

Obesity Epidemic: *healthy eating and active living make a difference!*

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The Obesity Epidemic

Is it really as bad as they say?



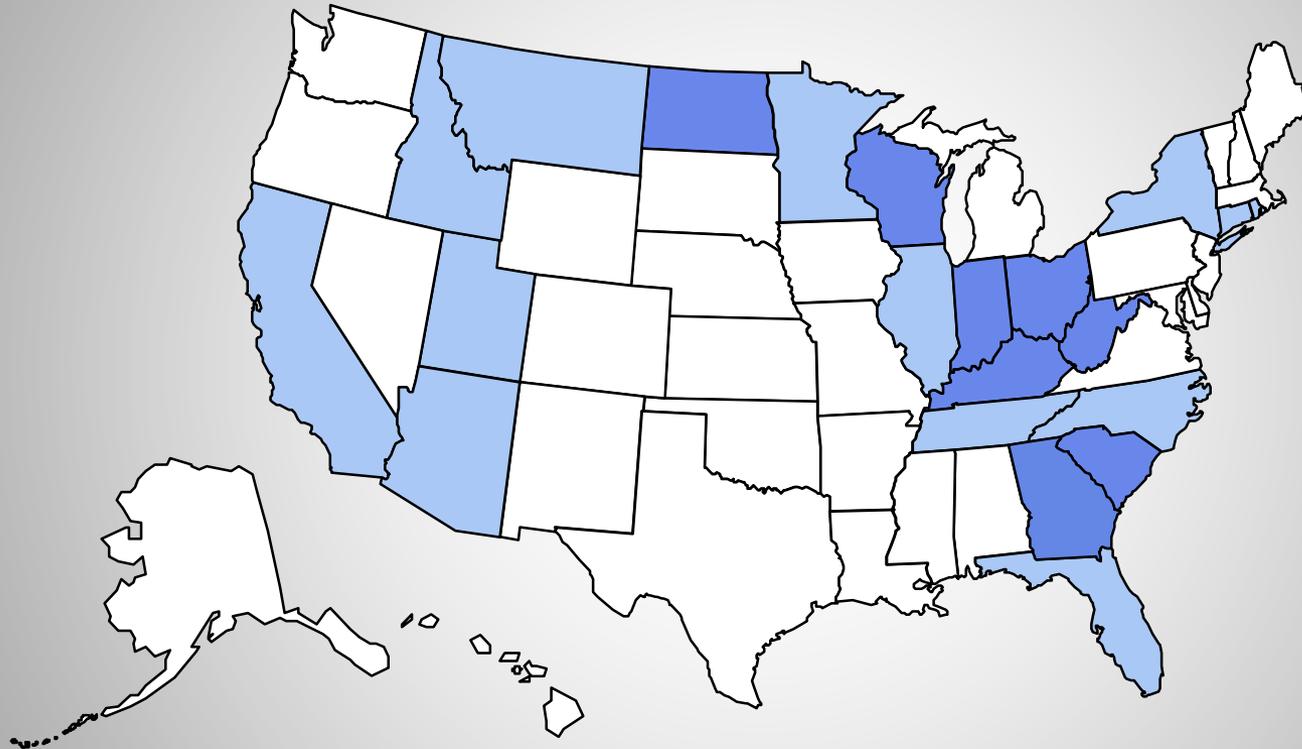
Yes!

Why do we focus on Obesity Prevention?

