

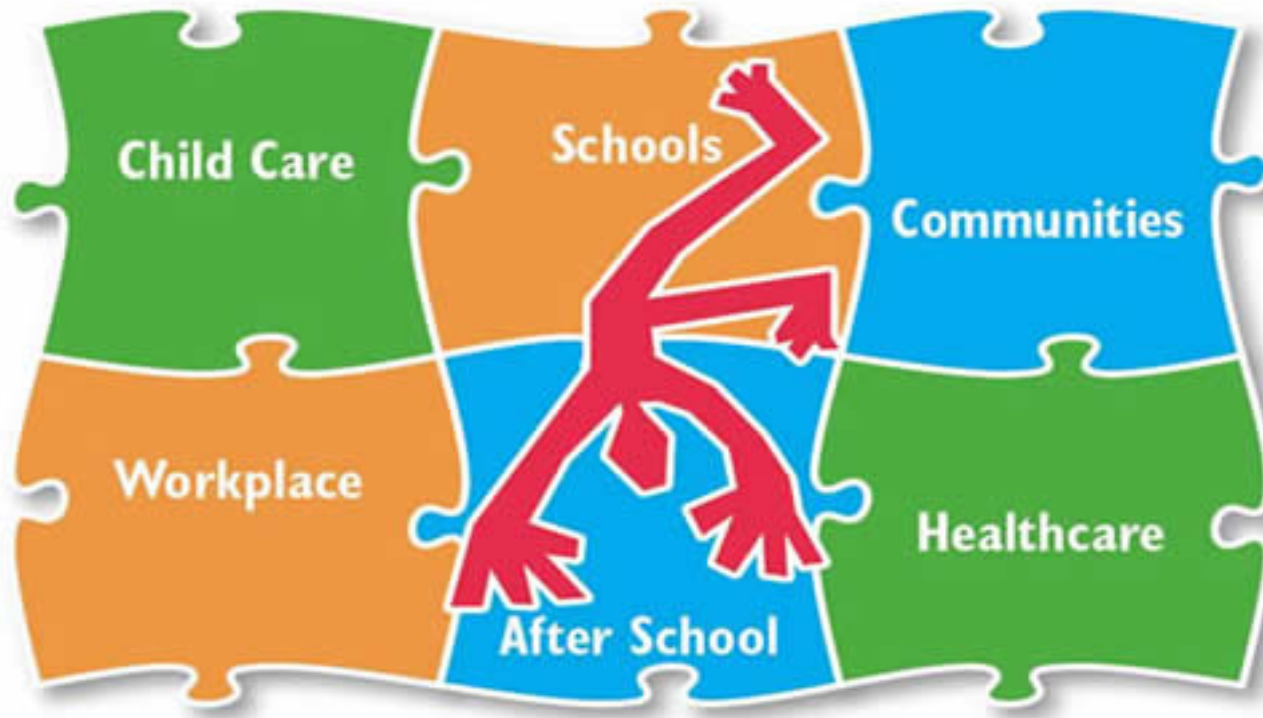
Let's Keep Going.....
Creating Sustainable Change in Schools

Tory Rogers, MD

April 1st, 2010



The Let's Go! Model



CORE PRINCIPLES:

- Environmental and policy change influences behavior change
- Interconnectivity across sectors is essential
- Strategies are evidence based and continuously evaluated



5-2-1-0 and Let's Go!

- We get it – it's a little confusing sometimes
- We're in the process of combining 5210 Goes to School and Let's Go!

- Logo is now



Sustainable Change

- A Team.....or Teams
- Leadership.....you and others

Tory's Top Ten

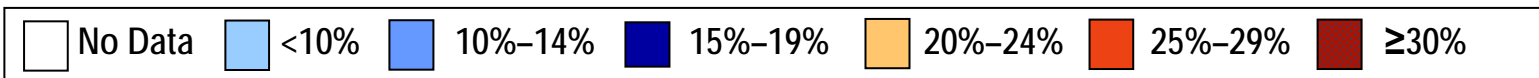
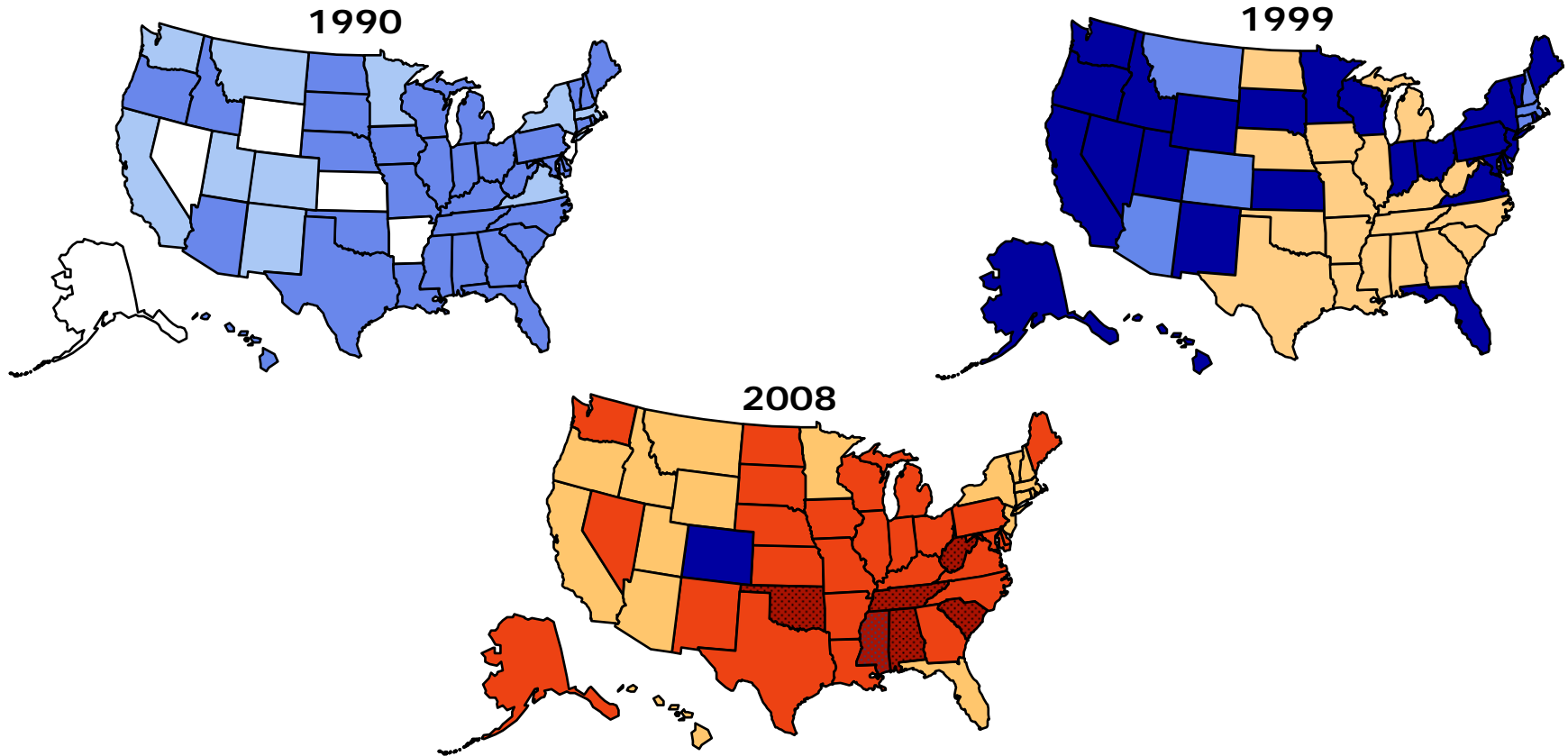
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The Epidemic

Obesity Trends* Among U.S. Adults

BRFSS, 1990, 1999, 2008

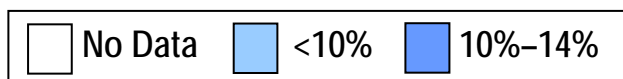
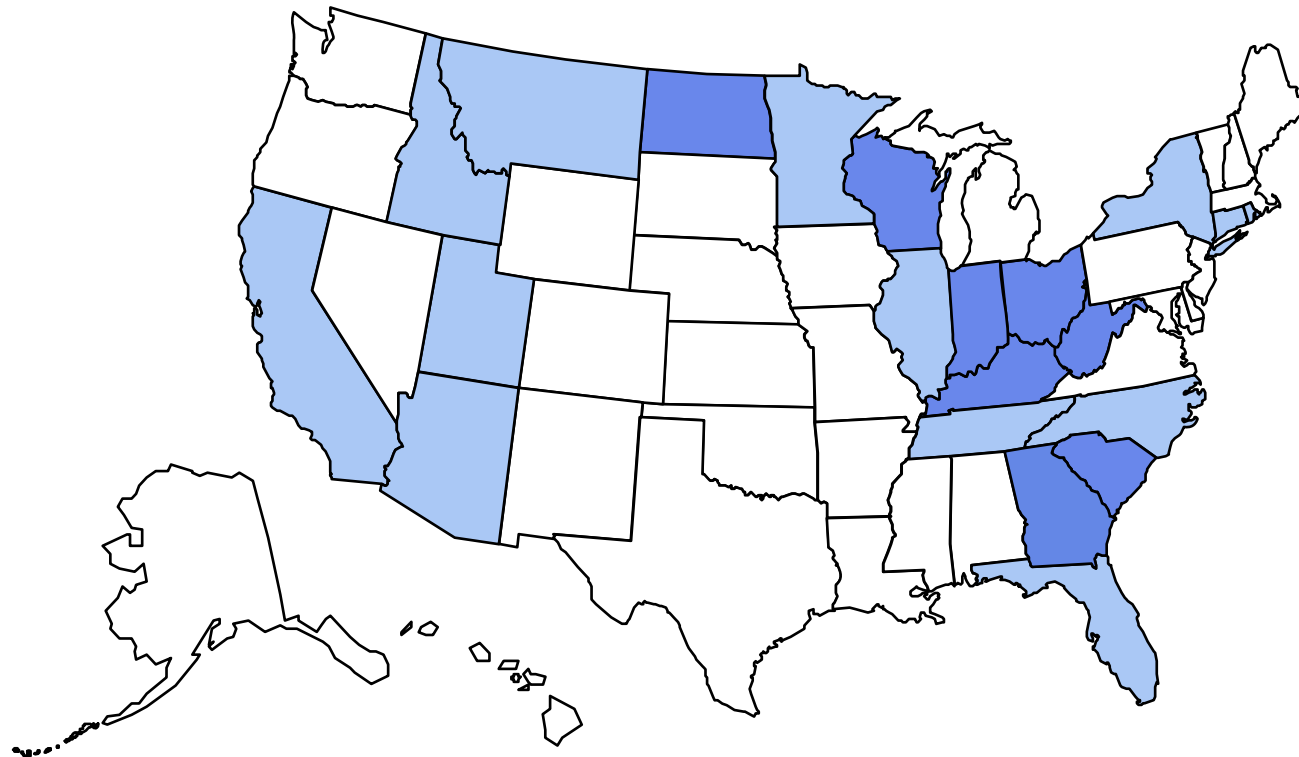
(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 1985

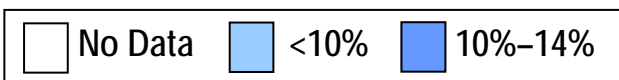
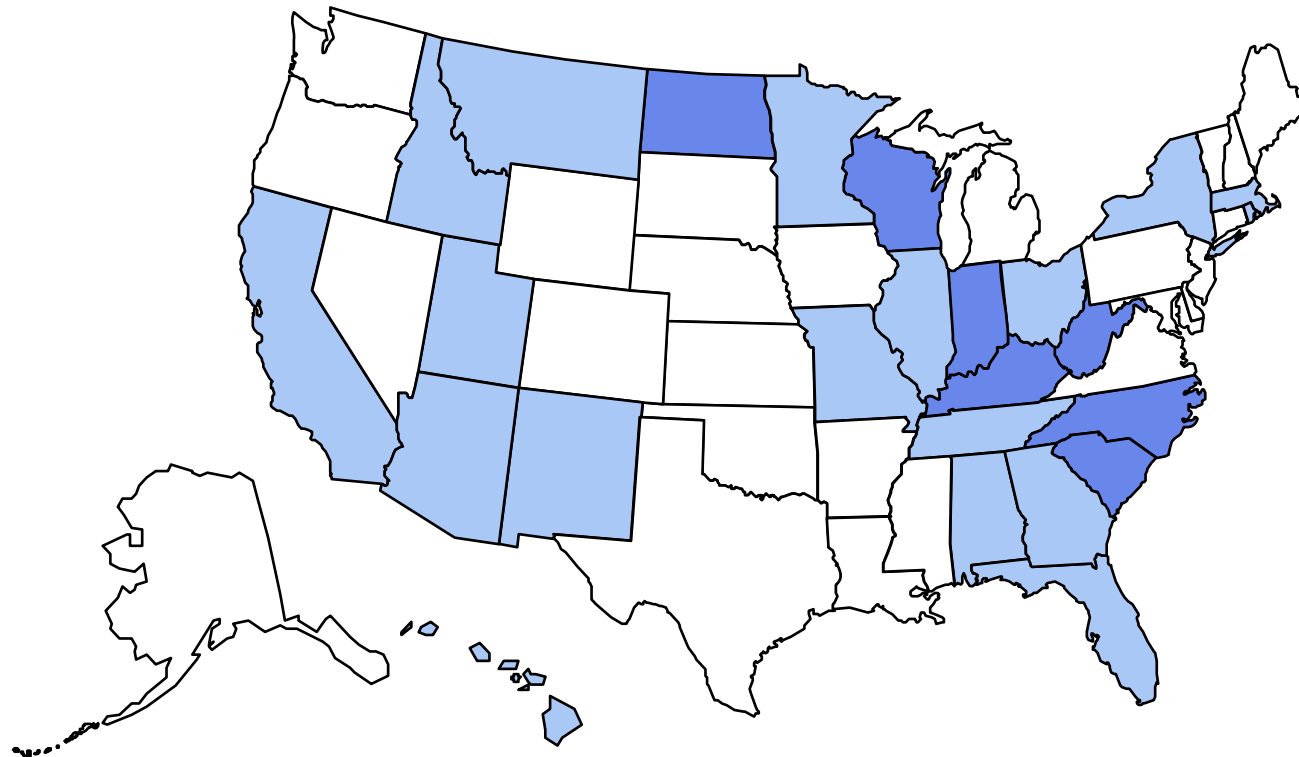
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 1986

