

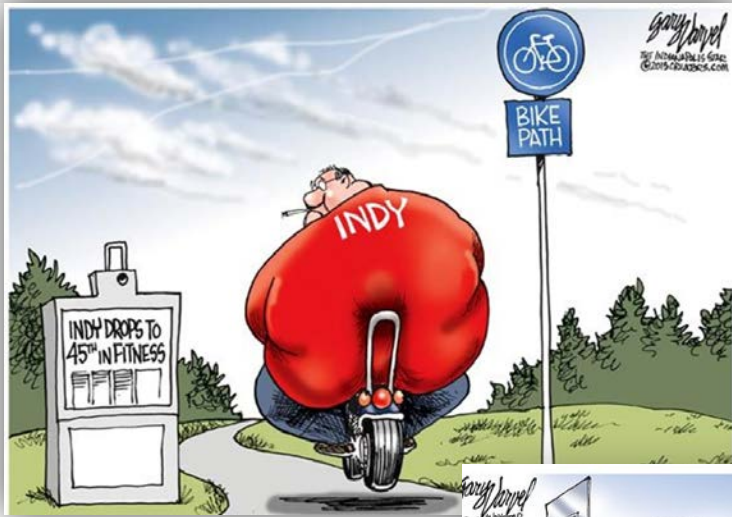
Managing Childhood and Adolescent Obesity in Primary Care Settings

Community-Based Resources

Sept. 16, 2016



Our Community Health Crisis (through the eyes of Varvel)



Our Children's Health Crisis

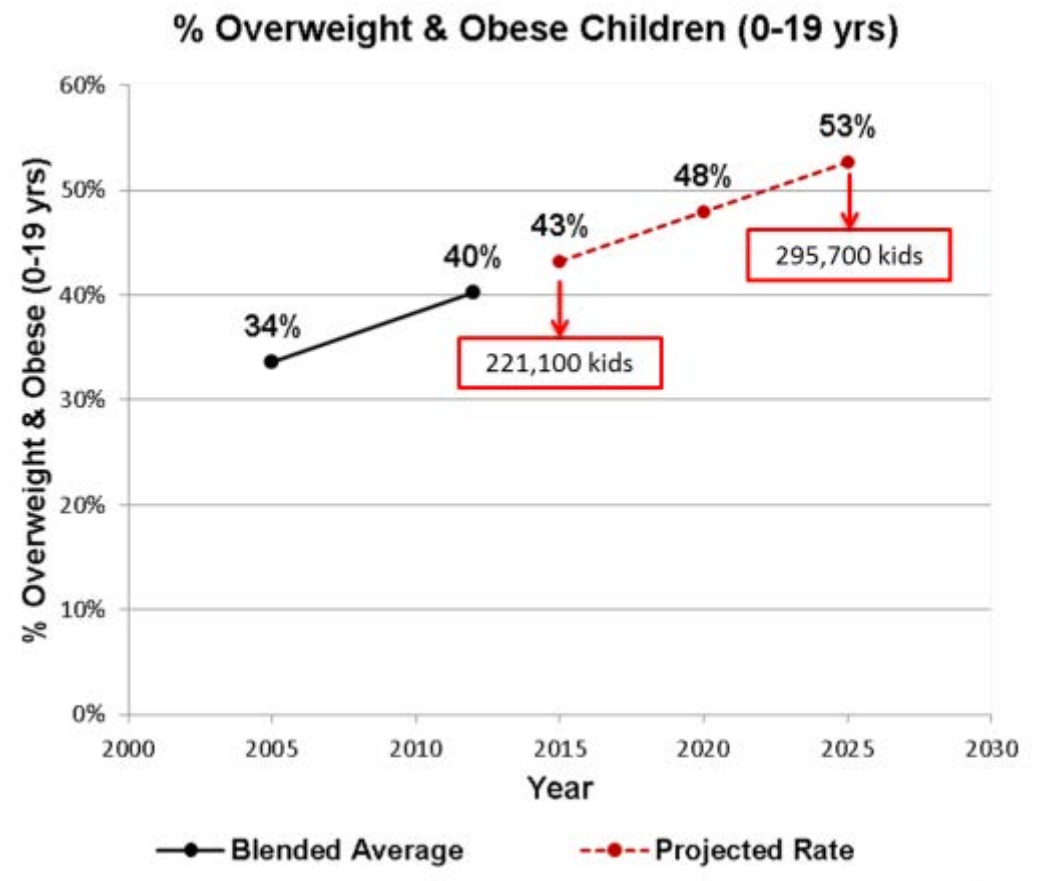
221,000 kids
 in central Indiana are at significantly higher risk of