**Major risk factor for many
chronic diseases (leading
causes of death and disability
in the U.S.)**

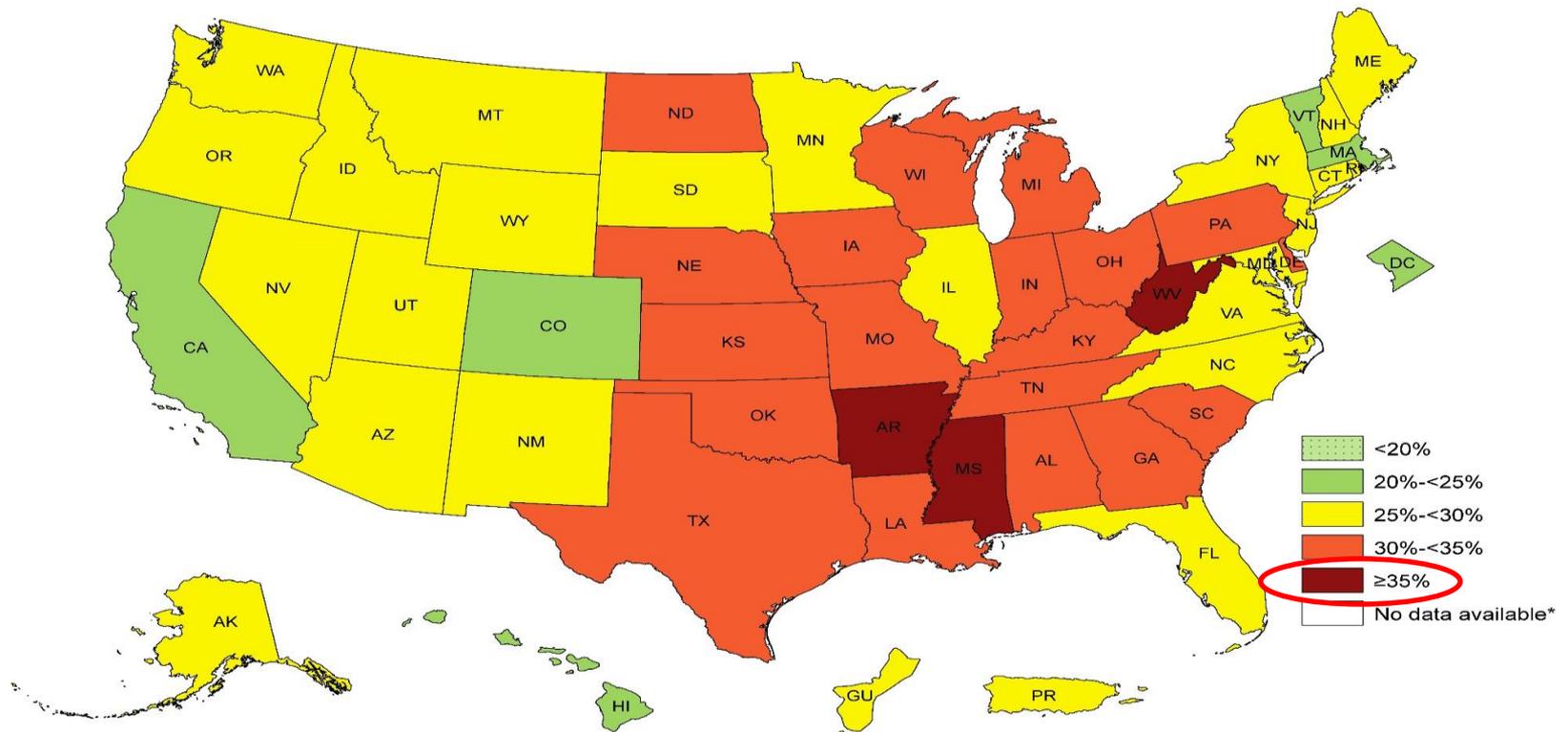
Obesity Trends* Among U.S. Adults, BRFSS 1985