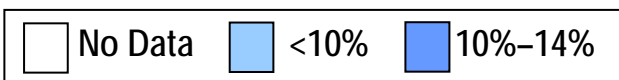
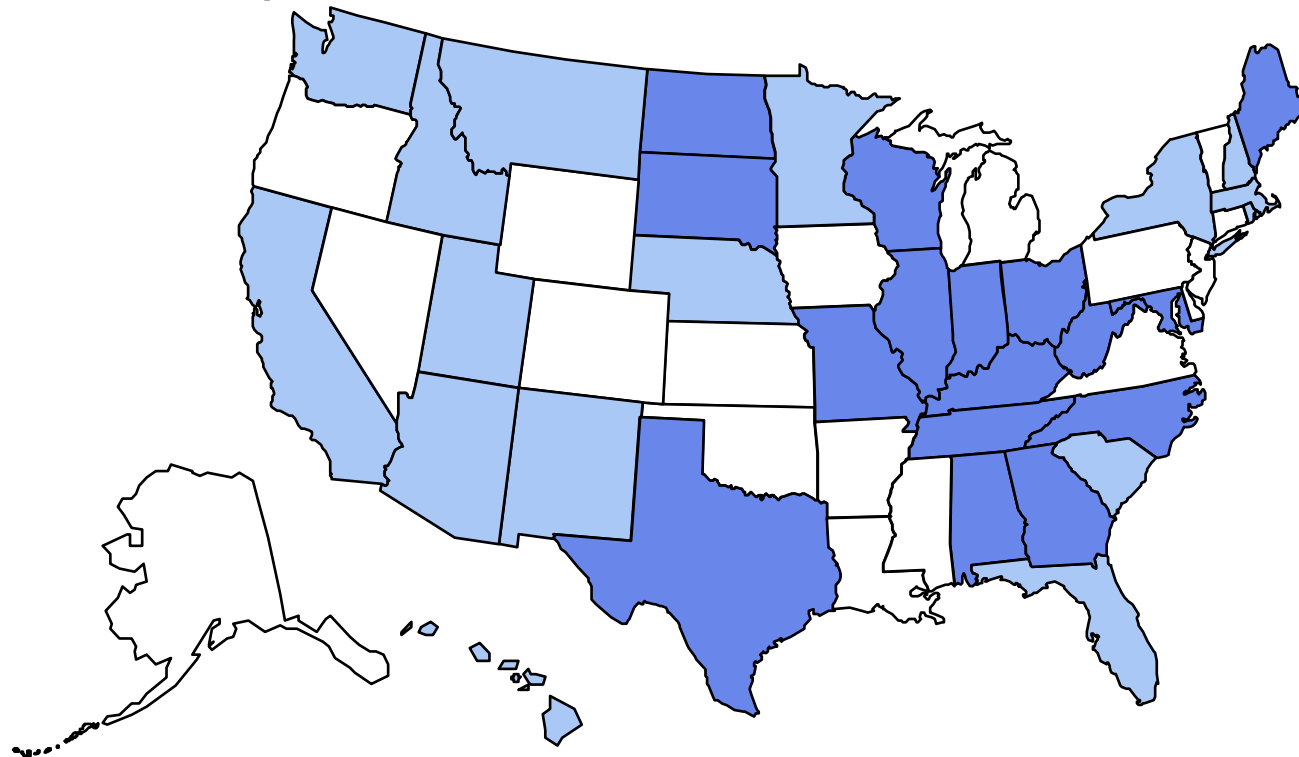
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Obesity Trends* Among U.S. Adults

BRFSS, 1987

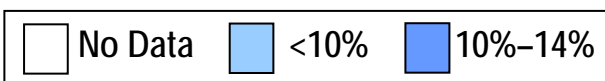
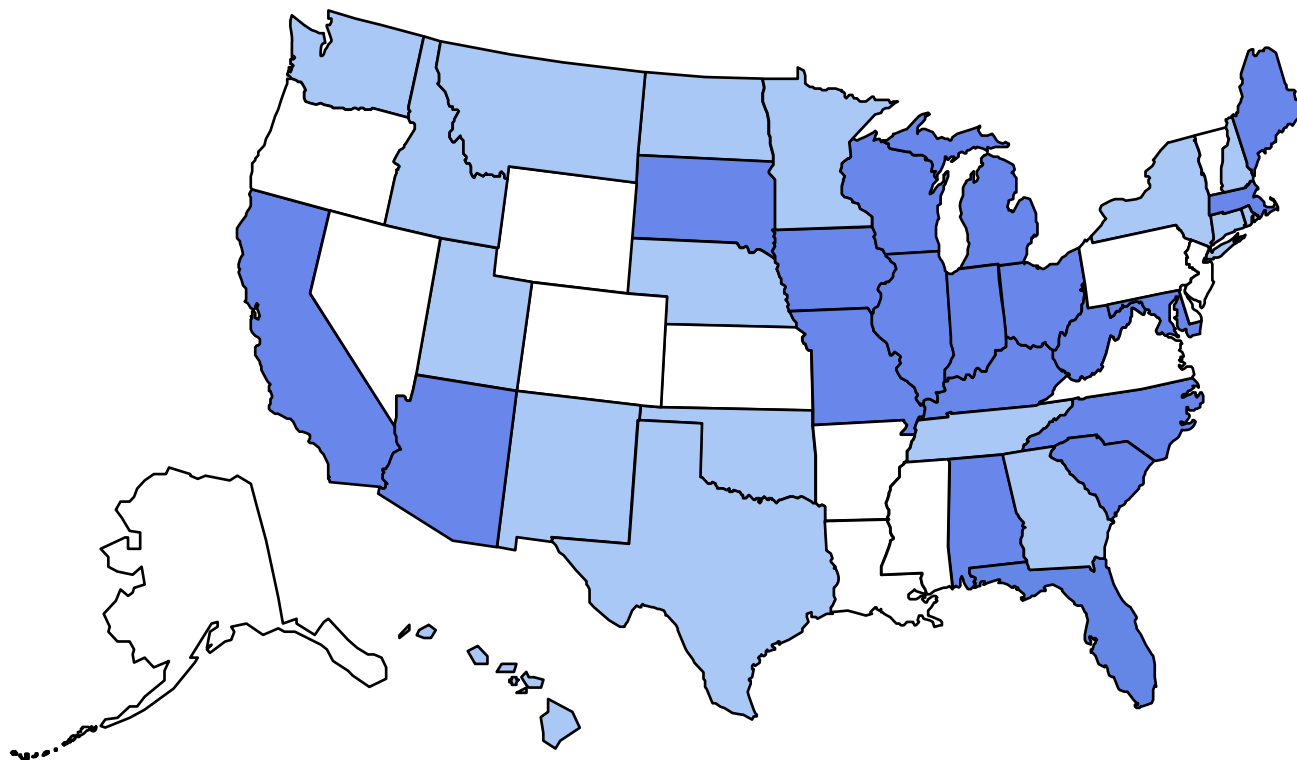
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 1988

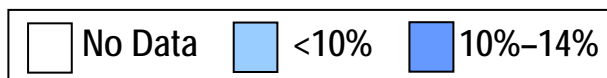
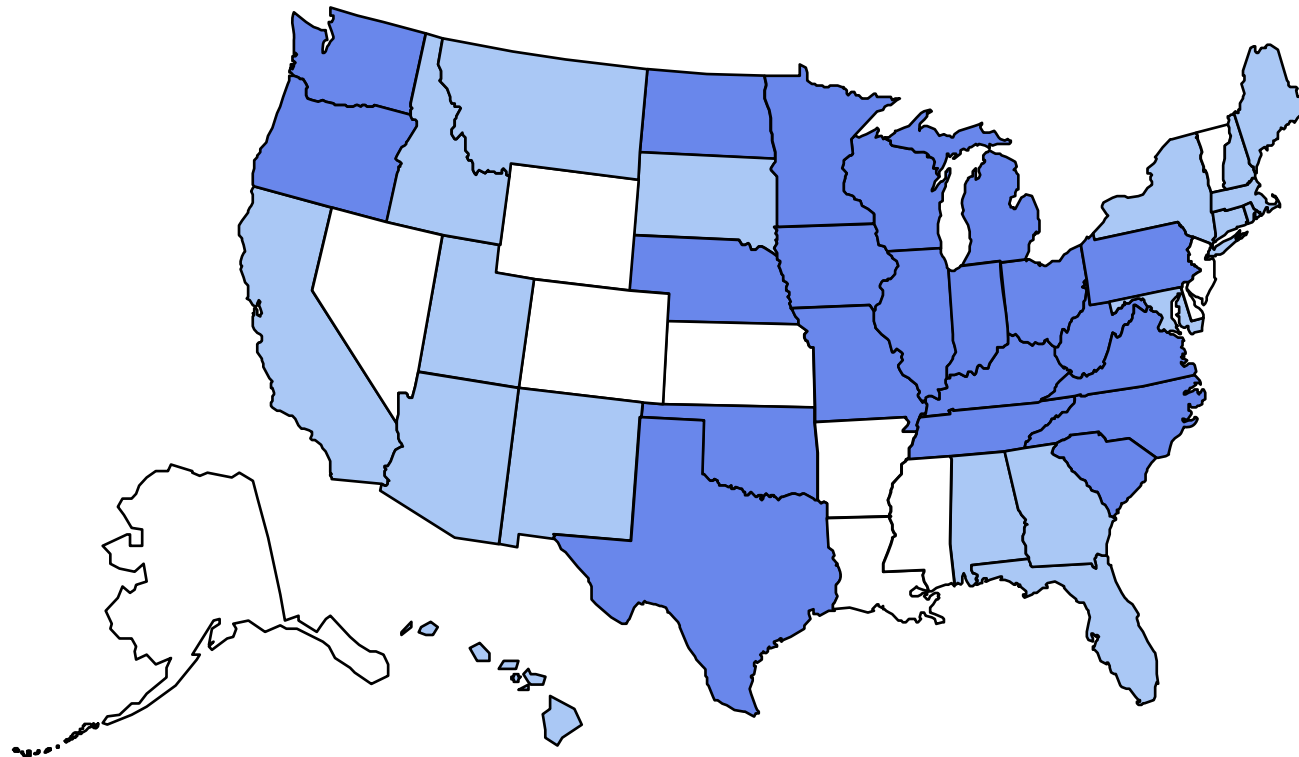
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Obesity Trends* Among U.S. Adults

BRFSS, 1989

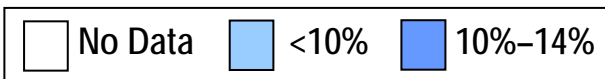
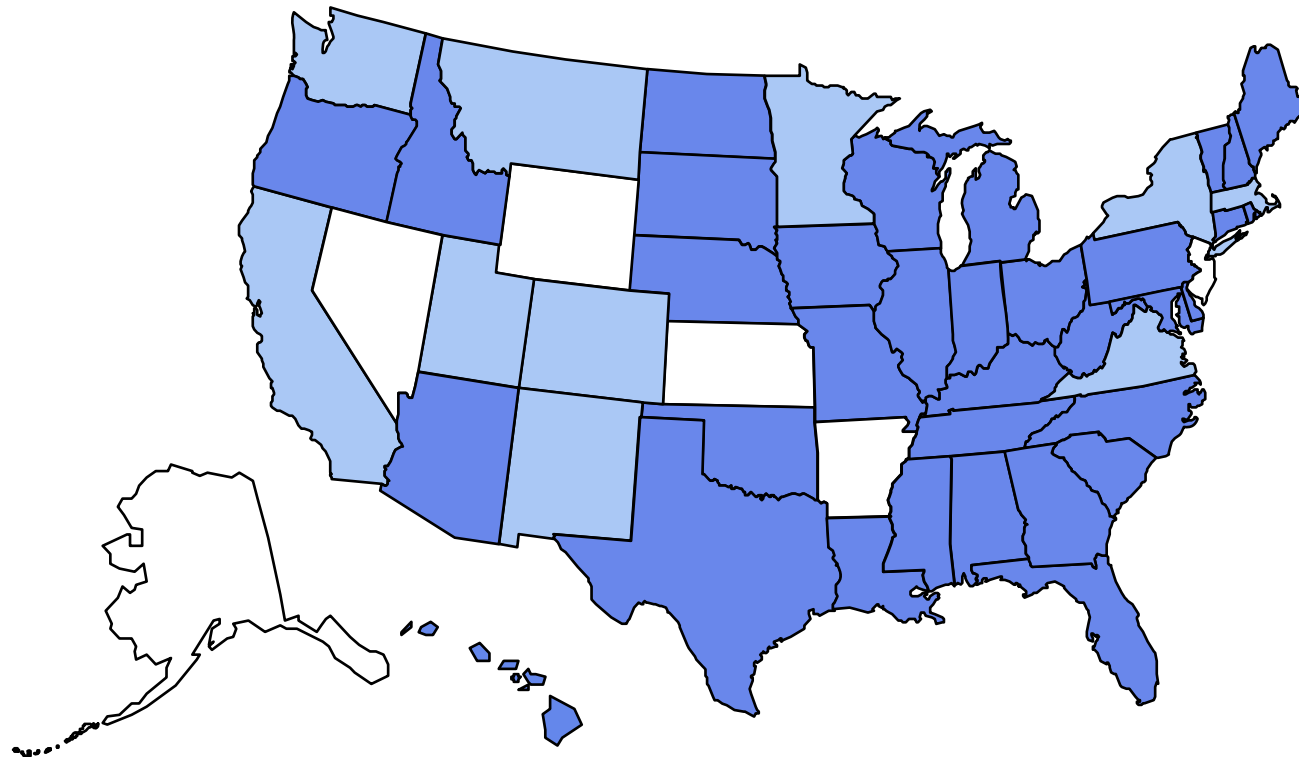
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Obesity Trends* Among U.S. Adults

