







# “Who’s Leading the Leading Health Indicators?”

- Fifth installment of the monthly series, “Who’s Leading the Leading Health Indicators?”
- Highlight organizations using evidence-based approaches to address one of the Healthy People 2020 Leading Health Indicator (LHI) topics.



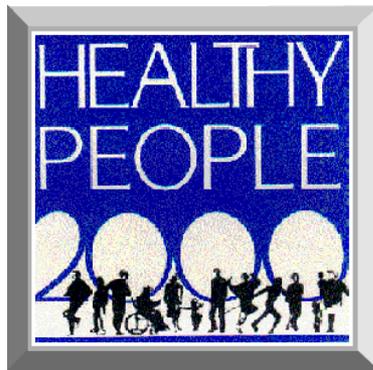
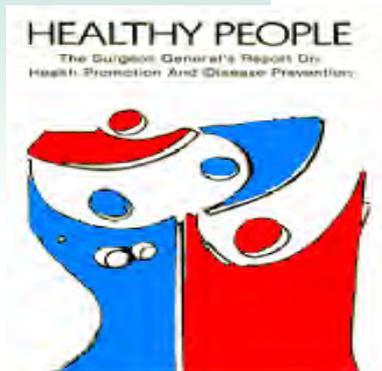
# Webinar Agenda

- Carter Blakey  
HHS Deputy Director of the Office of Disease Prevention and Health Promotion
- Howard K. Koh, MD, MPH  
HHS Assistant Secretary for Health
- Marjorie McColl Petty  
HHS Regional Director, Region VI
- Deanna M. Hoelscher, PhD, RD, LD, CNS,  
Professor at The University of Texas School of Public Health, Director of the Michael & Susan Dell Center for Advancement of Healthy Living



# What is Healthy People?

- A comprehensive set of national 10-year health objectives
- A framework for public health priorities and actions
- Roadmap for prevention





# What are the Leading Health Indicators (LHIs)?

## Leading Health Indicators are:

- Critical health issues that, if addressed appropriately, will dramatically reduce the leading causes of preventable deaths and illnesses.
- Linked to specific Healthy People objectives.
- Intended to motivate action to improve the health of the entire population.





# Impact & Context: % Nutrition, Physical Activity and Obesity

- Overweight and Obesity
  - Health impact
  - Economic impact
  
- Physical Activity and Nutrition
  - Risk of overweight and obesity
  - Risk of disease

