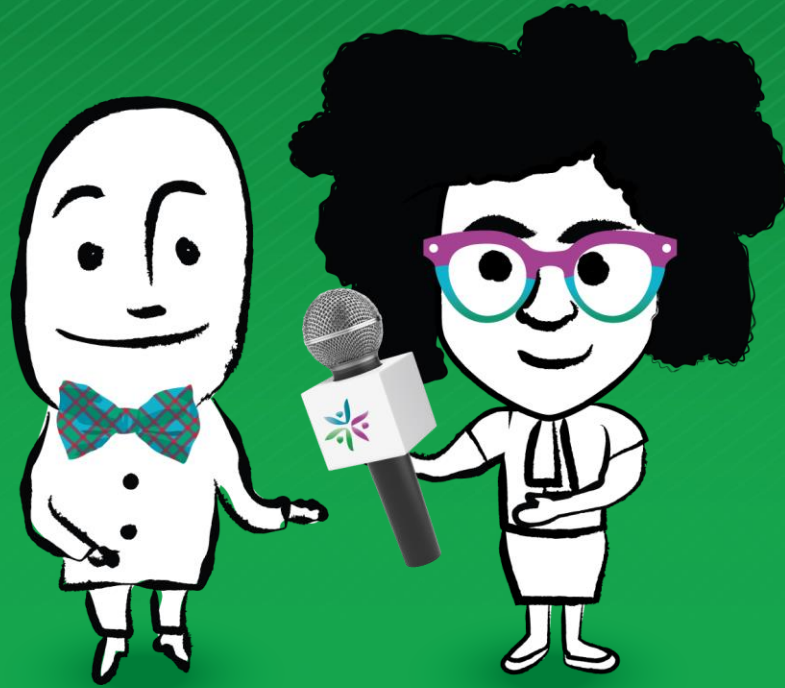
# Our Evolution



**Where We're Going:**

**State of Childhood Obesity:  
Health is More than Weight**





# Q & A

# ANNOUNCEMENTS



# New Publications



## **Key Informant Interviews to Inform Nutrition and Physical Activity Recovery Efforts in Child Care Settings amid the COVID-19 Pandemic in the United States**

Allison M. Nitto, David Berrigan, Andrew A. Bremer, Sarah K. Kersten, Leah R. Carpenter, Amy L. Yaroch  
*Frontiers in Public Health* | June 2022



## **Improving Active Travel to School and Its Surveillance: An Overlooked Opportunity in Health Promotion and Chronic Disease Prevention**

Stephanie M. George, Sarah A. Sliwa, Kelly A. Cornett, Van Do, Andrew A. Bremer, David Berrigan  
*Translational Behavioral Medicine* | June 2022



## **Systematic Review on Quantifying Pedestrian Injury When Evaluating Changes to the Built Environment**

Keshia M. Pollack Porter, John D. Omura, Rachel M. Ballard, Erin L. Peterson, Susan A. Carlson  
*Preventative Medicine Reports* | April 2022