BRFSS, 1990

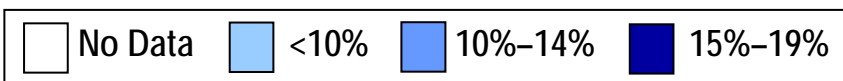
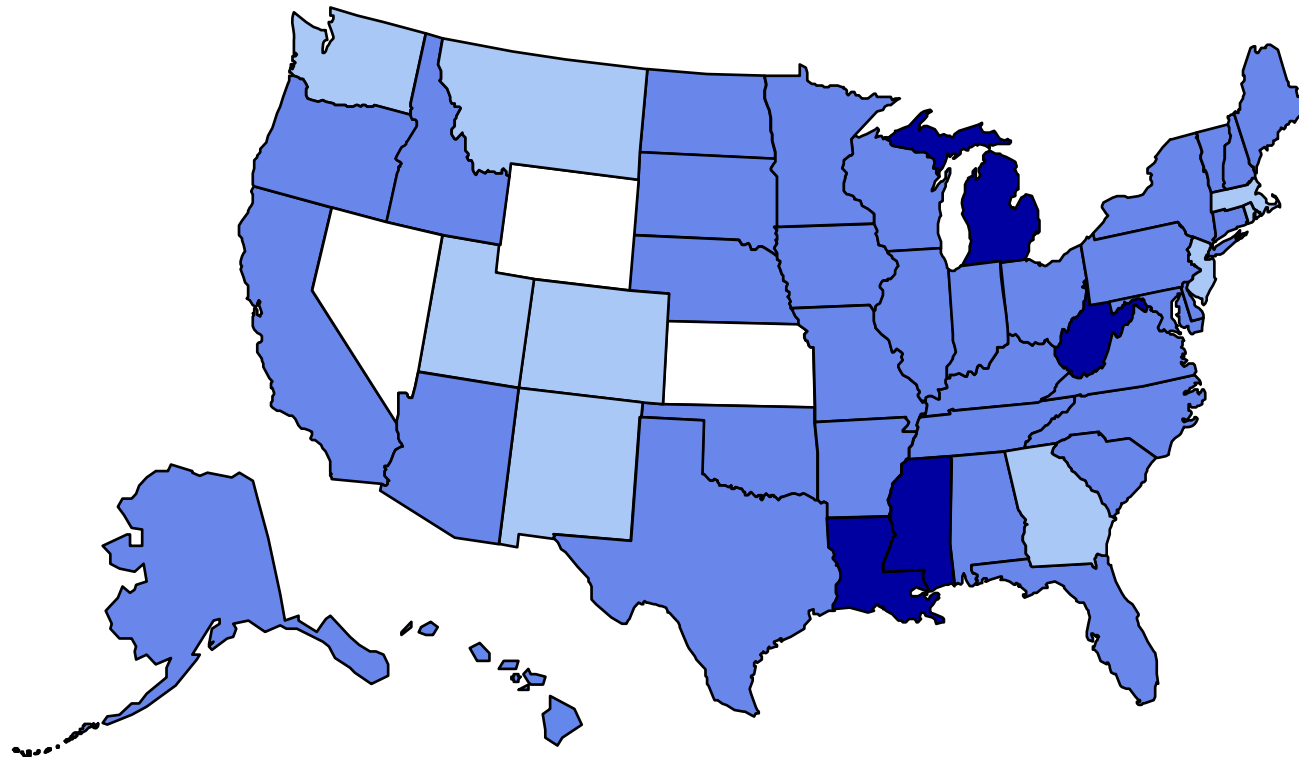
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Obesity Trends* Among U.S. Adults

BRFSS, 1991

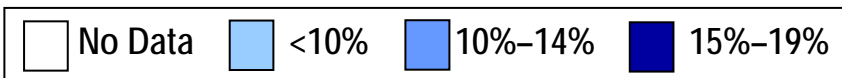
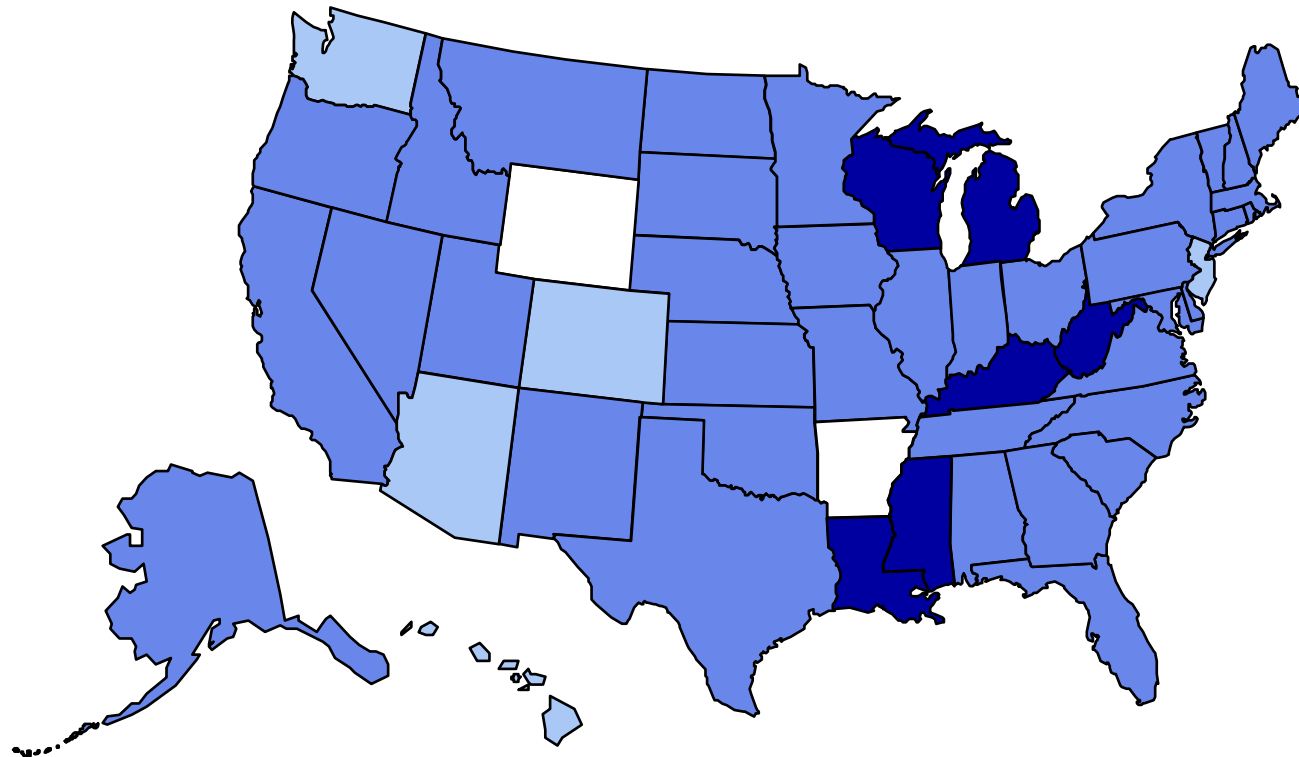
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Obesity Trends* Among U.S. Adults

BRFSS, 1992

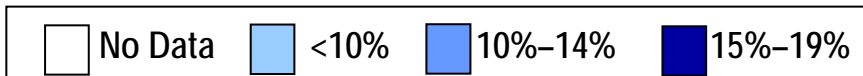
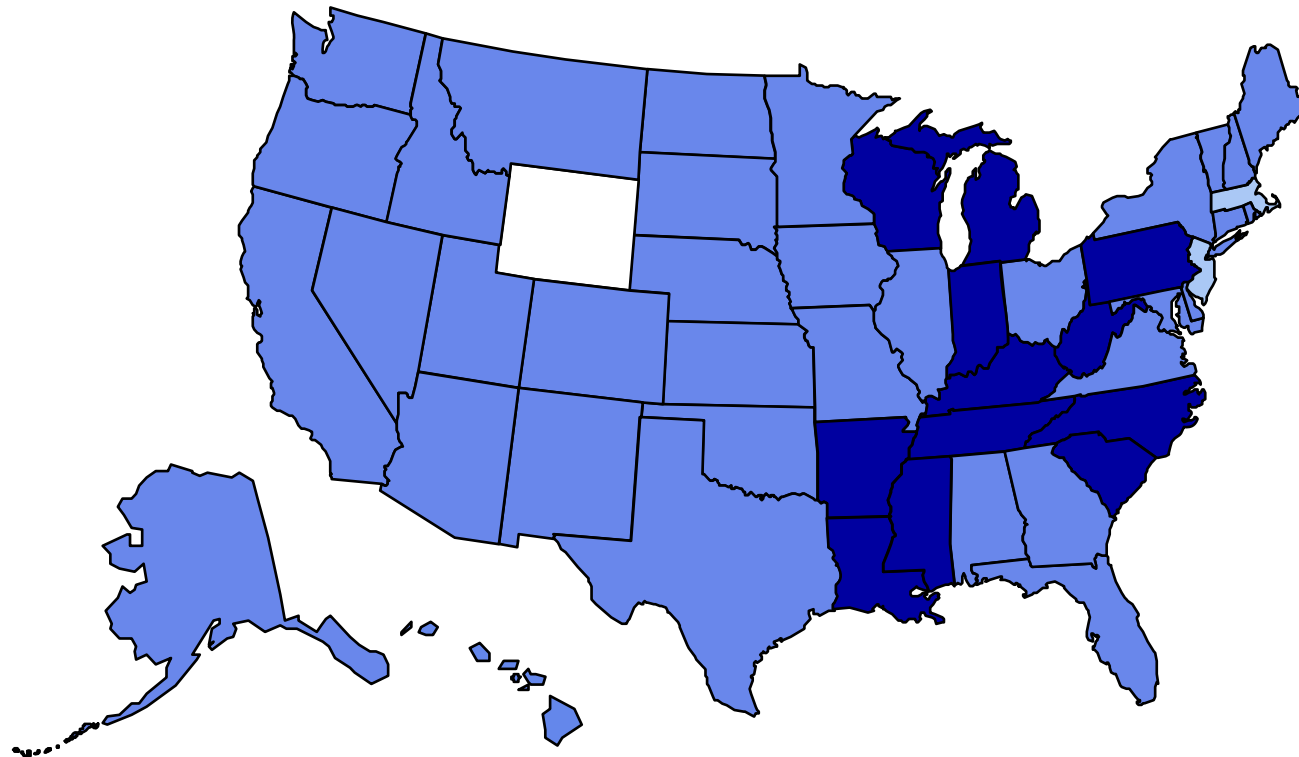
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 1993

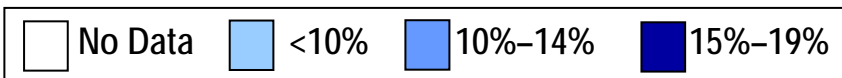
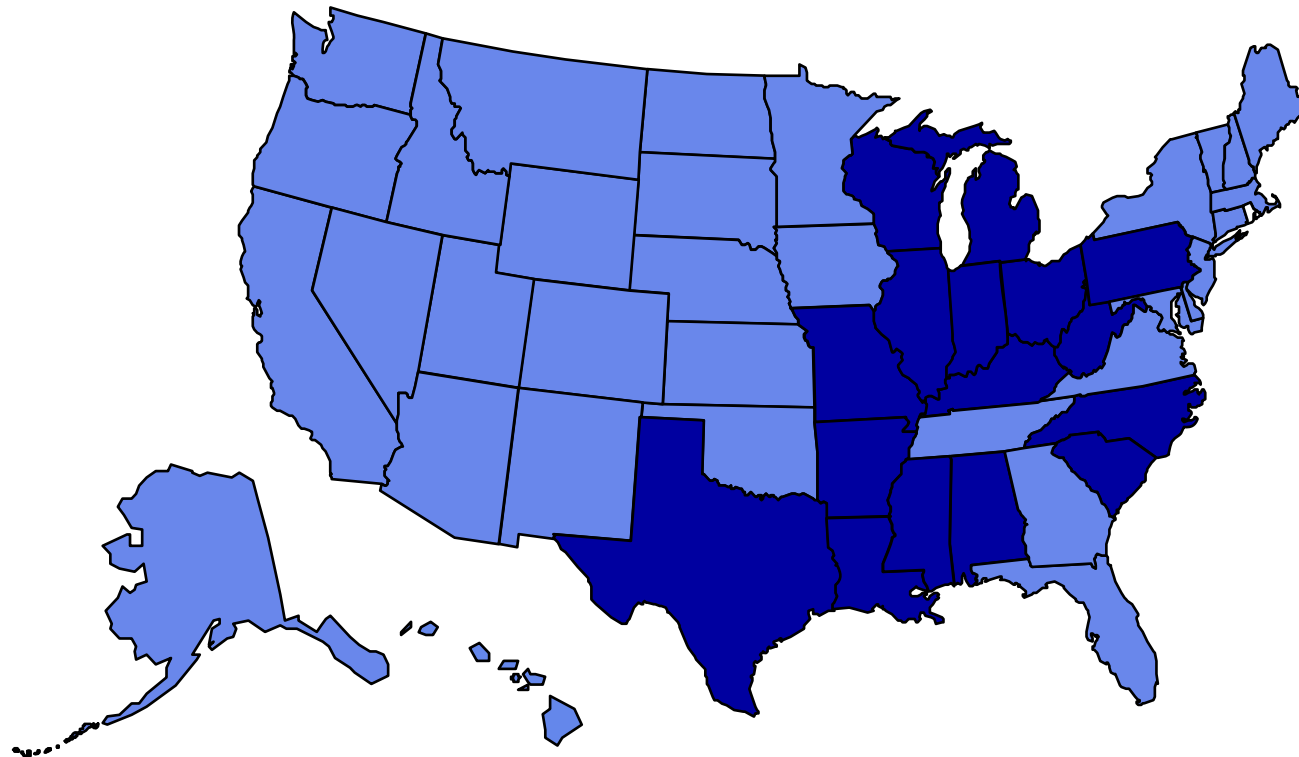
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 1994

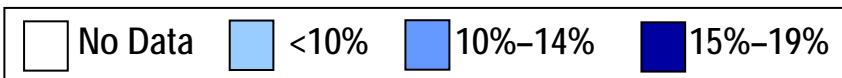
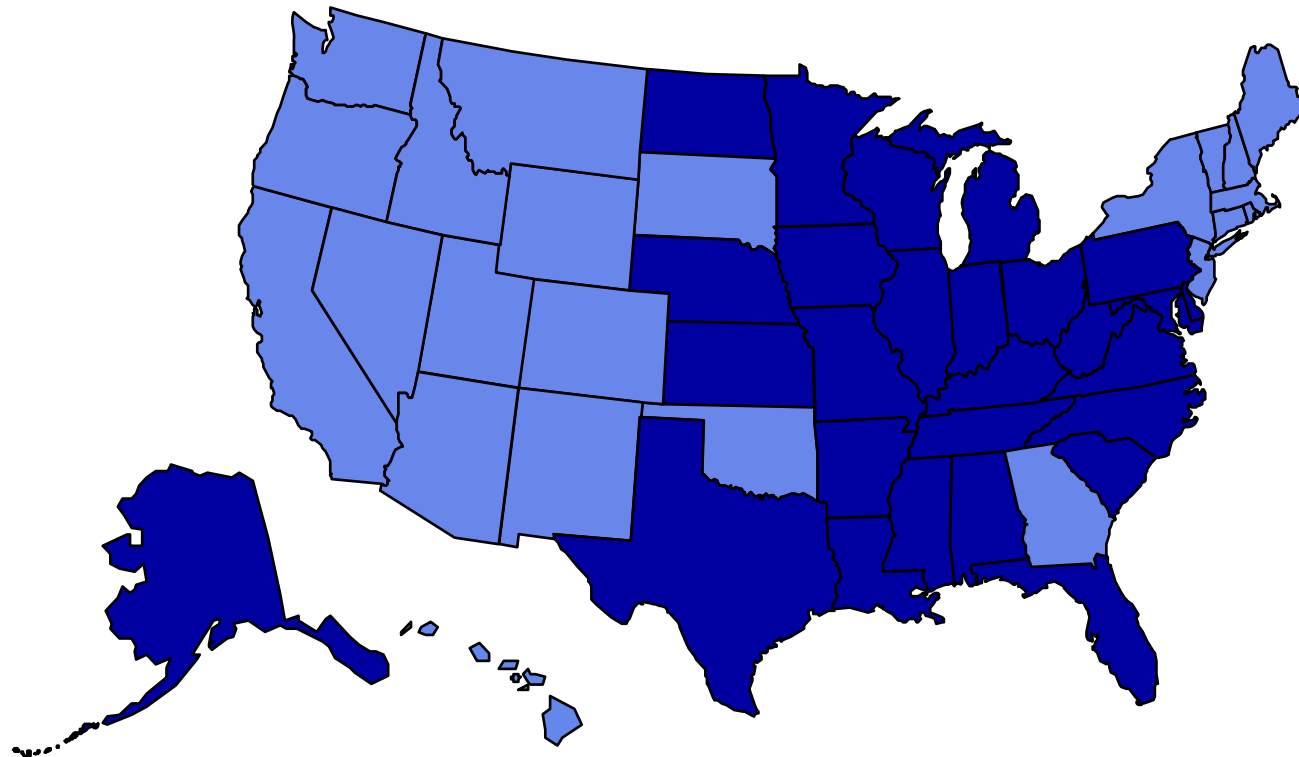
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 1995