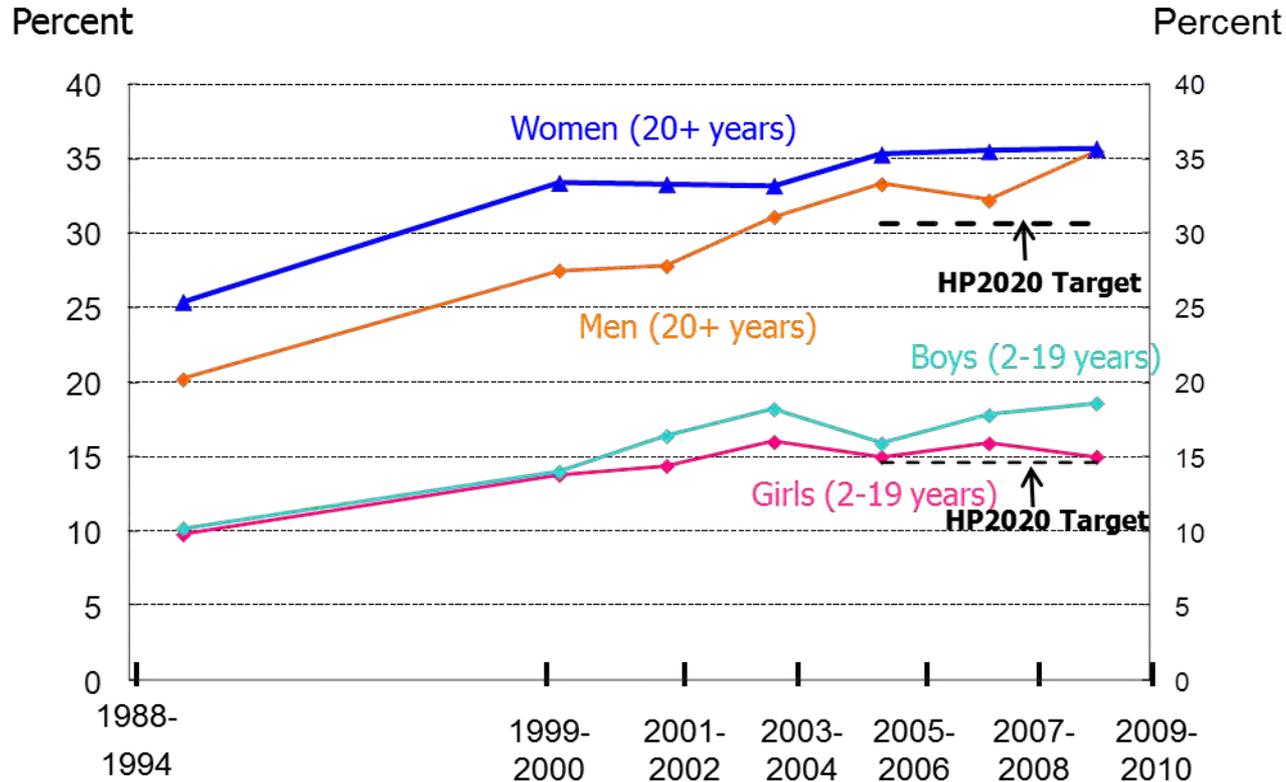


# Leading Health Indicators: % Nutrition, Physical Activity and Obesity

- **Indicators for nutrition, physical activity and obesity:**
  - Adults who meet current Federal physical activity guidelines for aerobic physical activity and for muscle-strengthening activity
  - Adults who are obese
  - Children and adolescents who are considered obese
  - Total vegetable intake for persons aged 2 years and older