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



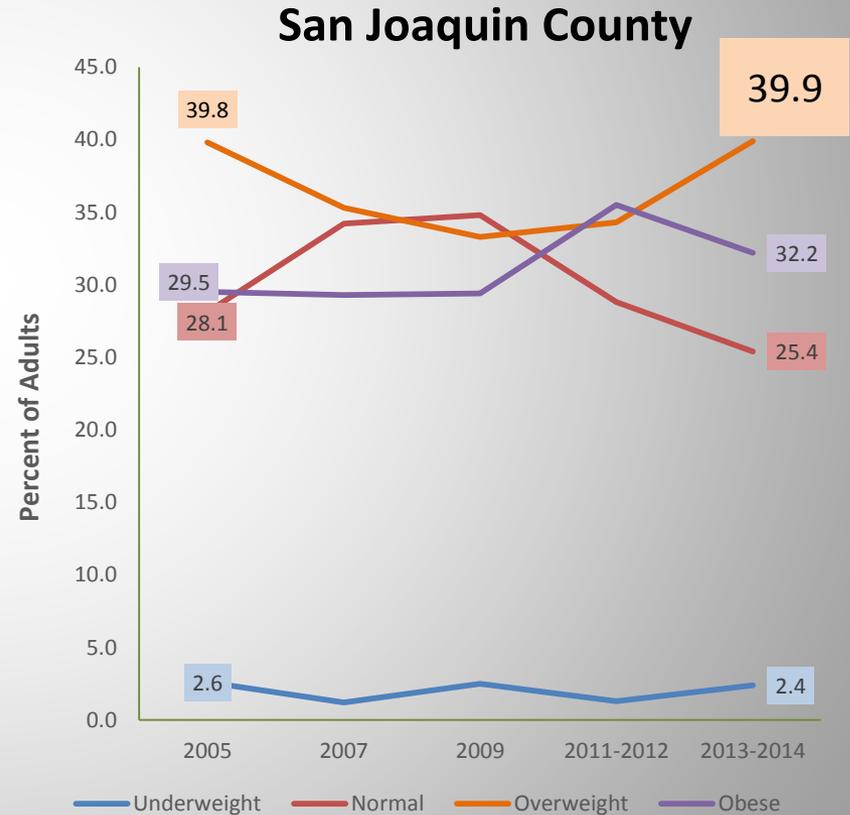
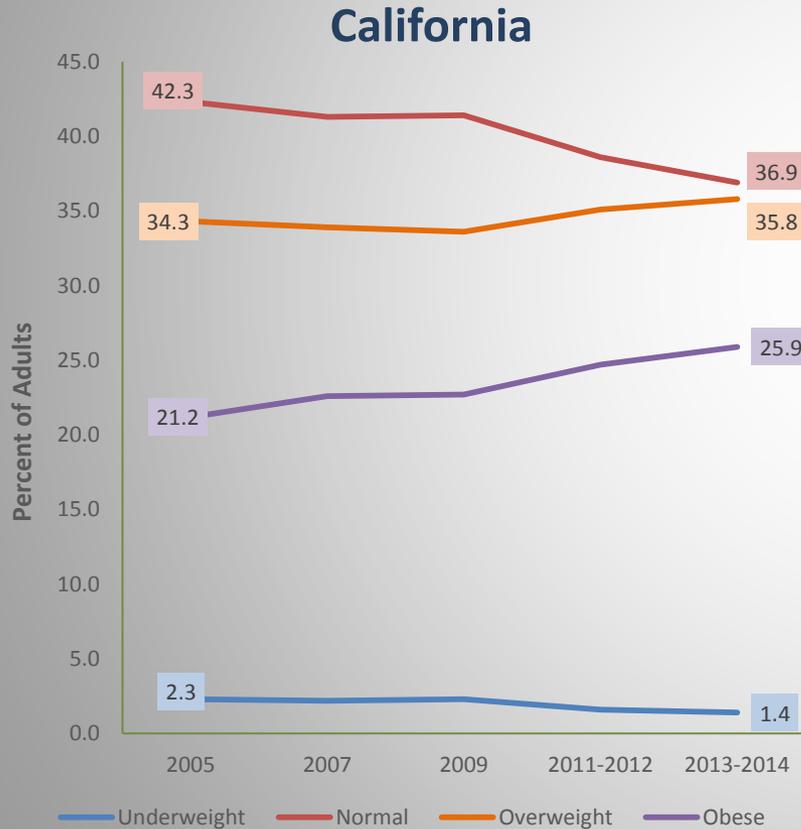
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Bringing it home...

Prevalence of Obesity among Adults (%)



Source: California Health Interview Survey (CHIS)

* San Joaquin County Underweight estimates are statistically unstable

Obesity and Diabetes

San Joaquin County (SJC)

Almost **45,000 adults** have diabetes in San Joaquin County;

And, if you add in those considered pre-diabetic, that's more than **48%** of our adults!

(CHIS 2013-2014 pooled estimates)

Compared to the other 57 counties in California, San Joaquin County has the 4th highest **diabetes-related age-adjusted death rate**

(Source: County Health Status Profiles 2016– California Department of Public Health)

Not just adults, our children are at risk...