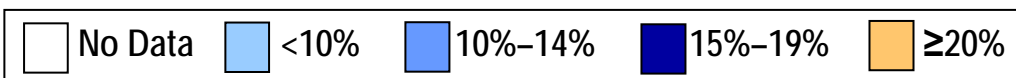
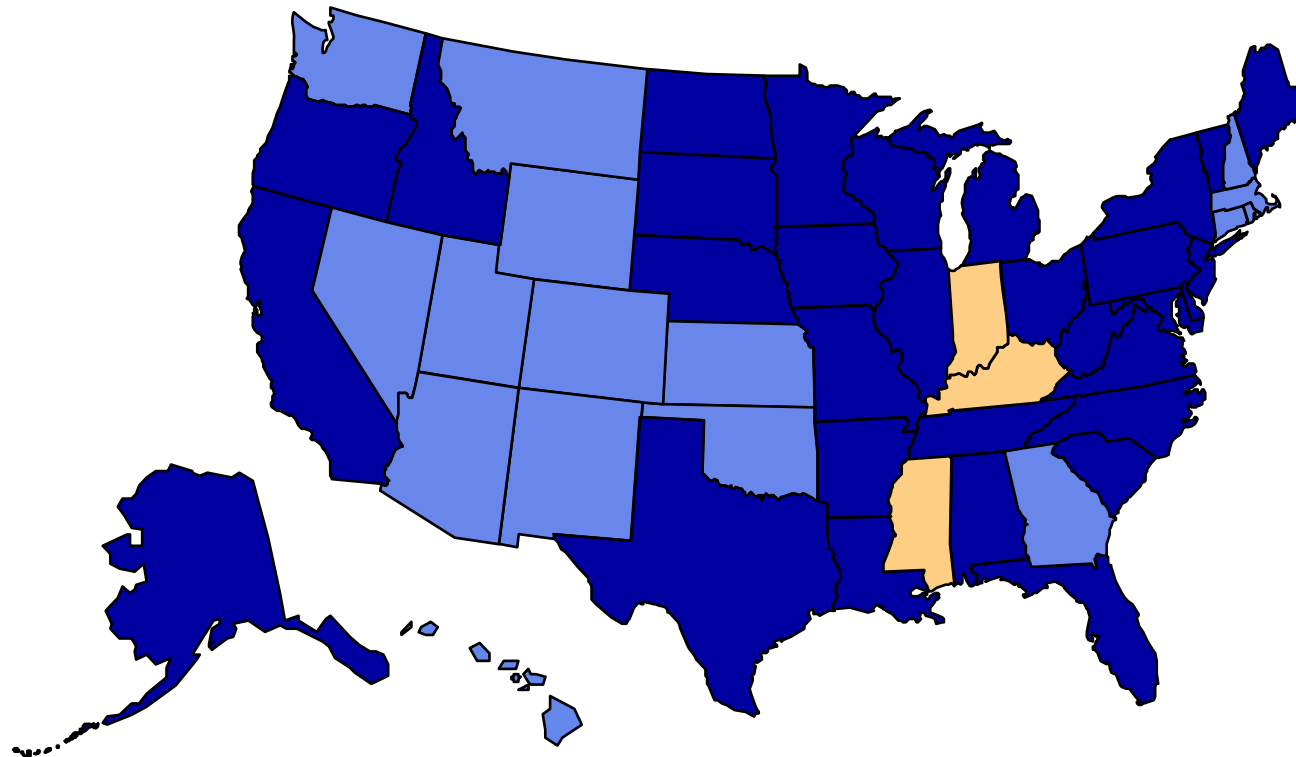
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 1997

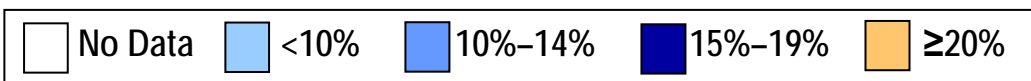
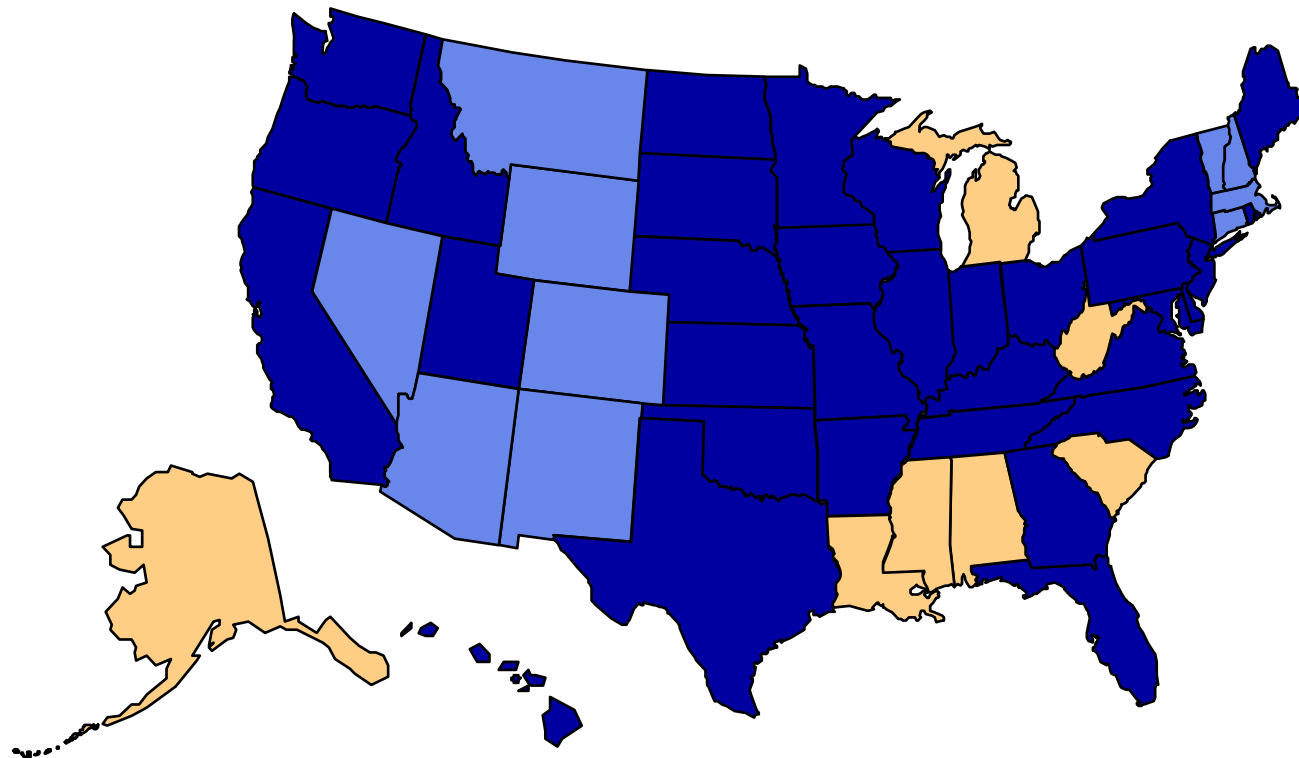
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 1998

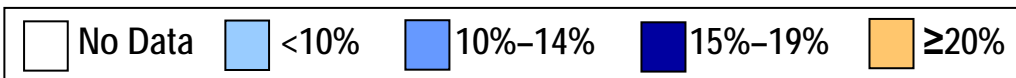
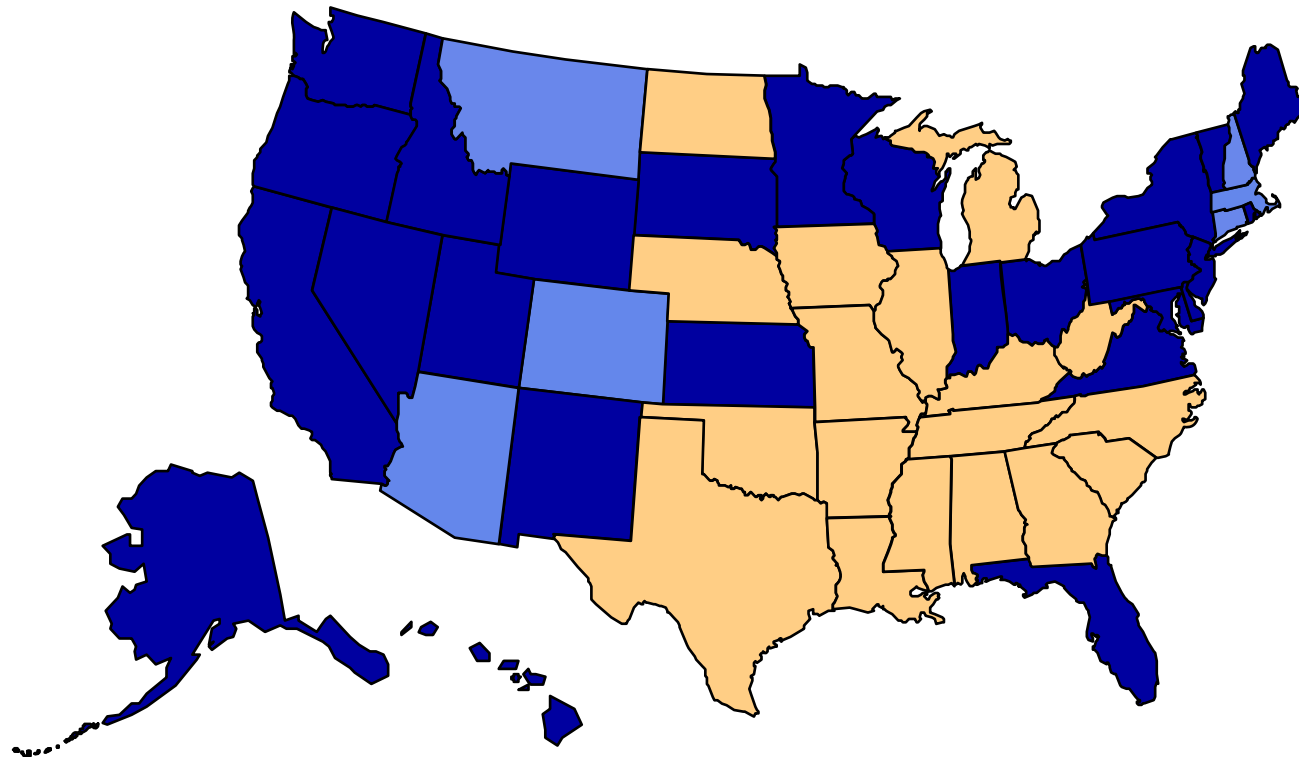
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 1999

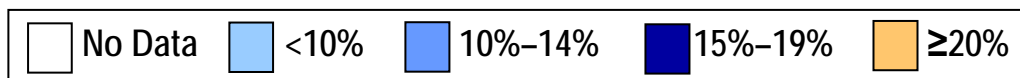
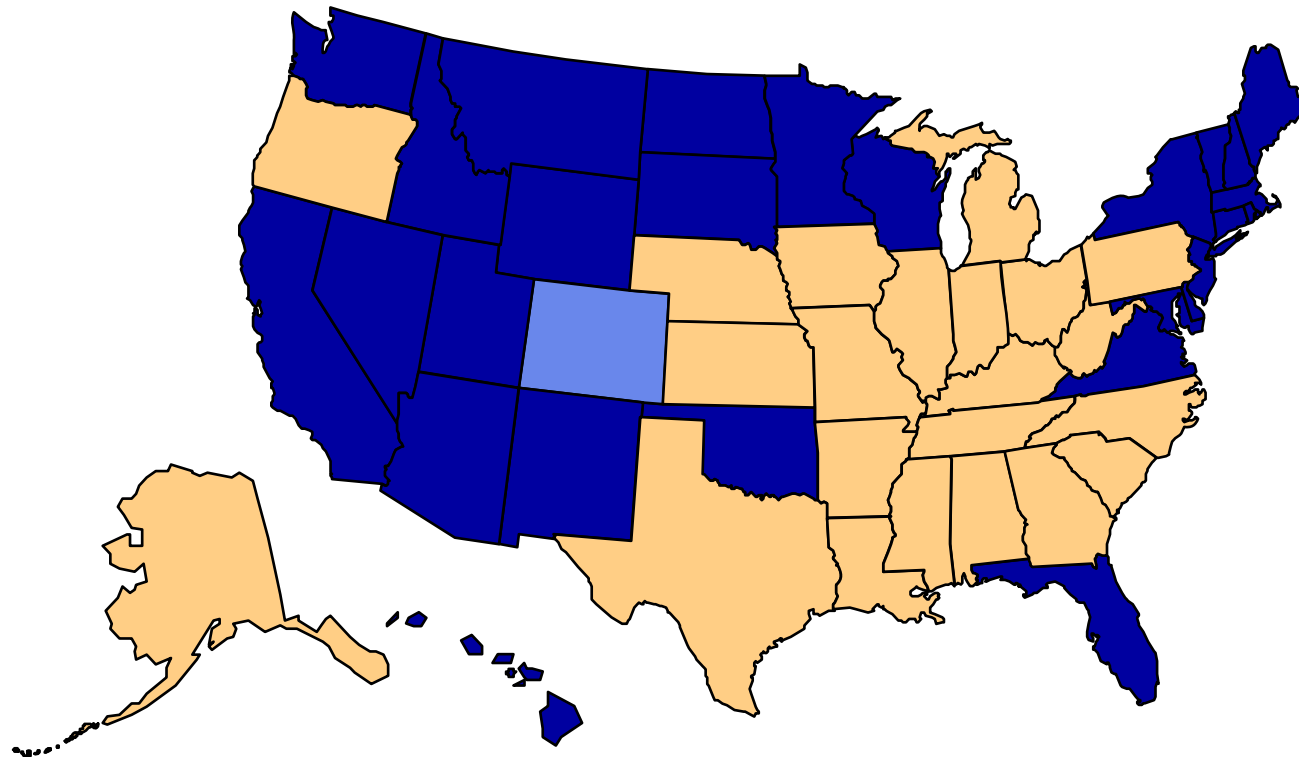
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 2000