# Trends in obesity\* among children/adolescents and adults, by sex, United States, 1988-1994 through 2009-2010

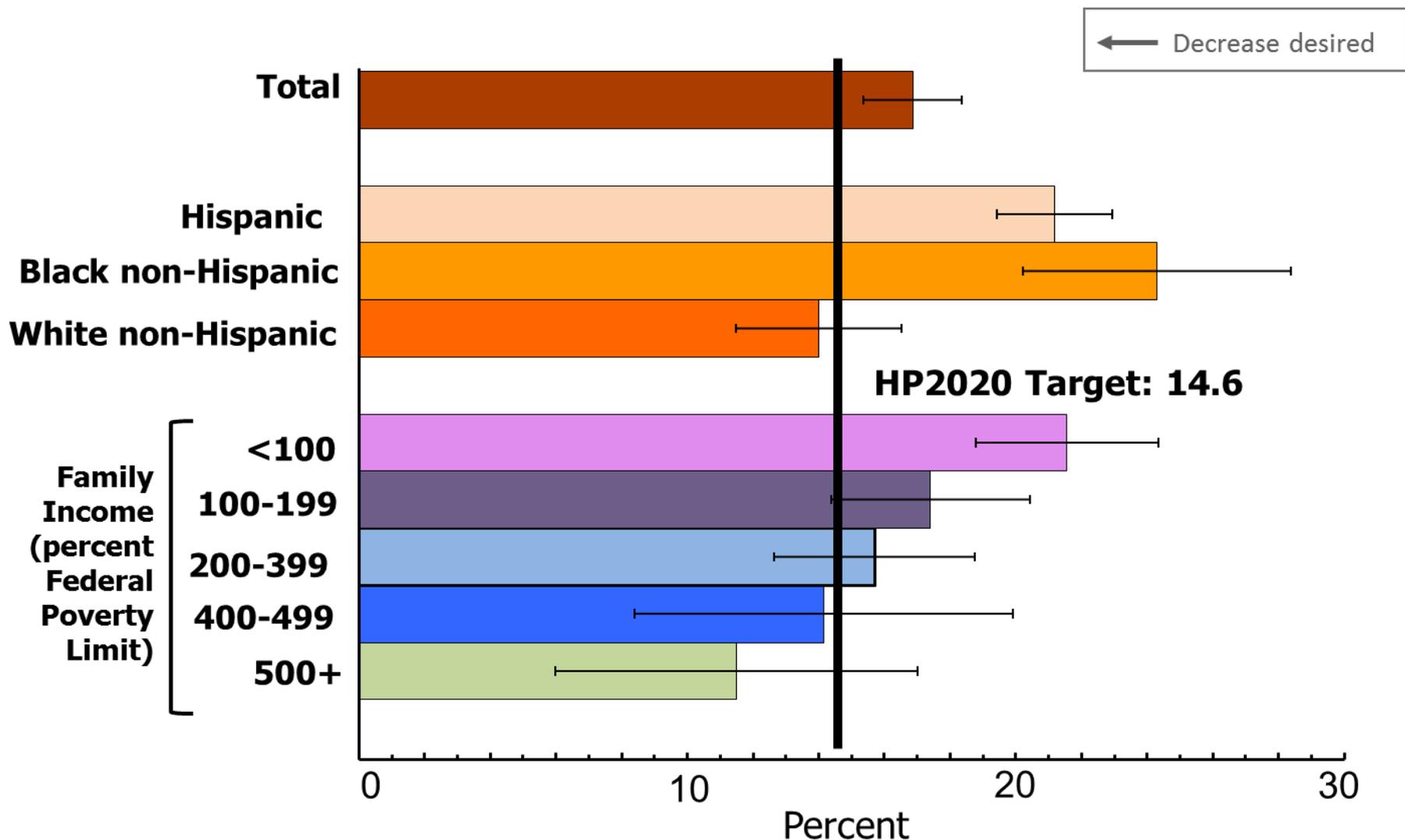
↓ Decrease desired



\*Obesity defined as BMI  $\geq 30$  for adults and BMI-for-age  $\geq 95$ th percentile on the sex specific 2000 CDC Growth Charts for 2-19 years.

Source: National Health and Nutrition Examination Surveys (NHANES), CDC, NCHS.

# Child and Adolescent Obesity, 2009-2010



\*Obesity defined as BMI-for-age  $\geq$  95th percentile on the sex specific 2000 CDC Growth Charts for 2-19 years.  
 Source: National Health and Nutrition Examination Surveys (NHANES), CDC, NCHS.



# Determinants: Nutrition, Physical Activity and Obesity

- Environmental factors:
  - Access to safe places to exercise
  - Affordable healthy food
  
- Addressing factors:
  - Live, learn, work and play



# Nutrition, Physical Activity and Obesity: Federal Actions

- Federal Actions:
  - The *Let's Move!* Initiative
  - National Prevention Strategy
  - Dietary Guidelines for Americans, 2010
  - 2008 Physical Activity Guidelines for Americans
  - President's Council on Fitness, Sports, and Nutrition
    - ❖ Million PALA Challenge





# CATCH

## Coordinated Approach To Child Health

Deanna M. Hoelscher, PhD, RD, LD

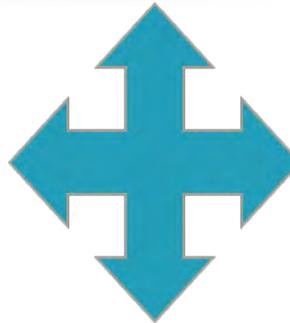
# Coordinated Approach To Child Health (CATCH)