- **1 in 7 youth ages 6–19 is overweight**
- **If the current trend continues, of those children born in 2000**
 - **32.8% of boys and 38.5% of girls will develop diabetes**
- **1st generation in history who may not live as long as their parents**



Bringing it home...

California Physical Fitness Report, San Joaquin County, by School District and Grade, 2014-2015

Body Composition

<i>Grade 5</i>	Stockton	Manteca	Tracy	Lincoln	Lodi	Ripon	Escalon
Healthy Fitness Zone	50.0%	58.0%	61.0%	64.8%	57.3%	65.4%	61.5%
Needs Improvement	19.7%	19.7%	19.4%	16.3%	20.4%	19.8%	14.3%
Health Risk	30.3%	22.3%	19.6%	18.9%	22.3%	14.8%	24.2%

<i>Grade 7</i>	Stockton	Manteca	Tracy	Lincoln	Lodi	Ripon	Escalon
Healthy Fitness Zone	53.1%	57.4%	61.4%	61.7%	58.3%	63.2%	57.8%
Needs Improvement	20.4%	21.5%	20.7%	20.7%	21.3%	18.2%	18.6%
Health Risk	26.5%	21.1%	17.9%	17.6%	20.4%	18.6%	23.6%

- California Physical Fitness Report measures 6 major fitness areas: aerobic capacity, abdominal strength and endurance, upper body strength and endurance, body composition, trunk extensor strength and flexibility, and flexibility
- Body Composition can be measured by skinfold measurements, body mass index, or bioelectric impedance analyzer

Do Obese Children Become Obese Adults?

- About a third (26-41%) of obese preschool children are obese as adults.
- About half (42-63%) of obese school-aged children are obese as adults.

California Center for Physical Activity, 2009



Why Is This Epidemic Happening?

- *VERY* complex issue!
- Variety of factors play a role:
 - ✓ **behavior**
 - ✓ **environment**
 - ✓ genetic
 - ✓ culture
 - ✓ **socioeconomic status**

Why Is This Epidemic Happening?

Physical Inactivity

- 35.5% of adults do not engage in recommended levels of physical activity: 30 min./day
- 78% of children fall short of the recommended minimum dose of activity: 60 min./day
- Children spend more time watching TV in a year than they do attending school.



2014-2015 California Physical Fitness Report

Percent of students who meet all 6 major fitness standards

San Joaquin County

	5 th Grade	7 th Grade	9 th Grade
Overall	23.7%	30.3%	31.8%
Asian	28.0%	35.6%	41.0%
Black/ African American	21.2%	28.2%	28.1%
Hispanic/ Latino	19.0%	26.6%	26.9%
White	31.8%	36.7%	36.9%

California

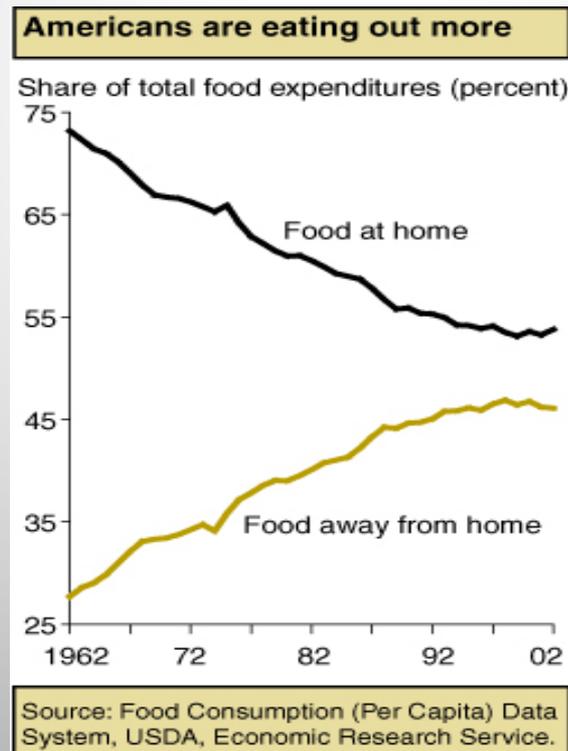
	5 th Grade	7 th Grade	9 th Grade
Overall	26.4%	32.5%	37.6%
Asian	35.7%	45.4%	52.6%
Black/ African American	23.6%	28.1%	31.2%
Hispanic/ Latino	19.3%	25.7%	30.5%
White	37.6%	42.0%	47.3%

- California Physical Fitness Report measures 6 major fitness areas: aerobic capacity, abdominal strength and endurance, upper body strength and endurance, body composition, trunk extensor strength and flexibility, and flexibility

Why Is This Epidemic Happening?