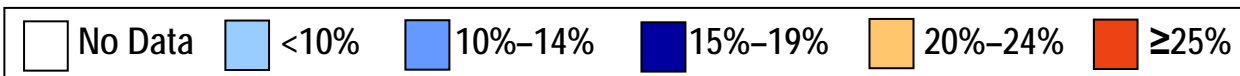
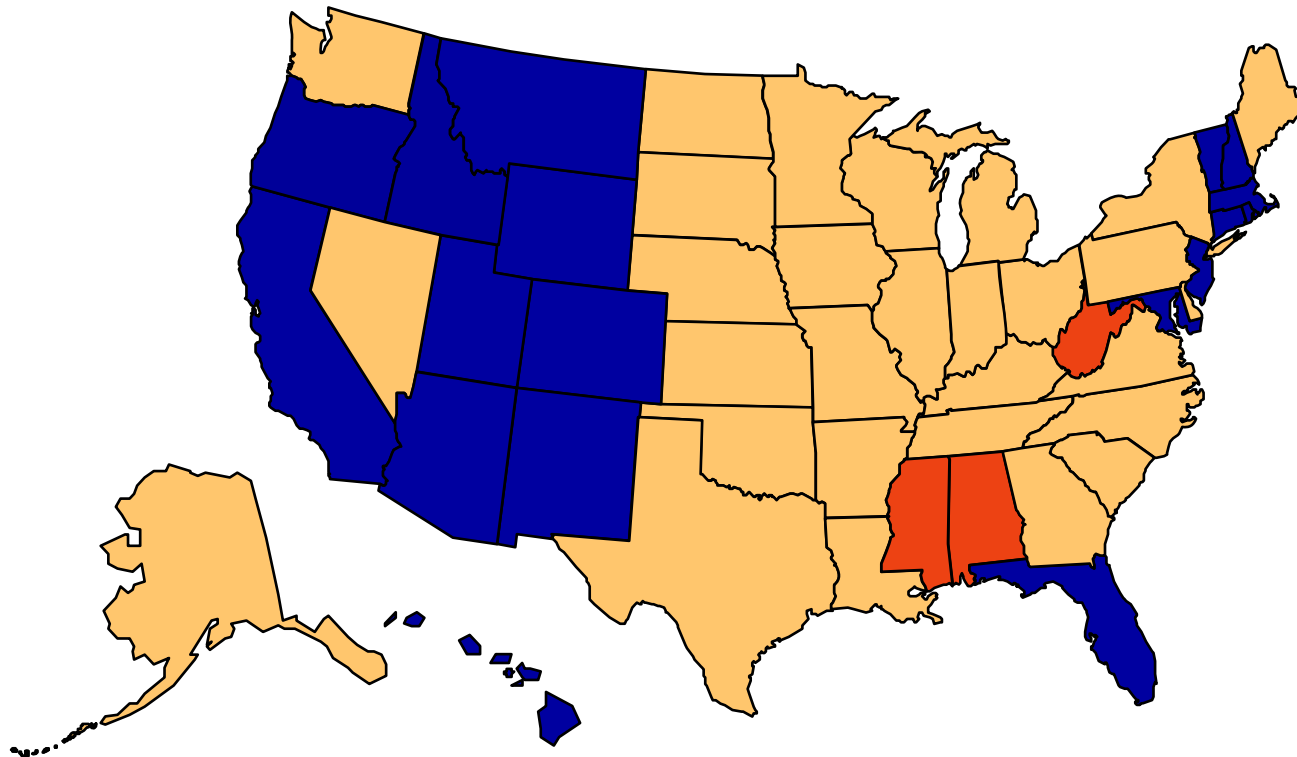
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 2002

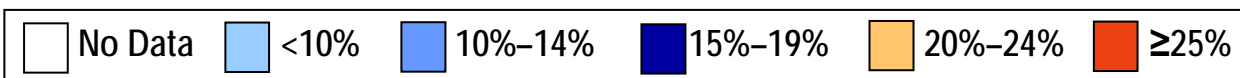
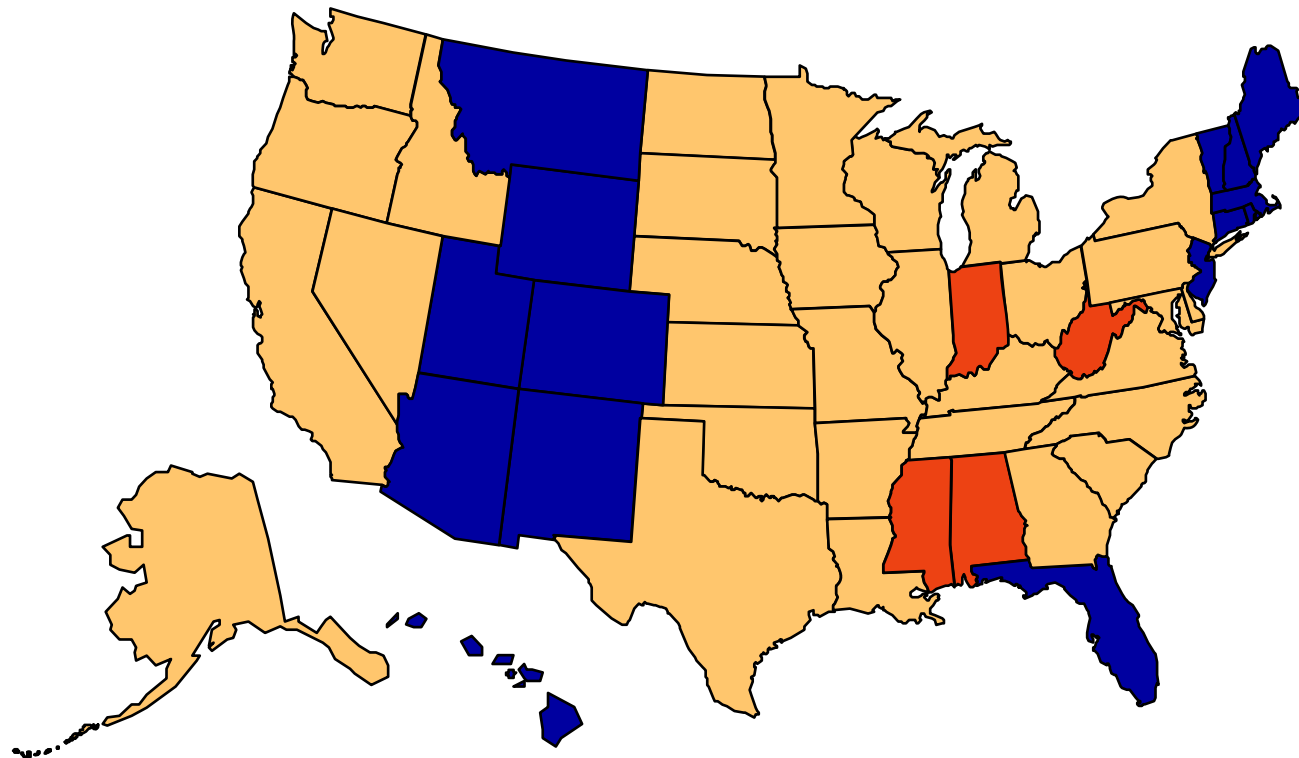
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 2003

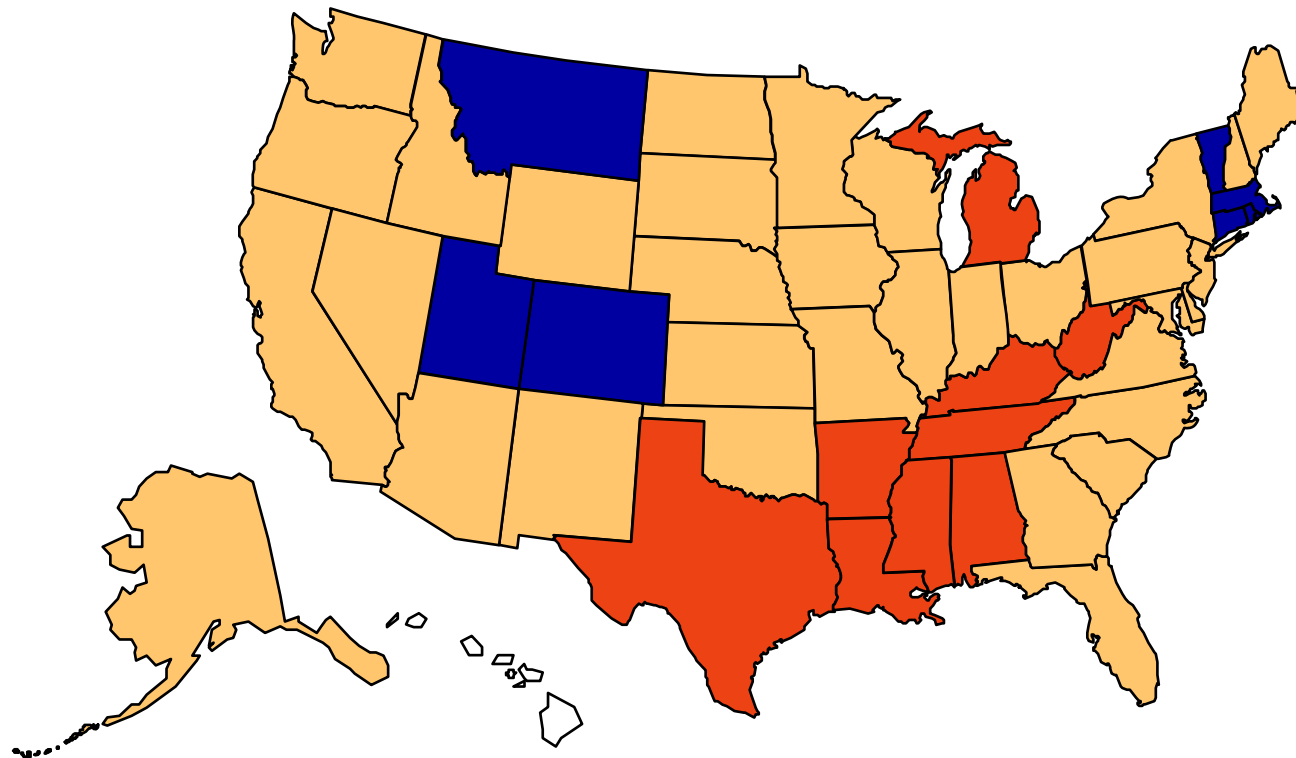
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 2004

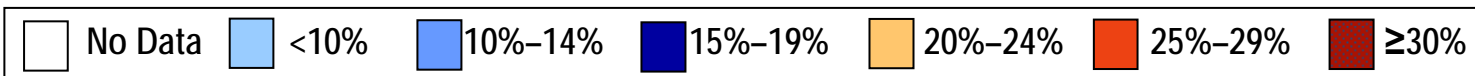
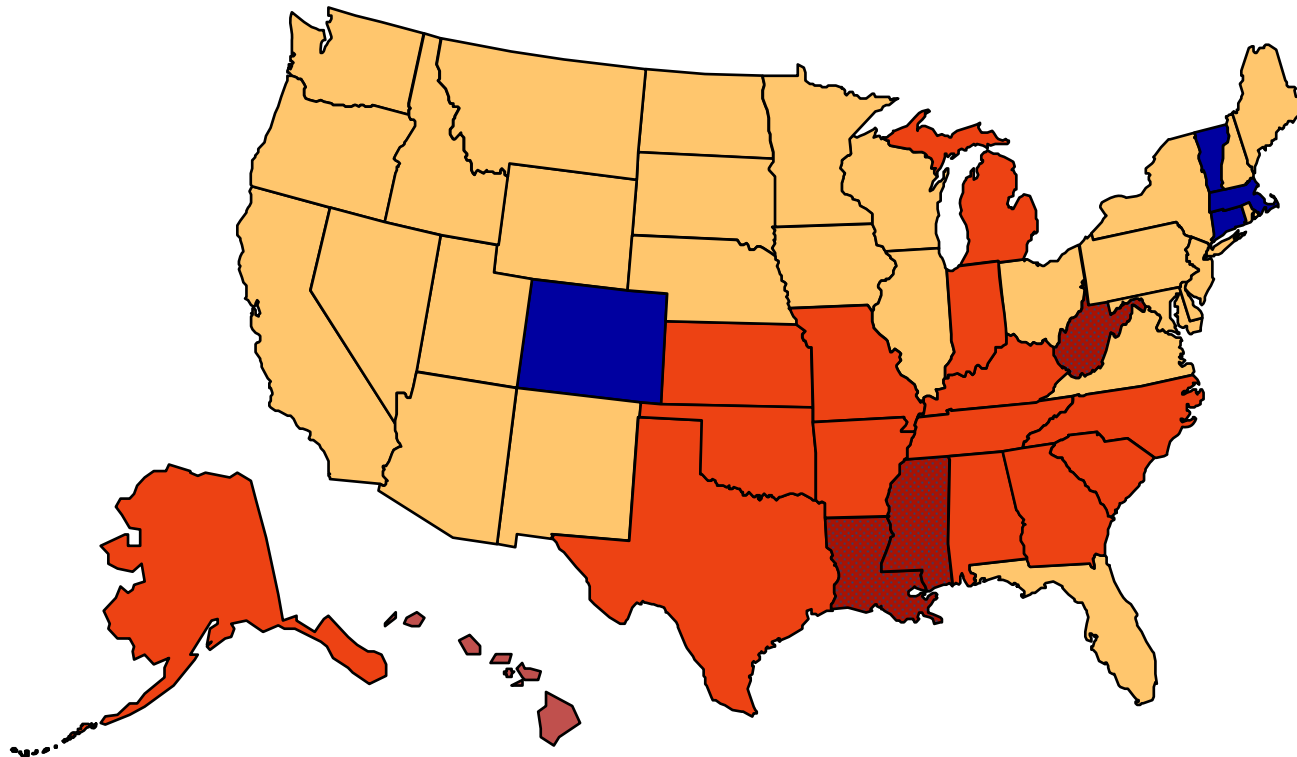
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Obesity Trends* Among U.S. Adults