Classroom Curriculum



Physical Education

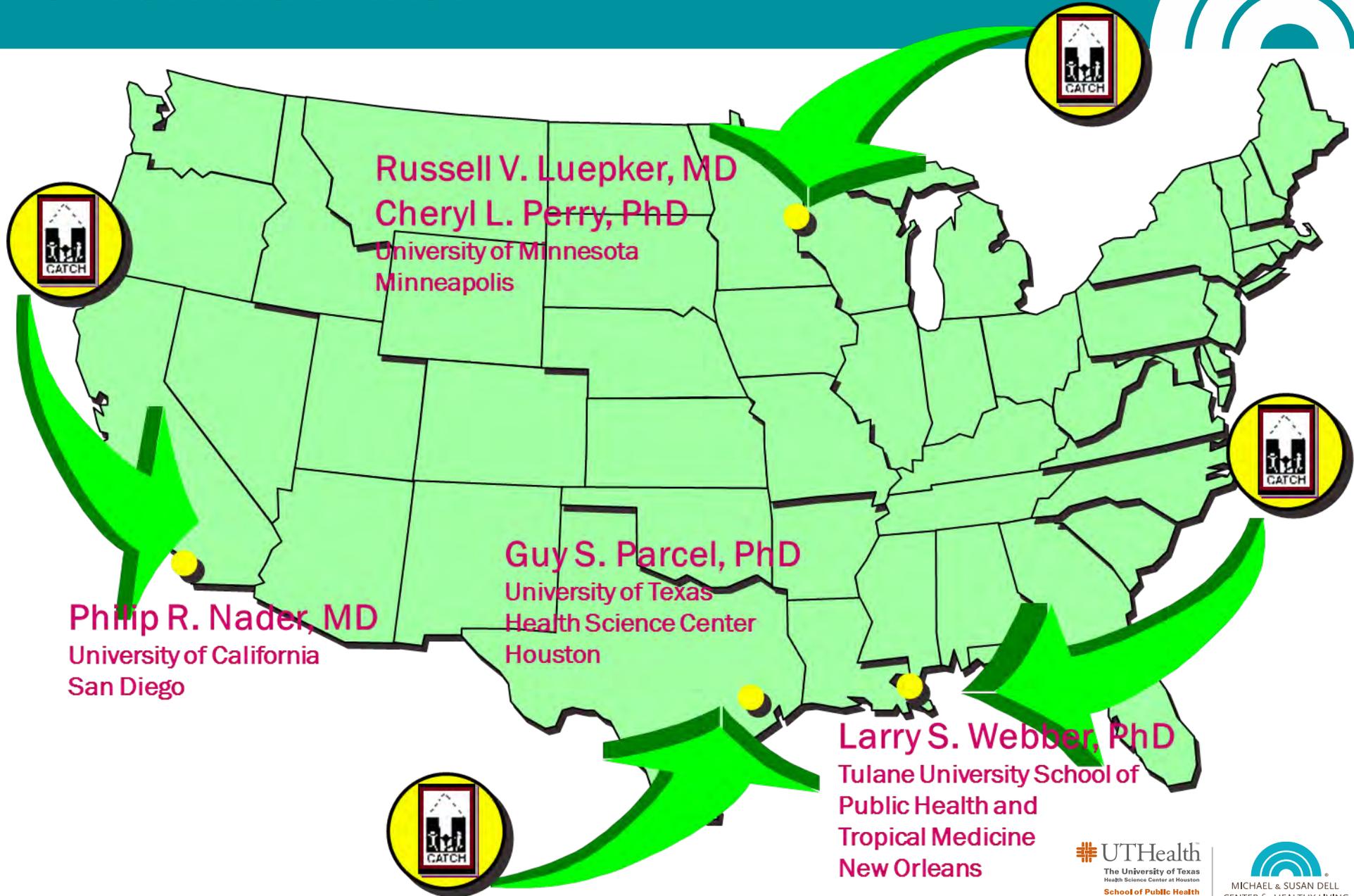


Food Service



Family

# CATCH Main Trial



# CATCH Main Trial, 1996

## Results and Major Outcomes



- Reduced total fat and saturated fat content of school lunches
- Increased MVPA during P.E. classes
- Improved students' self-reported eating and physical activity behaviors
- Effects persisted over three years without continued intervention
- Reduced prevalence of obesity in El Paso trial !
- Cost-Effectiveness