Dietary Behaviors

- Increased consumption of sugar sweetened beverages
- Increased frequency of meals eaten away from home



“It is unreasonable to expect that people will change their behavior easily with so many forces in the social, cultural, and physical environment conspire against such change”

Institute of Medicine

Why Is This Epidemic Happening?



The **Physical** Environment

**Nobody wants to
walk or bike
if it isn't safe**

Why Is This Epidemic Happening?

The **Food** Environment

- Increased number of fast food establishments
- Lack of access to healthy and affordable foods
- Farm subsidies for corn (fructose)



Why Is This Epidemic Happening?

The **Food** Environment *continued*

Marketing

Most frequently marketed foods and beverages are higher in added fats and sugars

- 87% of food/drink ads seen by 6-11 yr. olds on TV are for products  in saturated fats, sugars, or sodium.

Centers for Disease Control and Prevention, 2012

Why is the Epidemic Happening?

Social and Economic Environment

Residents in poor or socially disadvantaged neighborhoods at higher risk for obesity . . .and poor health outcomes in general!

- . Sub-standard housing stock
- . Less access to affordable retail
- . Food deserts

- . Fewer local services
- . Exposure to crime and violence
- . Lack of transportation options

- . Infrastructure in disrepair (e.g., broken sidewalks)
- . Lack of safe places for physical activity (e.g., parks)
- . Lack of market wage jobs

Environment = Place Matters

Life expectancy varies in San Joaquin County Valley depending on zip code.

- Lincoln Village, a neighborhood with primarily white residents, high levels of education. and a higher average annual household have an average life expectancy of **90 years**
- Central Stockton, an area with a higher percentage of Hispanic and low-income residents and a lower average annual income, have an average life expectancy of **69 years**

Place Matters Example: What's Sold and Promoted in a Community?

	Low-income Neighborhood	Higher income Neighborhood
Supermarkets	7	27
Fast Food	26	24
Bars/Taverns	35	11

Example (Published Data): Human Development Composite Score (Life Expectancy + Education + Income)

	HD Index	Life Expectancy at Birth (Years)	Less than High School (%)	At Least Bachelor's Degree (%)	Graduate or Professional Degree (%)	School Enrollment (%)	Median Earnings (2012 dollars)
California	5.39	81.2	18.5	30.9	11.3	78.5	30,502
<i>Stockton Metro Area</i>	4.34	78.6	22.9	18.3	5.7	77.1	26,689
Tracy, Manteca and Lathrop Cities	5.05	79.7	18.5	19.3	5.1	78.8	32,198
Stockton City North	4.62	78.4	17.3	22.8	7.2	79.1	27,600
Lodi, Ripon and Escalon Cities	4.42	79.5	23.4	19.4	6.7	75.0	26,723
Stockton City South	2.86	75.9	35.4	9.9	3.7	75.0	19,698

Health Equity and Health Disparities



San Joaquin County Public Health Services

Network for a Healthy
California Campaign

Obesity & Chronic Disease
Prevention Taskforce

Breastfeeding Initiative

GetFresh Senior
Nutrition Education

Traffic Safety (Bikes, Walk to
School Days)

STOPP Smoking

Chronic Disease Prevention

Diabetes Prevention Education

Healthy Retail Project: Refresh San Joaquin



Technical Assistance and Support for “Corner Store Conversion”