BRFSS, 2005

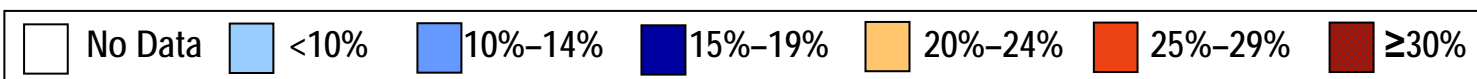
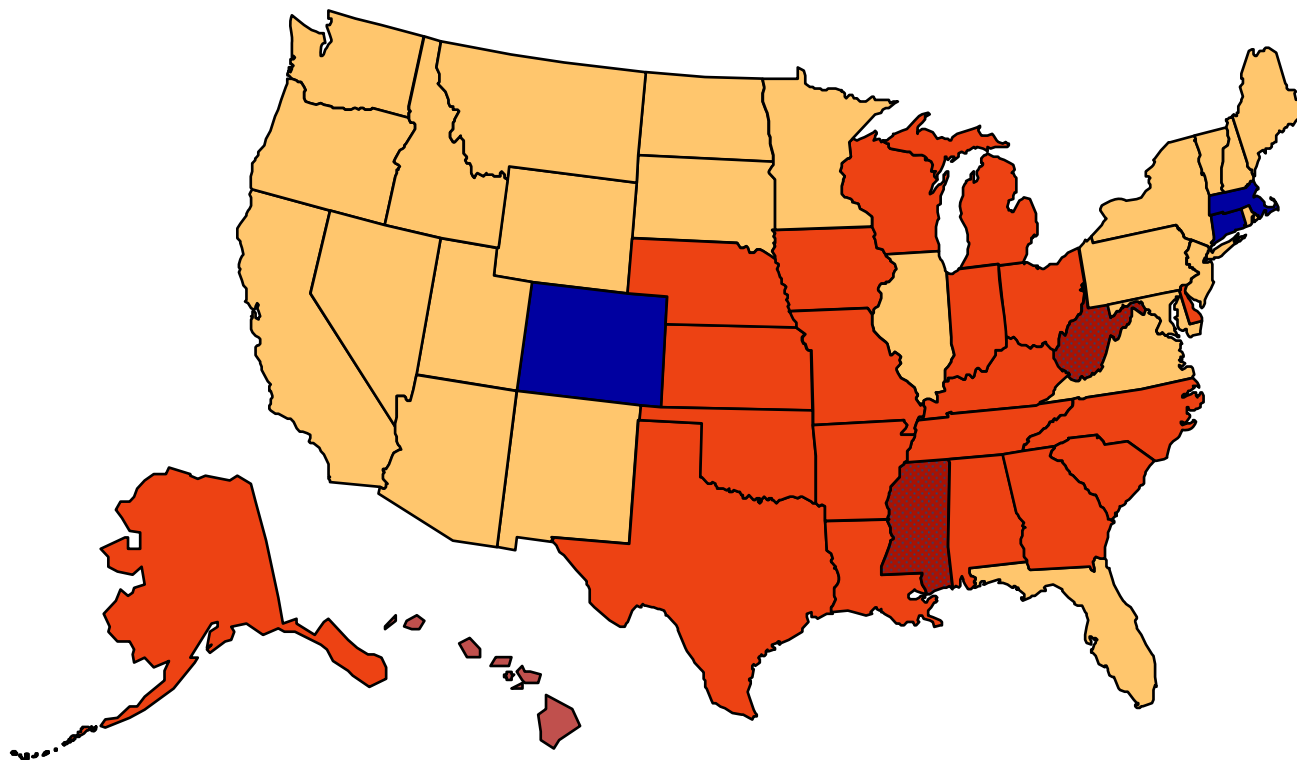
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Obesity Trends* Among U.S. Adults

BRFSS, 2006

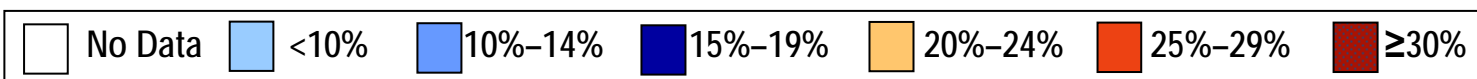
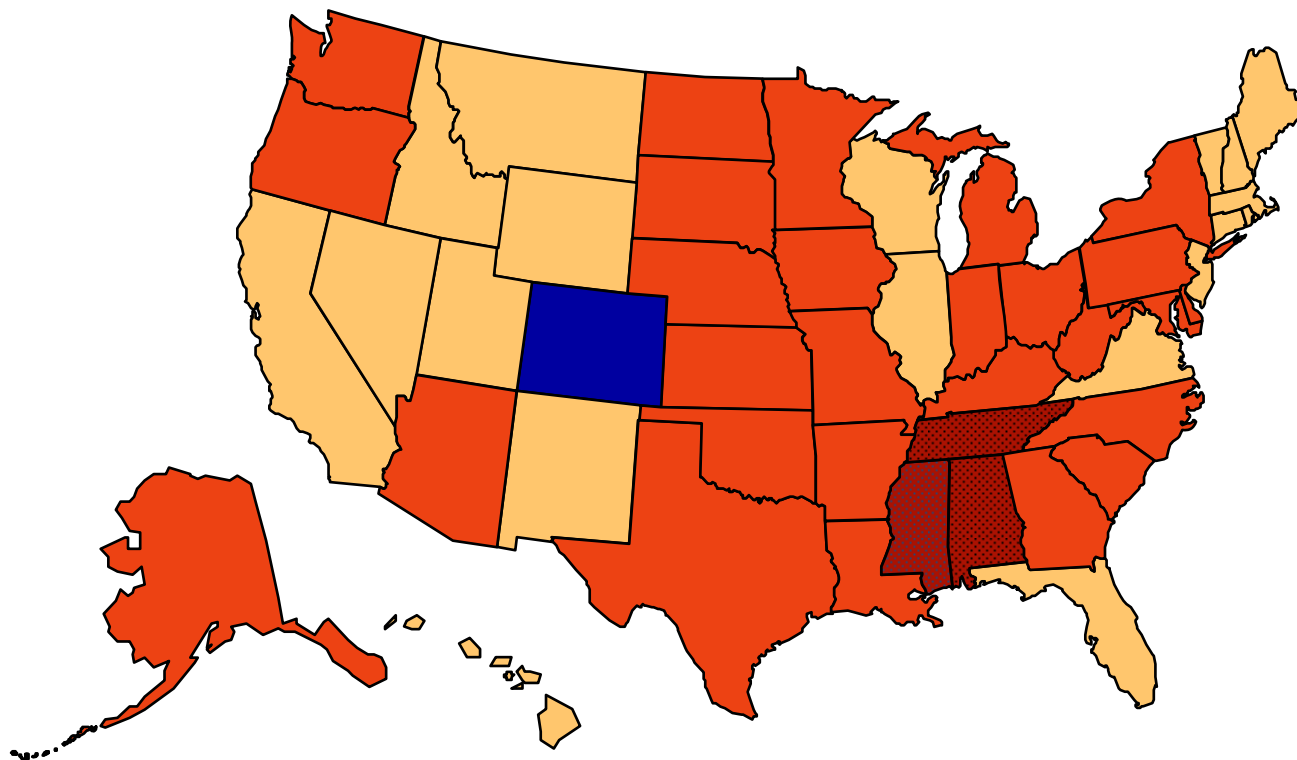
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 2007

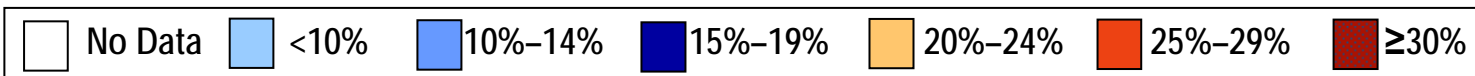
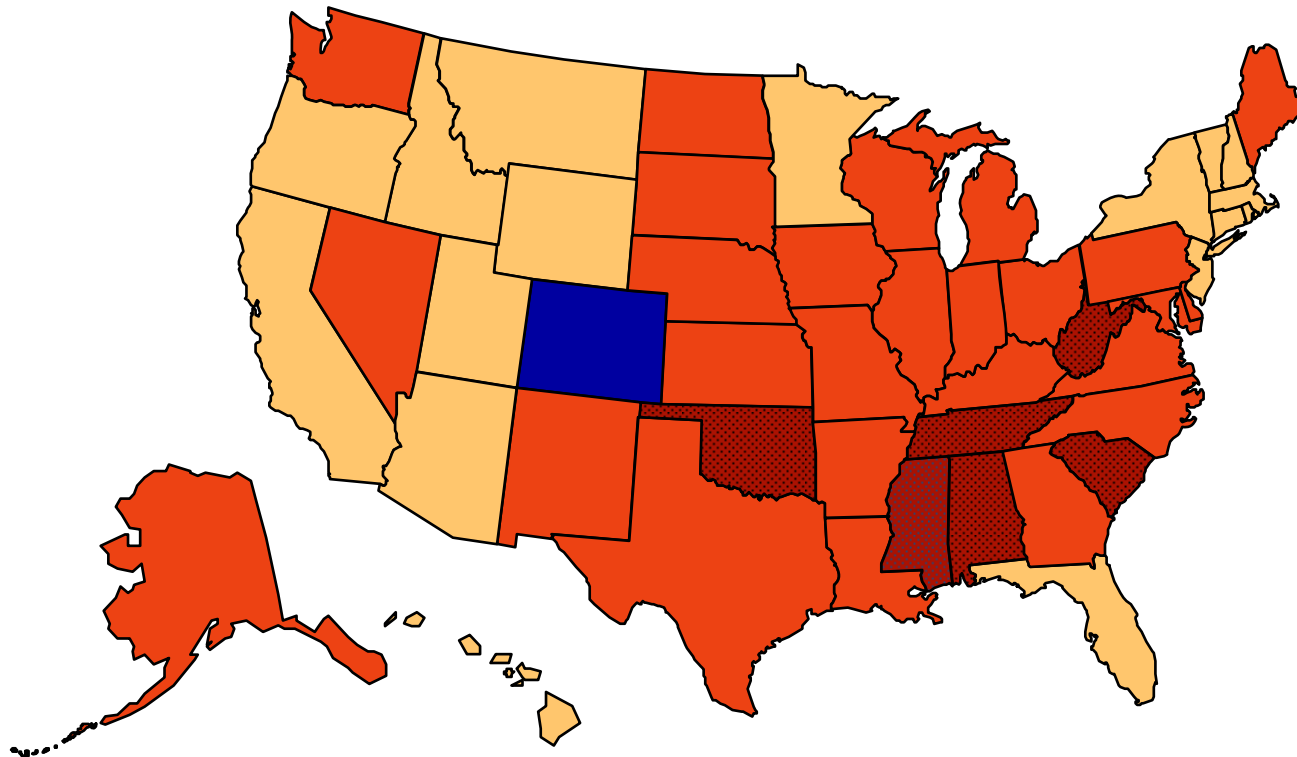
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Obesity Trends* Among U.S. Adults

BRFSS, 2008

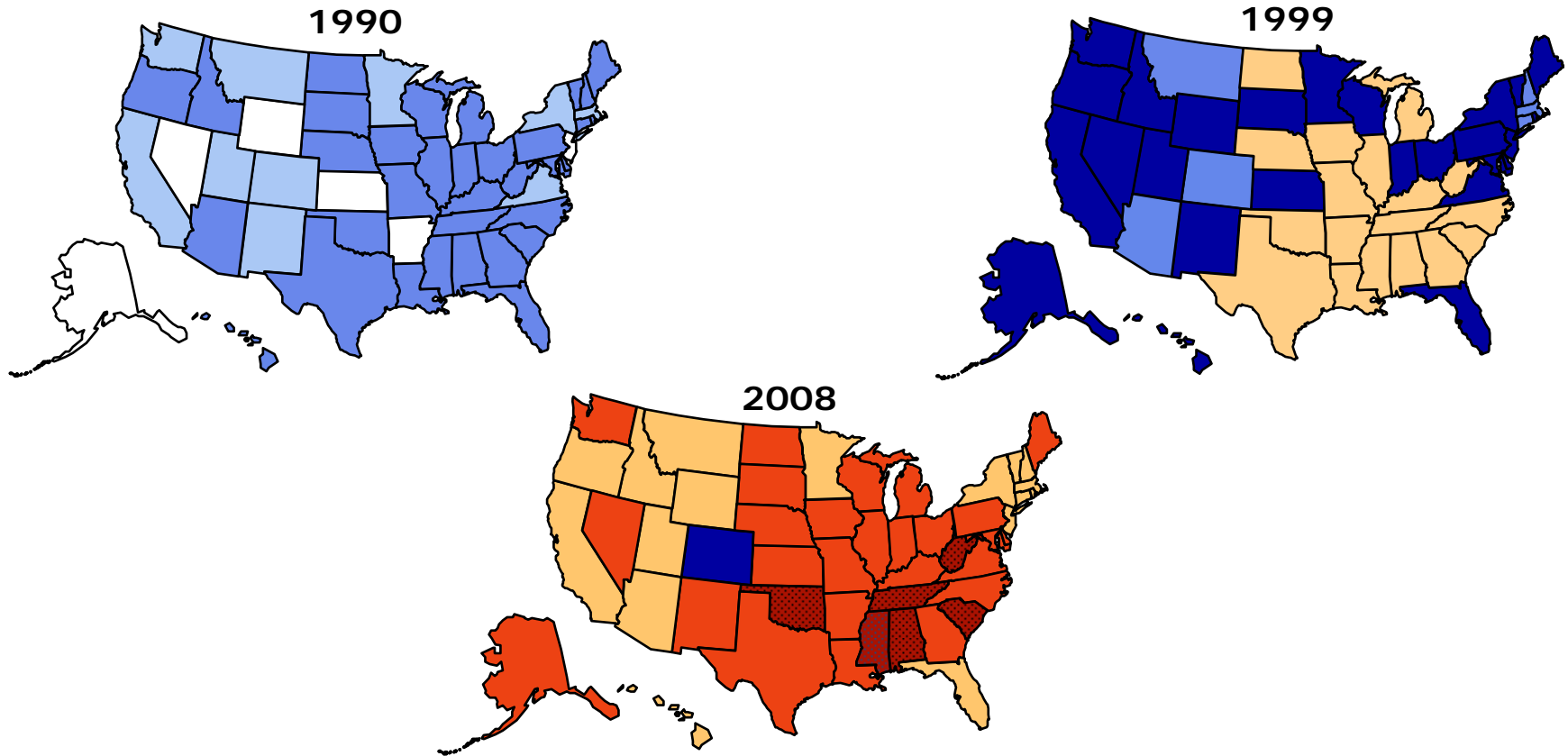
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Obesity Trends* Among U.S. Adults