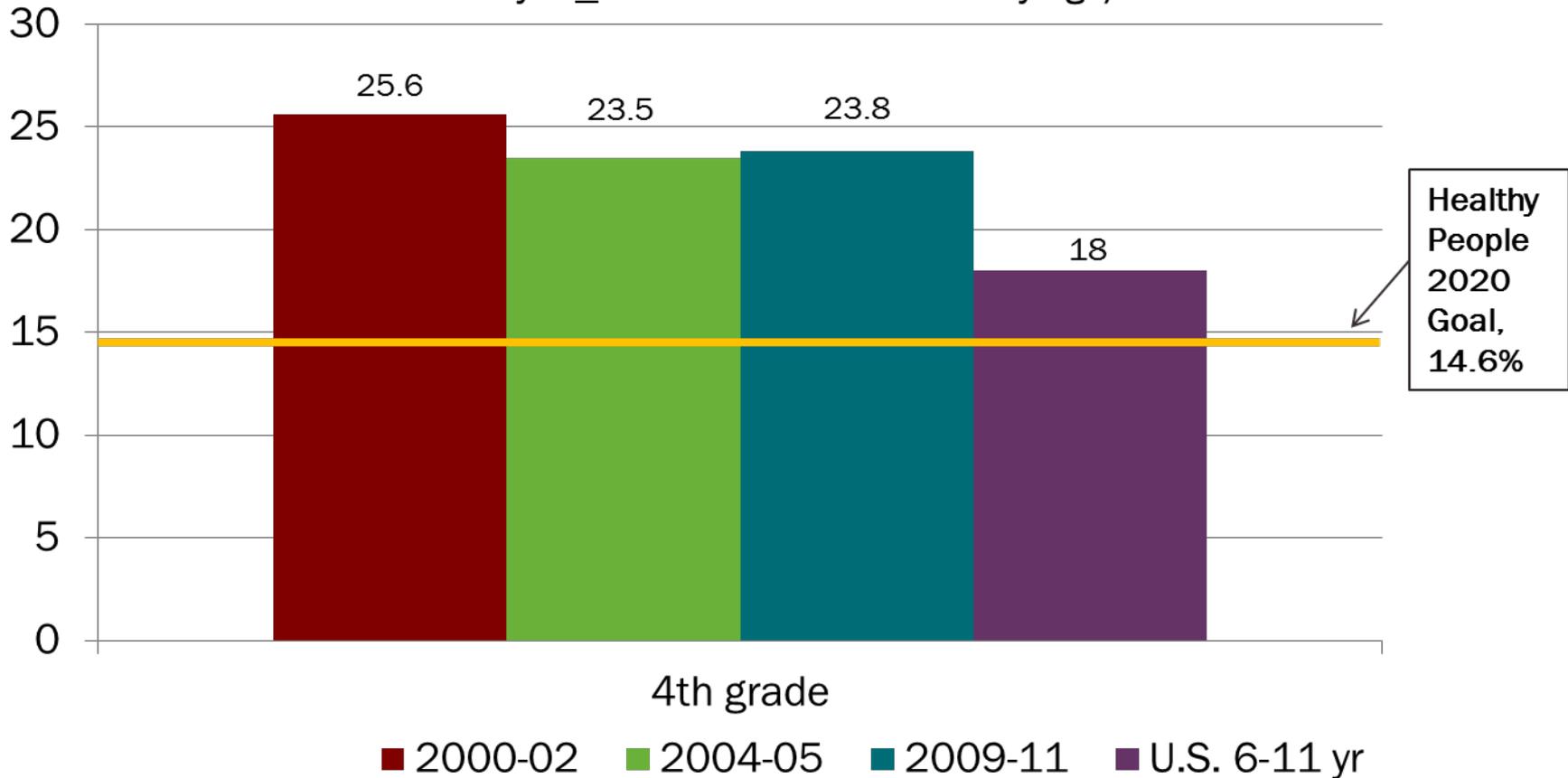


– “Based on the published literature, the most cost-effective way to prevent obesity in youth is CATCH...”

