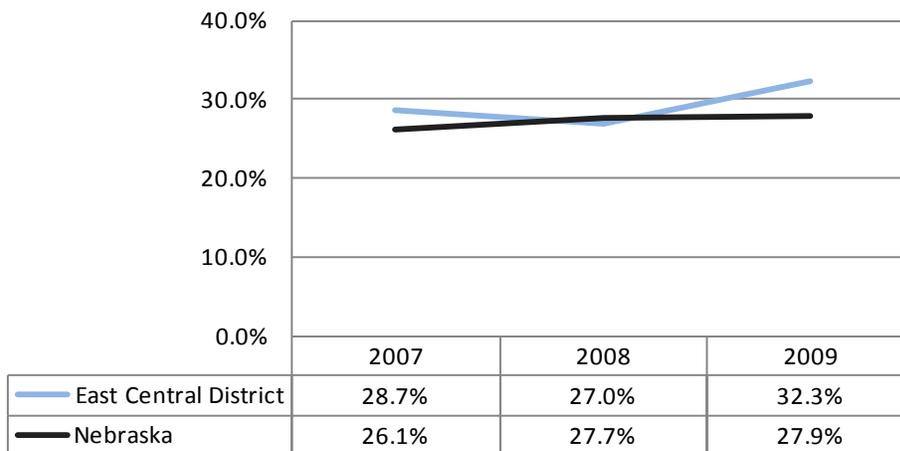


ECDHD Obesity Fact Sheet

Obesity and the lack of physical activity has been an issue of public concern in recent years in the East Central District. In the *2008 Needs Assessment* conducted for Platte County, obesity was identified as a health and community safety challenge. In the five focus groups conducted in Platte, Colfax, and Nance Counties, some focus group participants noted that there are unhealthy lifestyles in their community and 20 of the 21 Hispanic focus group participants wanted to learn more about obesity. Obesity was identified as an epidemic influencing the health and quality of life by the *Forces of Change Assessment*, citing the increase in fast food venues and the promotion of junk food. In October 2011 an Obesity Summit was held in Columbus with the goal to mobilize the district towards effective ways of addressing the problem of obesity. Poverty, the convenience of unhealthy foods, and social/cultural norms were identified as some of the factors leading to obesity. Healthy lifestyle strategies were identified both for the youth and adult population.ⁱ

Figure 2.21: Percent of Population Identified As Obese¹⁰



Though there was little difference between state and district in the self-identification of being overweight, results from the YRBS show that the youth of the East Central District are slightly more overweight than the state average. In particular, the male age group in grades 9-12 is **substantially** more overweight than the male population for the entire of the state, while the female population has a lower percentage of its population identified as overweight as compared to the female population for the entire state. These statistics were gathered using the height and weight provided by students on the YRBS and thence calculating the body mass index (BMI).

Figure 2.23: Percent of Youth *Actually* Overweight¹⁹



Evidence Based Obesity Interventions

CATCH (Coordinated Approach to Child Health) is a program designed for school-aged children in an after-school, summer, or recreational setting for kids in grades K-8. CATCH increases physical activity, improves nutrition habits and decreases obesity rates. English and Spanish materials, CATCH Kid Club also has Activity Boxes which include activity cards for grades K-8. All games are non-elimination and the activity boxes include a section with adapted activities.

Parent or family support to reduce access to TV, video games, and computers. A “TV turnoff challenge” in which participants are encouraged not to watch TV for a specified number of days

Worksite nutrition and physical activity programs are designed to improve health-related behaviors and health outcomes.

Technology-supported coaching or counseling interventions use between a coach or counselor and an individual or group, with a goal of influencing weight-related behaviors or weight-related outcomes. These interventions may include computers, video conferencing, and pedometers.

Community-wide physical activity campaigns to increase physical activity are interventions that 1) Involve many community sectors, 2) Include highly visible, broad-based, multicomponent strategies (e.g., social support, risk factor screening or health education) and 3) May also address other cardiovascular disease risk factors, particularly diet and smoking

Stairwell signs Point-of-decision prompts are motivational signs placed in or near stairwells or at the base of elevators and escalators to encourage individuals to increase stair use. Creation of or enhancing access to places for physical activity involves the efforts of worksites, coalitions, agencies, and communities as they attempt to create opportunities for physical activity, such as walking trails or providing access to existing nearby facilities.