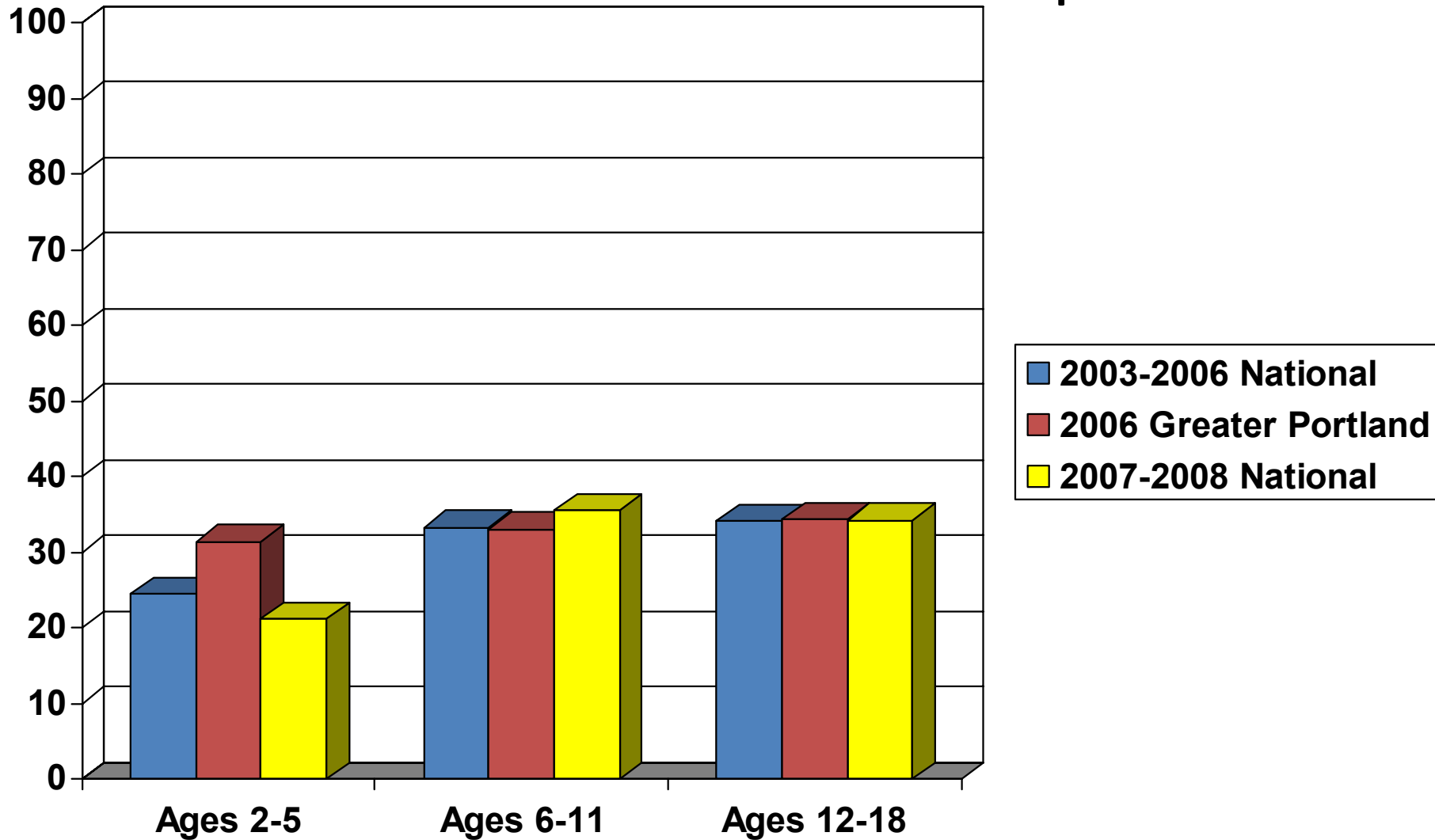
BRFSS, 1990, 1999, 2008

(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)



□ No Data □ <10% □ 10%–14% □ 15%–19% □ 20%–24% □ 25%–29% □ $\geq 30\%$

NHANES and Local Data Update



So what does this show

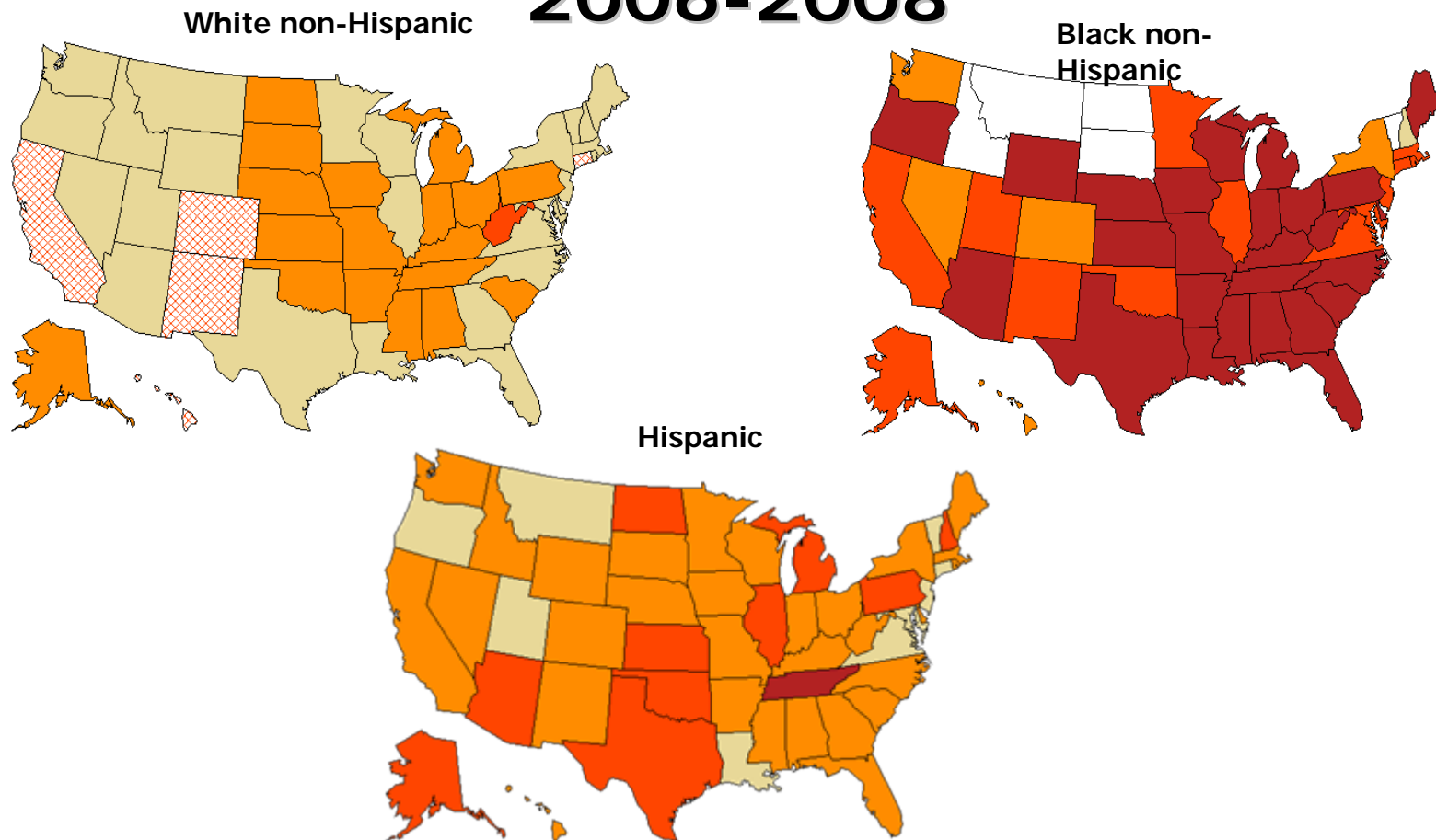
- It looks like obesity rates are slowing – NOT declining...yet
- Disparities still exist along racial and economic lines

Tory's Top Ten

#2

The Disparities

State-specific Prevalence of Obesity* Among U.S. Adults, by Race/Ethnicity, 2006-2008



(* BMI ≥ 30)

□ No sufficient sample**

▨ < 20

□ 20-24

□ 25-29

□ 30-34

□ 35+

Disparities

- Its not always about the color of your skin – its about where you live, where you go to school, where you shop for groceries, which hospital you go to...if you have access

Tory's Top Ten

#3

The Numbers

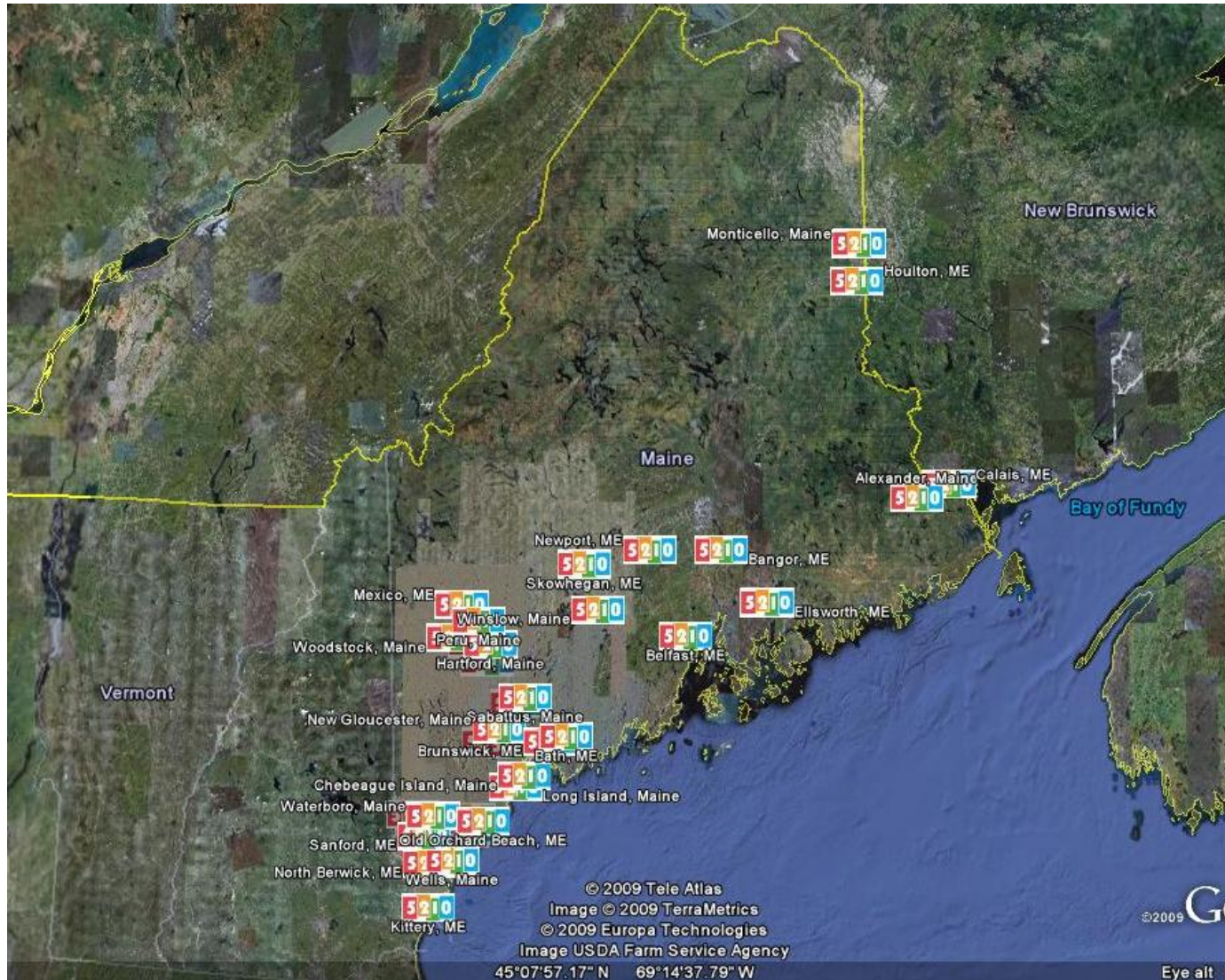
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2

1

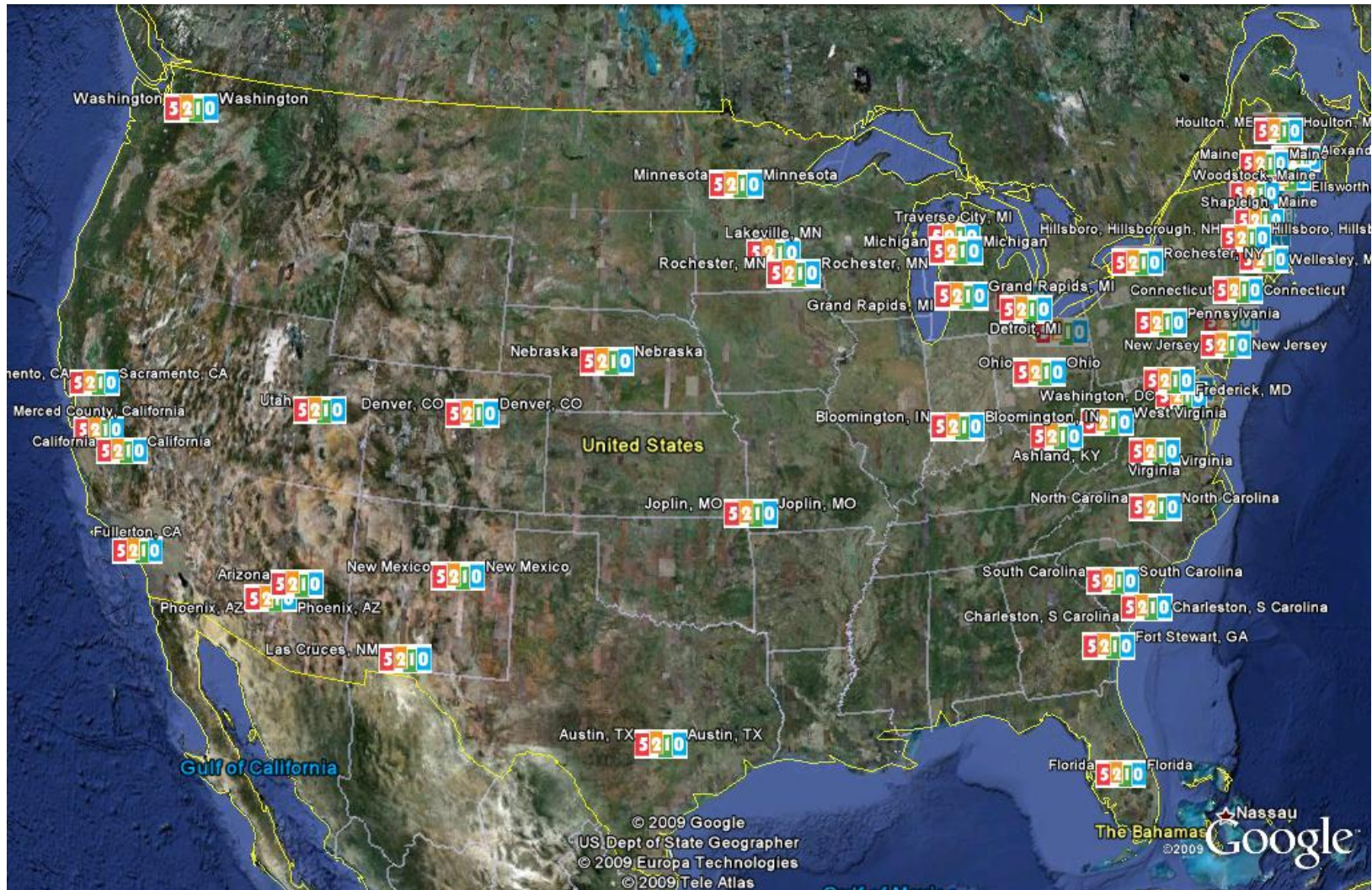
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5-2-1-0 is Spreading Throughout Maine



Let's Go!/5-2-1-0

Maine's 5-2-1-0 has Spread Across the Nation



Tory's Top Ten

#4

0

Tory's Top Ten

#6

Transportation

Economic

Agriculture

Field of Fields.....