# Children in Texas Have High Rates of Obesity



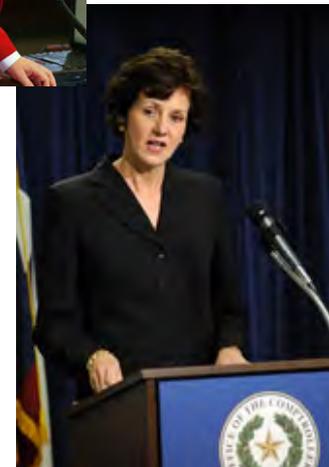
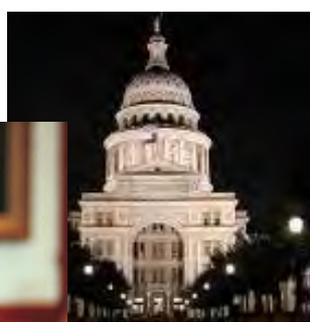
Obesity is  $\geq$  95th Percentile for BMI by Age/Sex



Sources: Hoelscher et al., 2004; Hoelscher et al., SPAN; Ogden et al., 2012 !

# CATCH Texas – Translating CATCH into State Policy

- **Senator Jane Nelson**
  - SB 19 (2001) modeled after CATCH in action
  - Sought input from SPAN and CATCH policy research
  - Continued to support and strengthen ! coordinated school health policies
- **Texas Comptroller Susan Combs**
  - As commissioner for the Texas Department of Agriculture, Combs initiated a standard series of foods served at schools
  - 2007, Combs provided funding for implementation of SB 42 in low-income middle schools to purchase PE and nutrition materials and equipment



Sources: Hoelscher et al., 2009; Hoelscher et al., 2004;  
Kelder et al., 2009; Barroso et al., 2009; Hoelscher et al., 2011

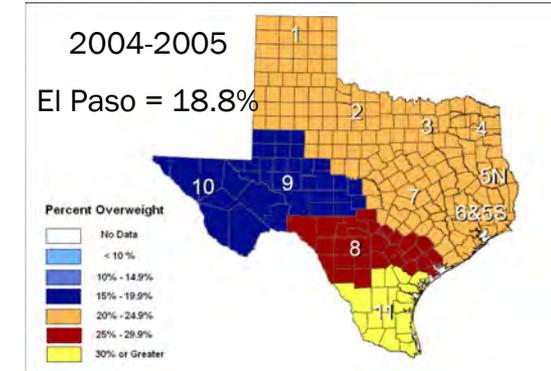
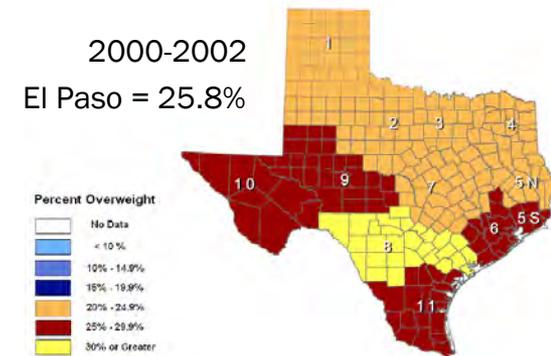
# CATCH Texas Outcomes

## El Paso

- 8 year CATCH regional initiative to prevent and reduce obesity including: state legislation; media campaign; community-based interventions
- Resulted in a **7%** decrease in obesity in 4<sup>th</sup> graders – in a region the size of South Dakota and Wyoming combined!

