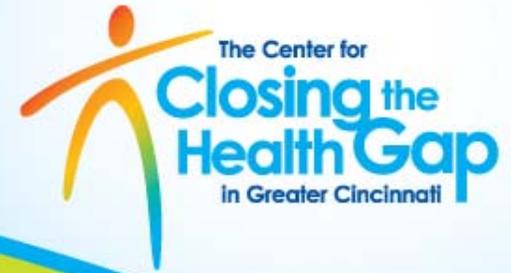


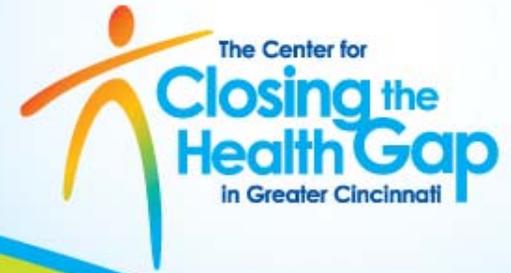
The Center for Closing the Health Gap in Greater Cincinnati

Healthy Ohio Forum on Childhood
Obesity Prevention
September 19, 2008



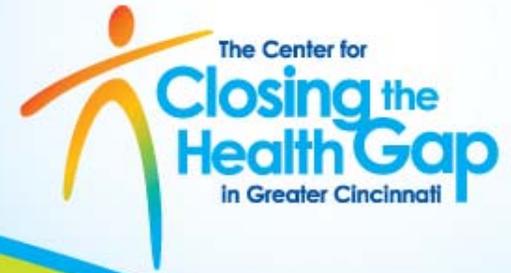
Our Mission

Lead the efforts to eliminate racial and ethnic health disparities in Greater Cincinnati through advocacy, education, and community outreach.



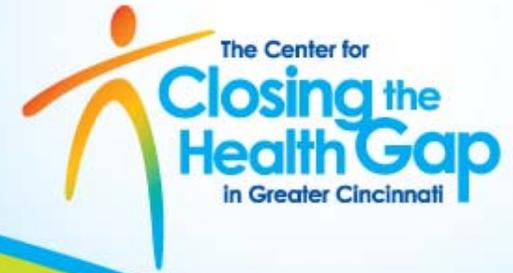
The Center's Goals

1. Increase awareness about health disparities.
2. Maximize collaborative opportunities by working with organizations, associations, health institutions, business, and other stakeholders.
3. Develop a research network to collect local data on health disparities and disseminate.



Our Disease Focus: Obesity

- Obesity is closing in on smoking as the number one underlying, preventable killer
- Obesity is linked to cancer, heart disease, high blood pressure, high cholesterol, diabetes and stroke
- Childhood obesity may lead to the first generation of children to live a shorter life span than their parents



Minorities Lead the Nation in Obesity

- Among adults, overweight and obesity are highest among African-American (77%) and Mexican-American (72%) females
- Overweight and Obese Child Statistics in Hamilton County
 - White, Non-Hispanic: 26.8%
 - Black, Non-Hispanic: 39.8%

Sources: Hedley, A.A., et al. (2004). Prevalence of overweight and obesity among U.S. children, adolescents, and adults, 1999-2002. *Journal of the American Medical Association*, 291, 2847-2850.

Child Policy Research Center, Cincinnati Children's Hospital Medical Center, Child Well Being Survey 2005

Do Right! Campaign on Family Obesity

- Avondale
- Norwood



CBPR Process

The Center engages the community in:

- Identifying the problems
- Formulating research questions
- Conducting the research
- Assist in analysis of data
- Crafting solutions



The emphasis here is action-oriented and community-driven public health research

Initial Steps

- Convened community steering committee
 - Community Stakeholders
 - Residents
- Developed Working groups
 - Neighborhood Survey
 - Community Observations
 - Focus Groups
 - Reviewing Existing Data



Do Right! Activities

- Neighborhood Assessments
- Community Education Workshops
- Children's Community Gardening Initiative
- Fitness Demonstrations
- Awareness Campaigns
- Advocacy Activities



Avondale Neighborhood Assessment



- 417 surveys were conducted of Avondale Community residents
- Collection at 13 community venues

Norwood Neighborhood Assessment

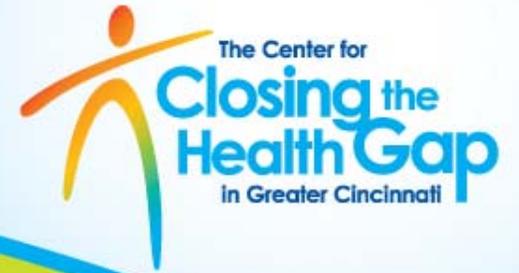
- 198 surveys conducted of Hispanic/Latino Community Members
- 2 Focus Groups with a total of 30 participants



