Managing Childhood and Adolescent Obesity in Primary Care Settings

Community-Based Resources

Sept. 16, 2016
Our Community Health Crisis
(through the eyes of Varvel)
Our Children’s Health Crisis

221,000 kids in central Indiana are at significantly higher risk of Diabetes, Heart Disease, Cancer because of their weight

CDC, Behavioral Risk Factor Surveillance Survey; 2013 Census data

(10-year projections based on current data and trend analysis in 8-county Indianapolis metro – prepared by Marion County Public Health)
Jump IN for Healthy Kids: Founding Partners

- Lilly
- Roche
- Anthem
- INDYSTAR.COM
- The Indianapolis Star
- United Way of Central Indiana
- YMCA
- Indiana University Health
- Community Health Network
- St. Vincent
- Franciscan St. Francis Health
Jump IN for Healthy Kids Mission:
Create Healthy Environments Where Families
Have Real Opportunities to Make Healthy Choices

**Healthy Places**
Embed nutrition and physical activity policies into settings such as schools, child care centers and worksites

**Healthy Neighborhoods**
Solve systemic issues such as food access and ensure the built environment and infrastructure promotes physical activity

**Healthy Communities**
Increase public awareness and education, influence public policy, and connect clinical care with community resources

---

Jump IN for Healthy Kids is a community wide, multi-sector campaign targeting child obesity in the Indianapolis region through a series of evidence–based interventions to improve the policies and practices in those environments that most directly influence the behaviors of children and families. www.JumpINforHealthyKids.org.
“Clinical efforts will not succeed without complementary community systems that make healthier choices the default or easier option[.] Patients cannot make healthy food choices without access to healthy food and cannot become physically active without access to safe places for physical activity.”

Why are we here today?
What we hear from clinicians

- Nutrition and physical activity knowledge boost
  - Not yet common in physician training
  - Can’t always refer to dieticians—what do docs need to know?
- Communication is tough
  - Hard to start the right conversation with kids—and parents—about weight
  - Conflict, resistance, culture norms, parent overweight, family misperceptions of healthy weight, doc’s own weight
- Exam-room time pressure: Where do we refer families for help?
Community-based Resources: Today’s Exhibitors

- YMCA of Greater Indianapolis: physical activity for all
- Forever-Fit Summer Camp/American Foundation for Preventive Medicine: FitnessFarm
- Marion County Health Department: nutrition education resources
- Indiana Breastfeeding Coalition and partners: breastfeeding is effective prevention
- Energy Krazed: meeting kids where they are
- Kurbo Health: a fun app + coaching resources
- MDwise: improving health care access for Hoosiers
- Jump IN: online Resource Hub growing every day
Resources/Toolkits at www.jumpinforhealthykids.org/resources
Thank You