## Travis County

- Implementation of community component
- Reduction of **8%** in CATCH community schools
- Student outcomes better in CATCH schools that implemented the program more fully



Sources: SPAN, 2000-2002 to 2004-2005; Hoelscher et al., 2010

# CATCH a Star – TA Brown Elementary



- Outcomes

60% children were overweight or obese



40% obese at end of 4-year intervention

- Healthier eating habits

- Facilitating factors

- Strong CATCH Champion

- Strong CATCH Committee

- Broad implementation and improvement in multiple areas

- TA Brown has sustained and expanded CATCH !

- I-E-B Healthy Campus Award, 2012 !



# CATCH Programs



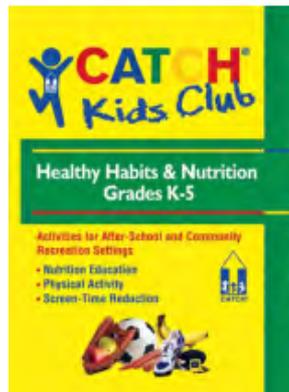
Physical Education

Social Marketing %

Family involvement

Child Nutrition

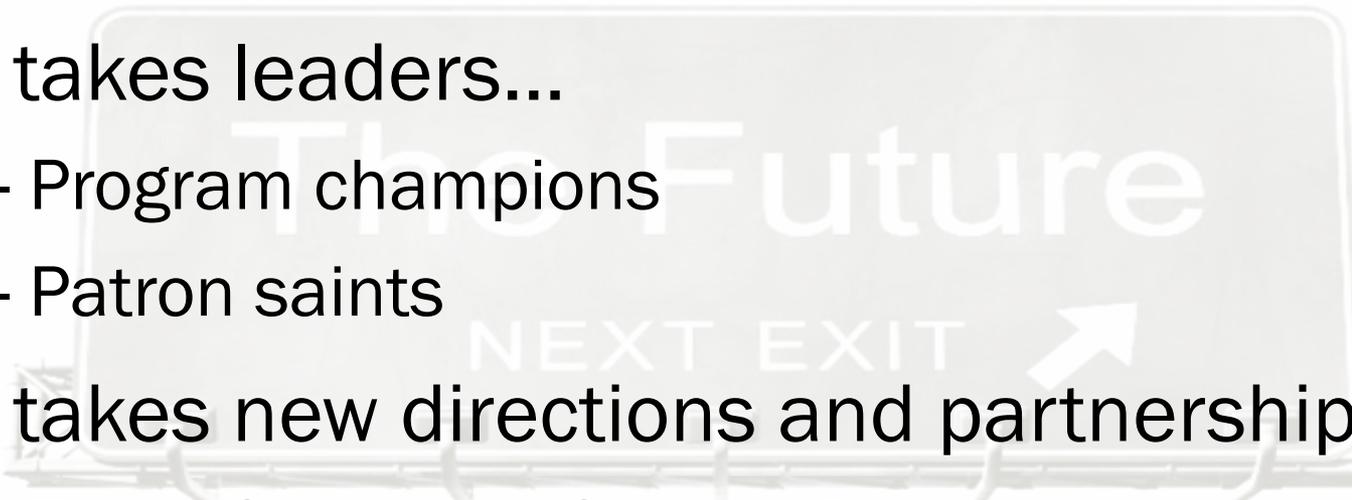
Classroom Curriculum



# CATCH What We've Learned



- It takes a community...
  - Individual and environmental approaches
  - Policies, systems, environment, practices (PSEP)
- It takes leaders...
  - Program champions
  - Patron saints
- It takes new directions and partnerships...
  - Texas Childhood Obesity Research Demonstration (CORD) grant



# Acknowledgements and Supporters



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- Michael & Susan Dell Foundation
- RGK Foundation



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- Supporting healthy living in your community
- Childhood obesity statistics and School Physical Activity and Nutrition study (SPAN)
- Get the CATCH program for your school: [www.catchinfo.org](http://www.catchinfo.org)





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