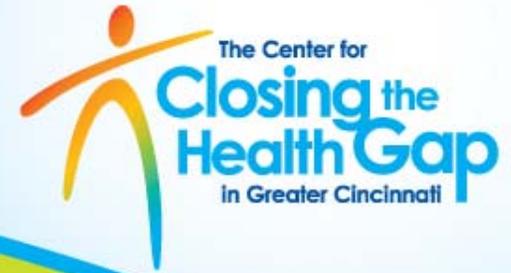
2008 Do Right! Children's Community Gardens



- 4 Garden Programs for youth and teens
- 10 week curriculum
- Farmers Market



Do Right! Kids Program



Purpose

- To improve the health and well-being of children at Rockdale Elementary that are overweight and obese

Components

1. Screening- Body Mass Index testing will be done at the school to identify children considered to be overweight and obese
2. Referral for children considered to be obese
3. Physical activity and nutrition programming after school

Physical Activity and Nutrition Programming

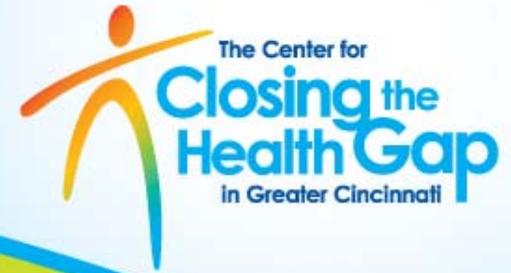
- Nutrition every other week by a dietician
- Physical activity every week
 - Step instruction
 - Double Dutch
 - Line Dancing

Parent Sessions

- Twice per month
- Pledge to commit to making changes in shopping and cooking practices at home
- Nutrition information
- Childhood obesity information and interventions

Outcomes

- Increase in moderate physical activity
- Increase in vigorous physical activity
- Decrease in screen time
- Increase in fruit and vegetable consumption
- Decrease in sweetened beverage consumption
- Increase in knowledge of healthy eating and physical activity for parents

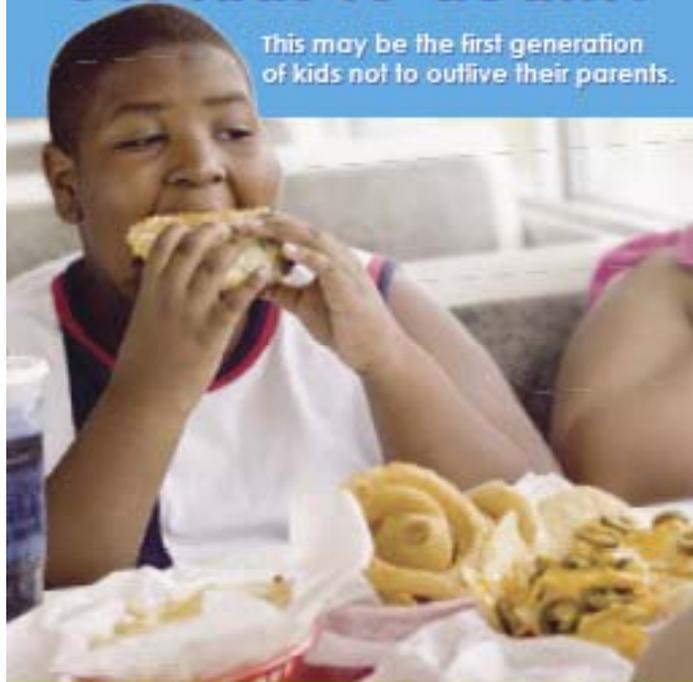


Childhood Obesity Awareness Campaign

- Billboards
- Bus Shelters
- Radio Advertisements
- Print- Minority Newspapers
- Website: www.dorightcincy.org

Are we feeding our kids to death?

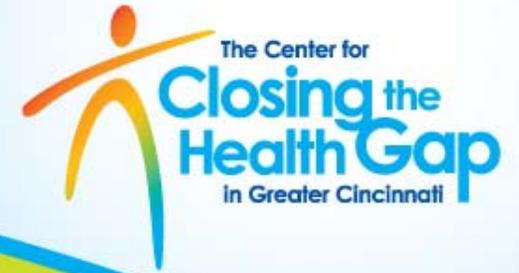
This may be the first generation
of kids not to outlive their parents.



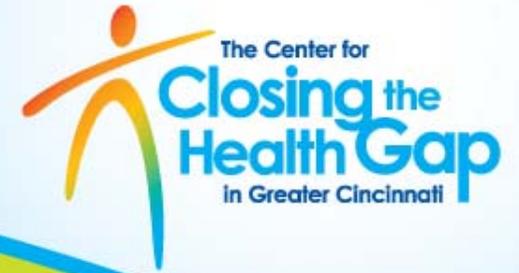
DoRightCincy.org



513.585.9879 for information on how to combat obesity.



DoRightCincy.org 513.585.9879 for information on how to combat obesity.