Cultural
Affairs

Organic
Farming

Environment

.....

Tory's Top Ten

#7

Jamie, Michelle, and

Tory's Top Ten

#8

It's more than what you say.....

Tory's Top Ten

#9

The New Tobacco.....

Tory's Top Ten

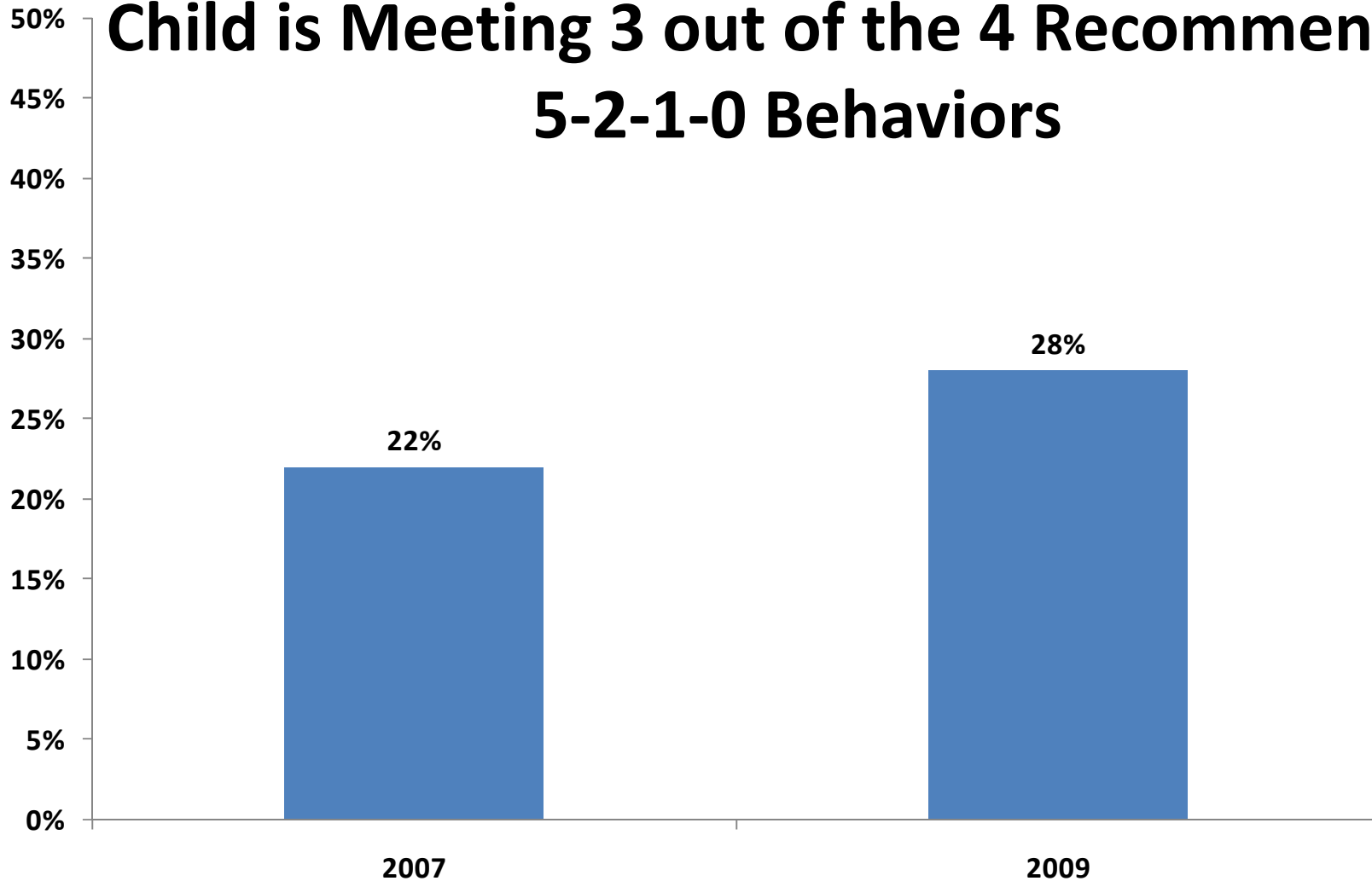
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It may be working....

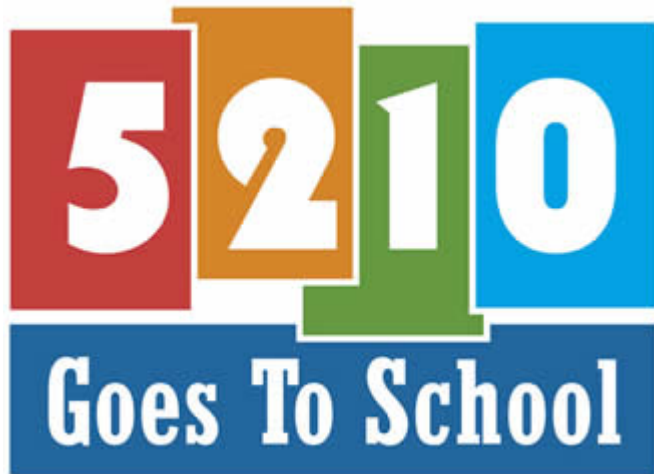
3 or More Settings.....

- More likely to be aware of the 5-2-1-0 message
- More likely to be able to identify all 4 health behaviors correctly

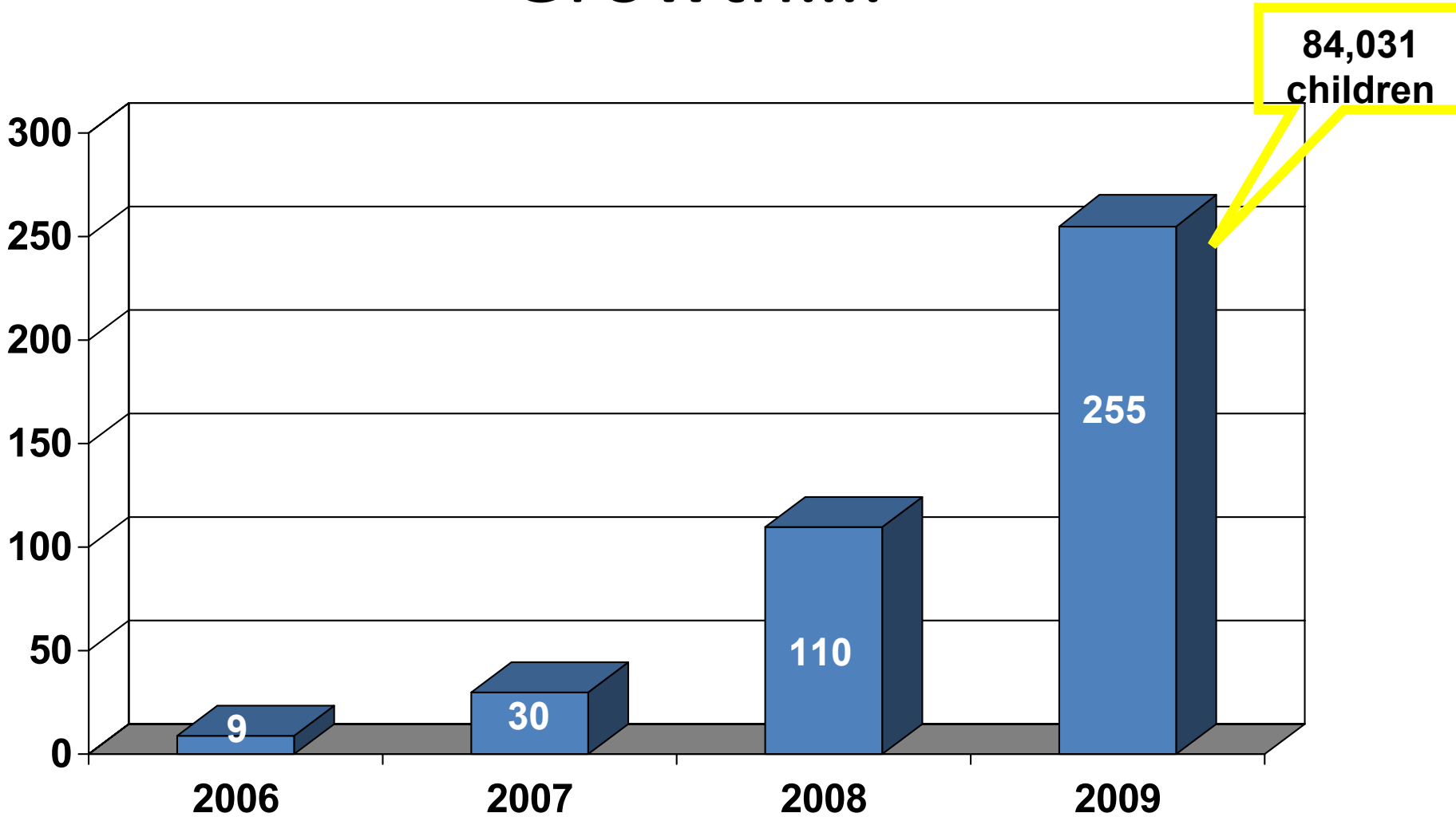
The Proportion of Parents Reporting that their Child is Meeting 3 out of the 4 Recommended 5-2-1-0 Behaviors



Source: Critical Insights RDD Telephone Surveys, Spring 2007 and 2009. (n=800 parents of children ages 0 to 18 in 12 communities in Greater Portland)



Growth....



Emerging Data

- 2008-2009
 - 63% of our schools strengthen or did more with their wellness policies
 - 90% of our schools implemented 2 or more of the Let's Go! recommended environmental/policy strategies



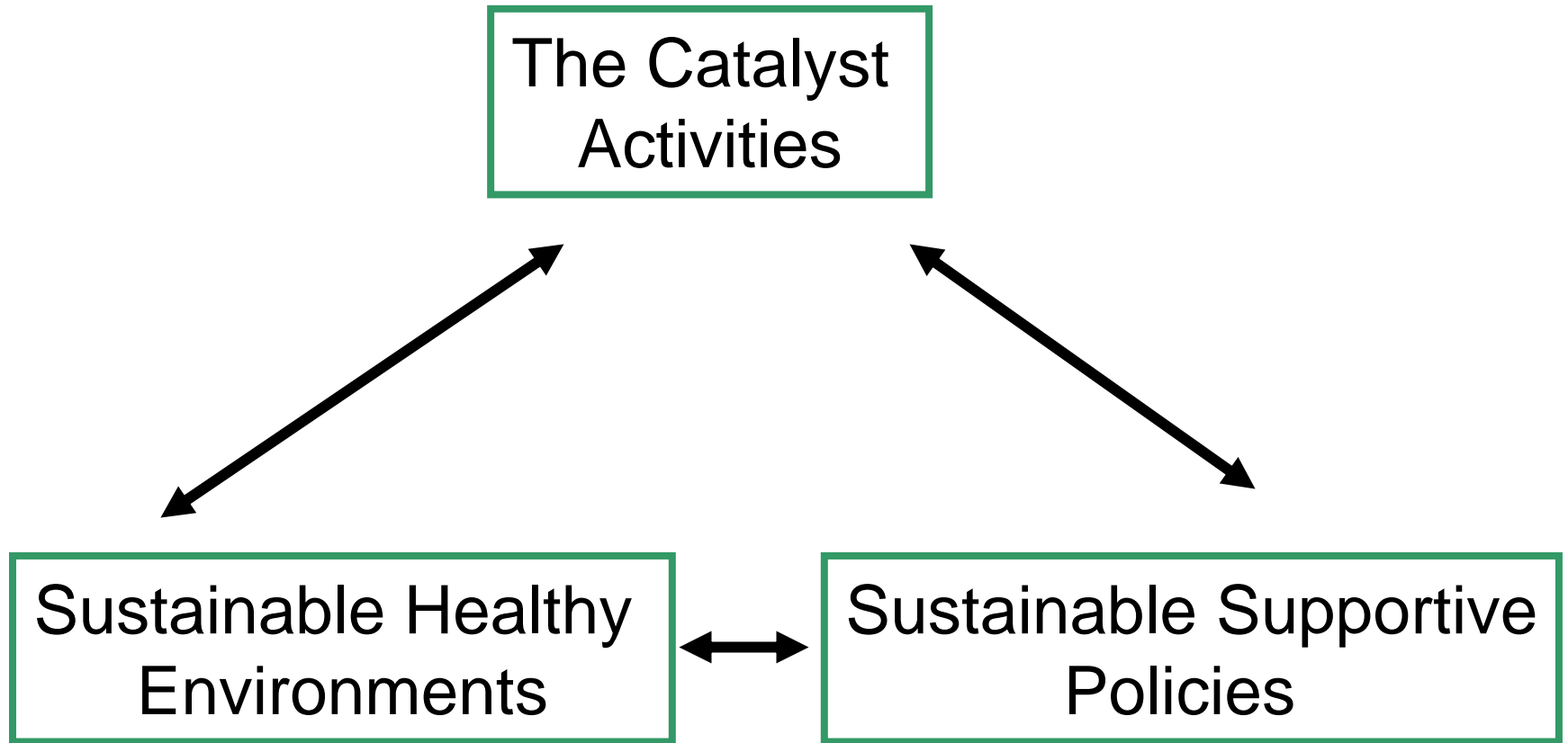
Let's Go! School Nutrition Initiative

- 8 School districts and 52 schools engaged.

2009-2010 plan

- New initiative to remove whole & 2% fat milk, limit French fries and desserts, limit competitive food and beverage choices and replace fried chips with baked.
- Implement a coordinated communications plan to promote the National School Lunch Program.

The Connection to Sustaining Change



What you can do

- Keep pushing forward
- Small gains are very important
- Think about sustaining your activities with environmental changes
- Think about making your activities last a lifetime by embedding them in guidelines and policies

And Remember...

- You have a team
- And you are a leader
- And your leader (boss) needs to help you

We Benefit from Many Collaborations and Partnerships

- Healthy Maine Partnerships – School Health Coordinators
- Maine Center for Disease Control and Prevention/ Physical Activity and Nutrition Program
- DOE
- Participating Schools, School Nutrition Directors
- Funders – Harvard Pilgrim Healthcare Foundation, BBCH, Let's Go! and The Proctor Foundation

For More Information

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Director, The Kids CO-OP

The Barbara Bush Children's Hospital at MMC

662-4982

rogerv@mmc.org

www.letsgo.org