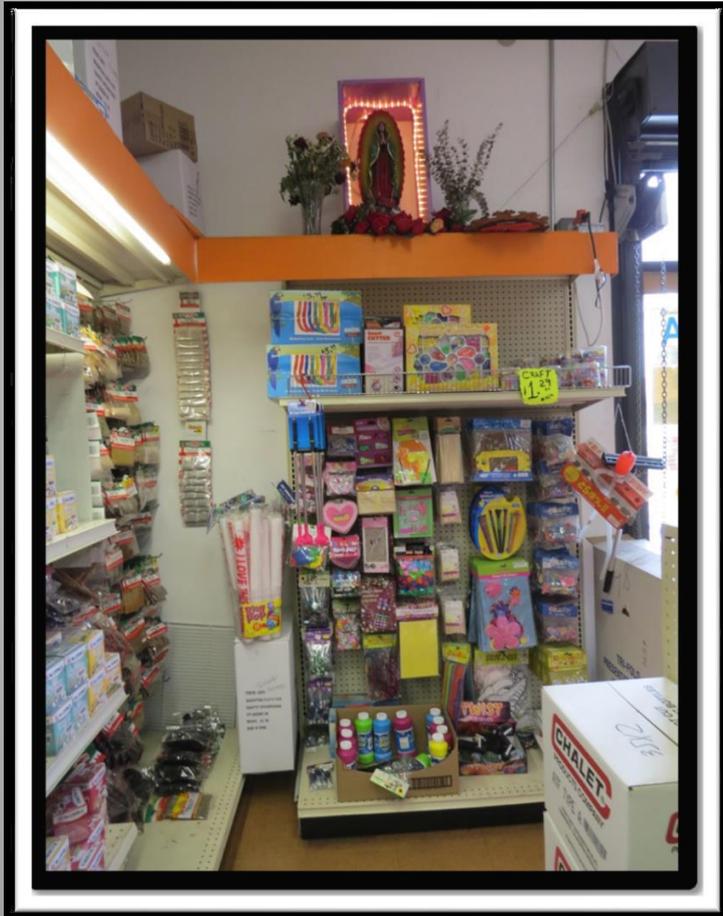
- Pricing Incentives
- Zoning legislation/ requirements
- Fruit and vegetables for sale
- Lee Law Compliance

- Produce Handling and Procurement systems
- Radio Advertisements
- Store Tours and Taste Demos

- Point of Purchase Signage
- Marketing Materials, Fruit and Veggie Promotions
- Façade Improvement



BEFORE



AFTER



Collaborative Approach



Support Access to Fresh Fruits & Vegetables/Nutrition Education

Healthy Retail



Cooking demonstrations/Education



Community Gardens



Farmers' Markets

Policy Example: Reduce Access to Sugary Beverages

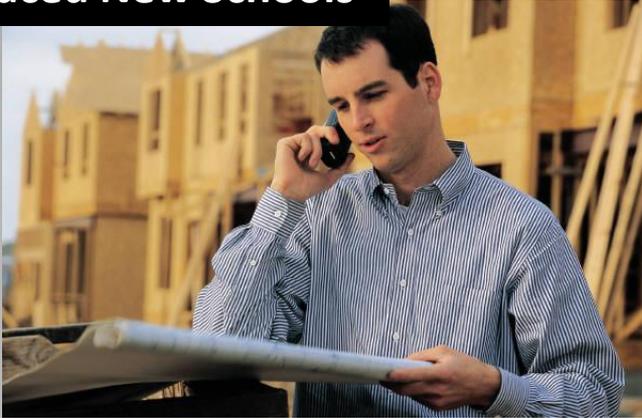


City of Stockton Passes Second in Nation 'Healthy-by-Default' Kids' Beverage Ordinance
STOCKTON, CALIF., JUNE 8, 2016 ... Last night, the city of Stockton passed an ordinance requiring either water or milk to be served as the default beverage in children's meals, the second law of its kind adopted by an American city, following the city of Davis, California. The so-called "healthy-by-default" rule – passed unanimously by the Stockton City . . .