# New Tools and Resources



## Improving Surveillance of Youth Active Travel to School

WHITE PAPER



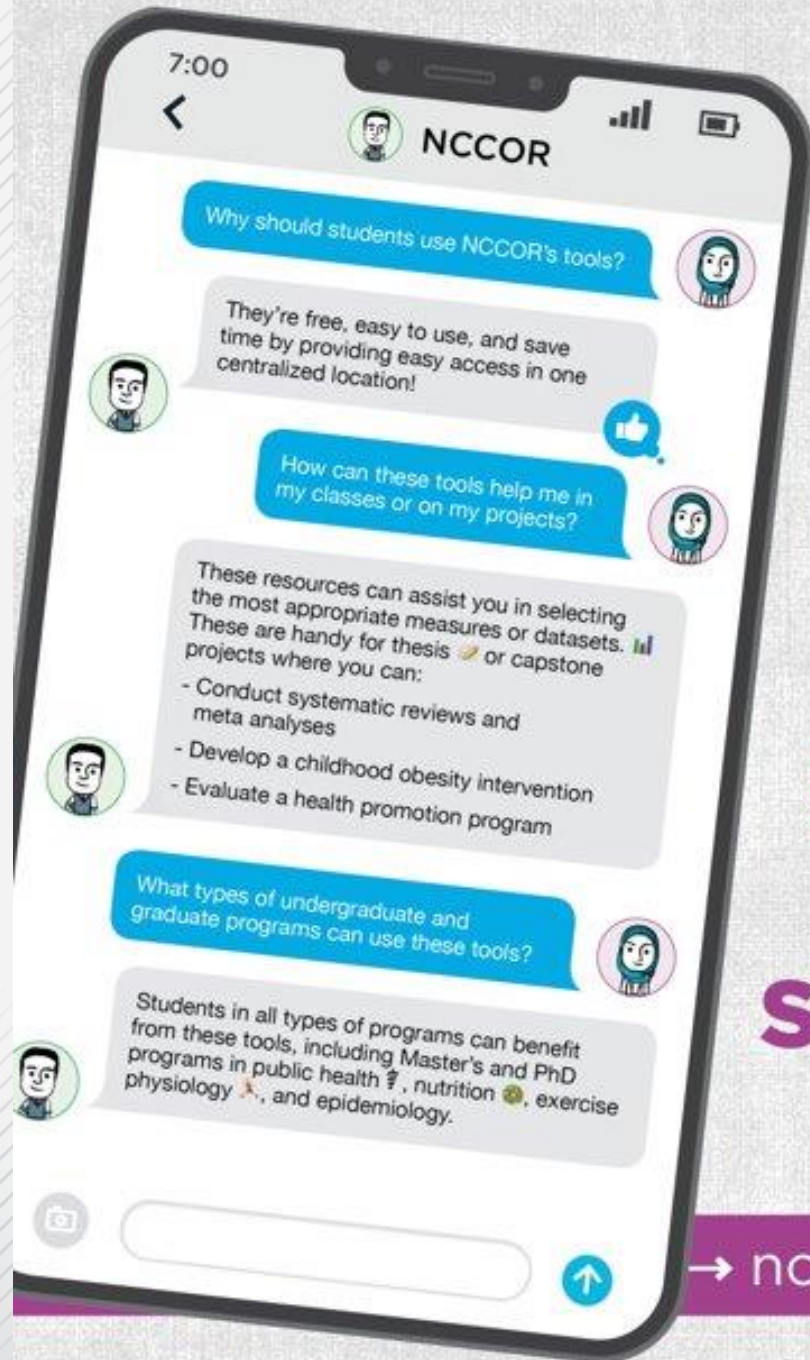
*Create Thriving, Activity-Friendly Communities*

## Making the Case for Investments in Activity-Friendly Communities



# Upcoming Webinars

- Implementation Workshop
- Recess Connect & Explore
- Breastfeeding Connect & Explore



**Sign up for  
NCCOR  
Student Hub!**

→ [nccor.org/e-newsletter](https://nccor.org/e-newsletter)

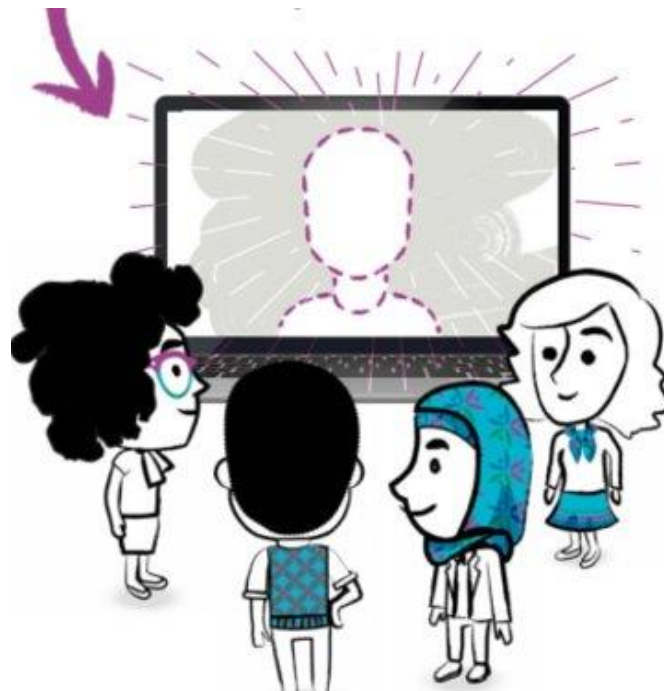
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# Check out the student hub webpage!



# Have you used any of NCCOR's tools?

Let us know at [nccor@fhi360.org](mailto:nccor@fhi360.org)  
and we may feature you in our next webinar!





# FURTHER QUESTIONS?

Other questions about NCCOR or upcoming activities?

Email the NCCOR Coordinating Center  
[nccor@fhi360.org](mailto:nccor@fhi360.org)