Diabetes
Heart Disease
Cancer

because of their weight

CDC, Behavioral Risk Factor Surveillance Survey; 2013 Census data

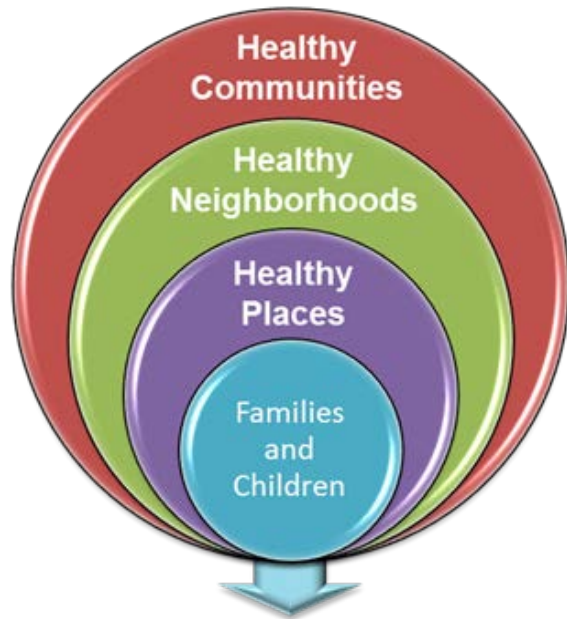
(10-year projections based on current data and trend analysis in 8-county Indianapolis metro – prepared by Marion County Public Health)



Jump IN for Healthy Kids: Founding Partners



Jump IN for Healthy Kids Mission: Create Healthy Environments Where Families Have Real Opportunities to Make Healthy Choices



Healthy Choices = Healthy Families

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.

The Importance of the Clinic – Community Connection

“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.”

Dietz, et al., An Integrated Framework for the Prevention and Treatment of Obesity and Its Related Chronic Diseases, Health Affairs 34, No. 9 (2015).



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 dietitians—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

The screenshot shows the 'RESOURCES' section of the website. At the top, there is a navigation bar with the following items: WHO WE ARE, WHAT WE DO, JUMP IN PLEDGE, RESOURCES (highlighted), and CONTACT. There are also social media icons for Facebook, Twitter, and a search icon.

Below the navigation bar, the word 'RESOURCES' is centered in a large, bold font. Underneath, a short paragraph reads: "We've compiled helpful resources from initiatives across the country that you can use to support your efforts. Visit often—we add to this section frequently."

A green search bar is located below the paragraph, titled "Sort/Search Resources" with a "SEARCH TIPS" link. The search bar contains several filters: "Category" (dropdown), "Type" (dropdown), "Audience" (dropdown), and "Keyword..." (text input). To the right of the search bar is a magnifying glass icon and a "CLEAR" button.

Below the search bar, there are six circular resource cards, each with a photo and a pink icon:

- Eat Healthy:** A boy eating a banana. Icon: Fork and knife.
- Be Active:** A boy on a swing set. Icon: Running person.
- Teach Healthy Habits:** A girl on a bicycle with a man. Icon: Hand pointing to a screen.
- Assess Programs:** A woman and a child looking through binoculars. Icon: Bar chart with an upward arrow.
- Partner Links:** A group of hands stacked together. Icon: Two people holding hands.
- Blog:** A man and a child looking at a tablet. Icon: Laptop.

Thank You