¿Estamos

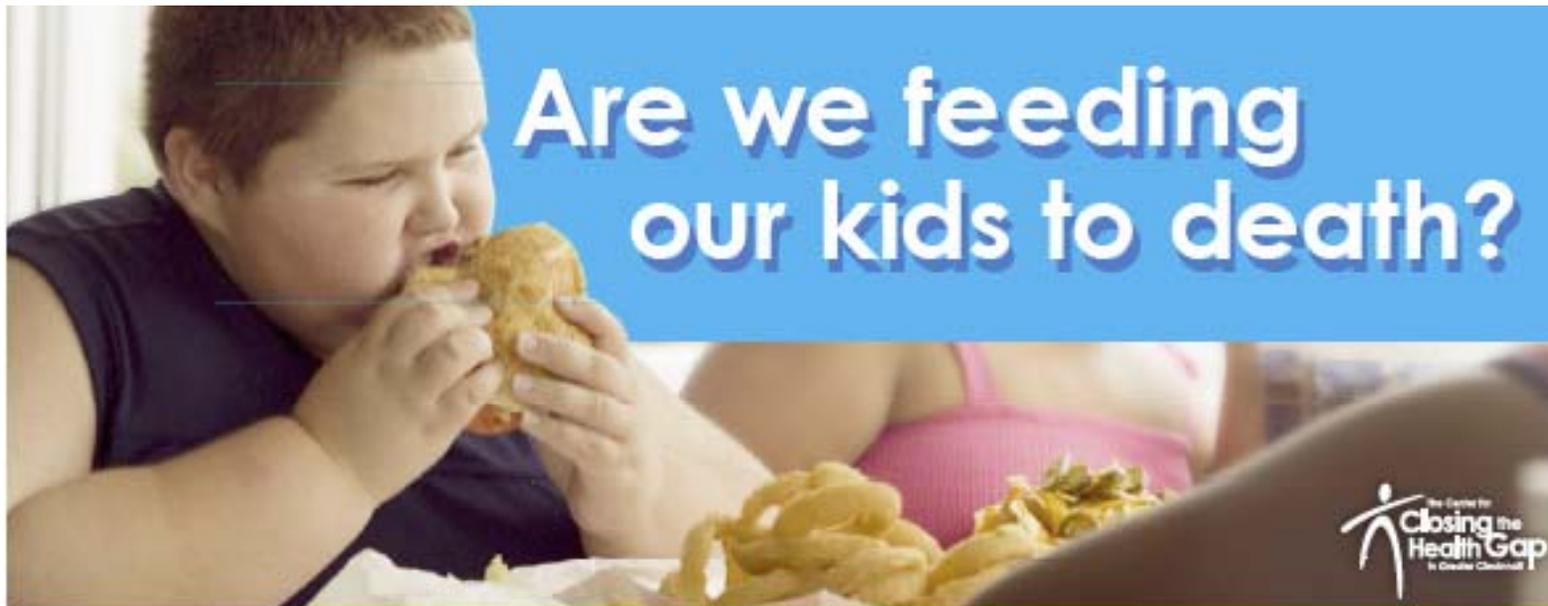
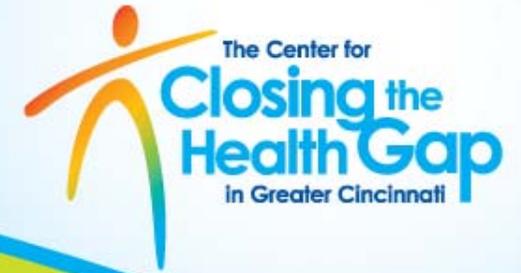
alimentando nuestros
niños a la muerte?

DoRightCincy.org

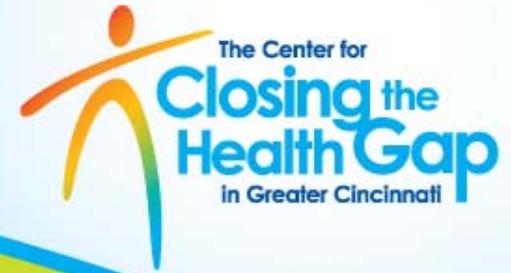
513.585.9879

para obtener información sobre
cómo combatir la obesidad.



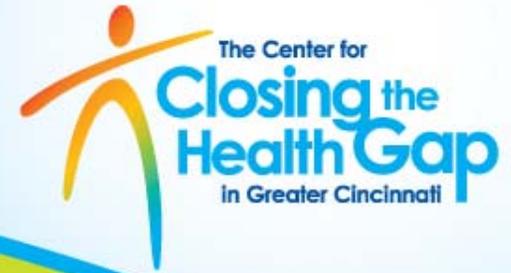


DoRightCincy.org 513.585.9879 for information on how to combat obesity.



Programming

- 1-minute health tips on the radio
- Parent workshops in development
- City School Awareness Presentations in development



Major Funders

- Health Alliance of Greater Cincinnati
- Mercy Health Partners
- TriHealth
- Cincinnati Children's Hospital Medical Center
- City of Cincinnati
- Christ Hospital