Work with Schools

Well Placed New Schools



Availability of Good Food



SRTS: Walking School Buses and Bike Trains



After School Programs



Work with Community: E.g., Encourage Safe Parks & Playgrounds






REINVENT SOUTH STOCKTON

SOUTH STOCKTON BEAUTIFICATION DAY

San Joaquin County Community Health Improvement Plan for 2016-2020

Report Date: December 2016



Priority “Buckets” Selected



Healthy Eating / Active Living



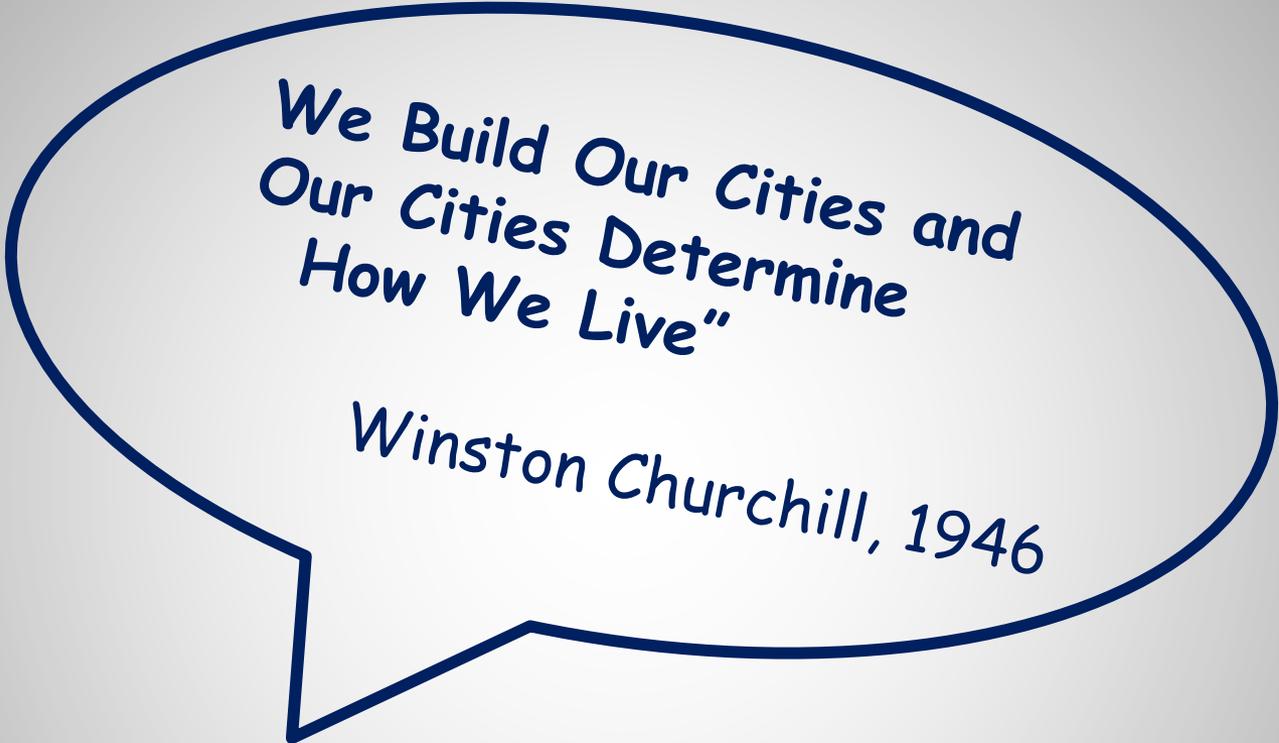
High-quality Education



Community Safety and Social Supports

Work with Community: Participate in Land Use and Transportation Planning





*We Build Our Cities and
Our Cities Determine
How We Live"*

Winston Churchill, 1946

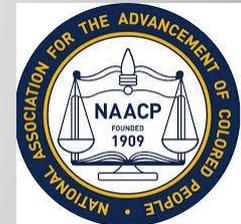
Healthy Neighborhoods Collaborative

Input on Stockton General Plan Update

TEN | SPACE



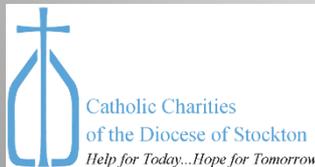
**PUBLIC HEALTH
ADVOCATES**
EVERYONE HAS THE RIGHT TO BE HEALTHY



SAN JOAQUIN COUNTY
Public Health Services
Healthy Future



Concerned Citizens Coalition of Stockton



cafe coop



**Promote
walkability!**



Walkable Communities = Improving community design and the built environment

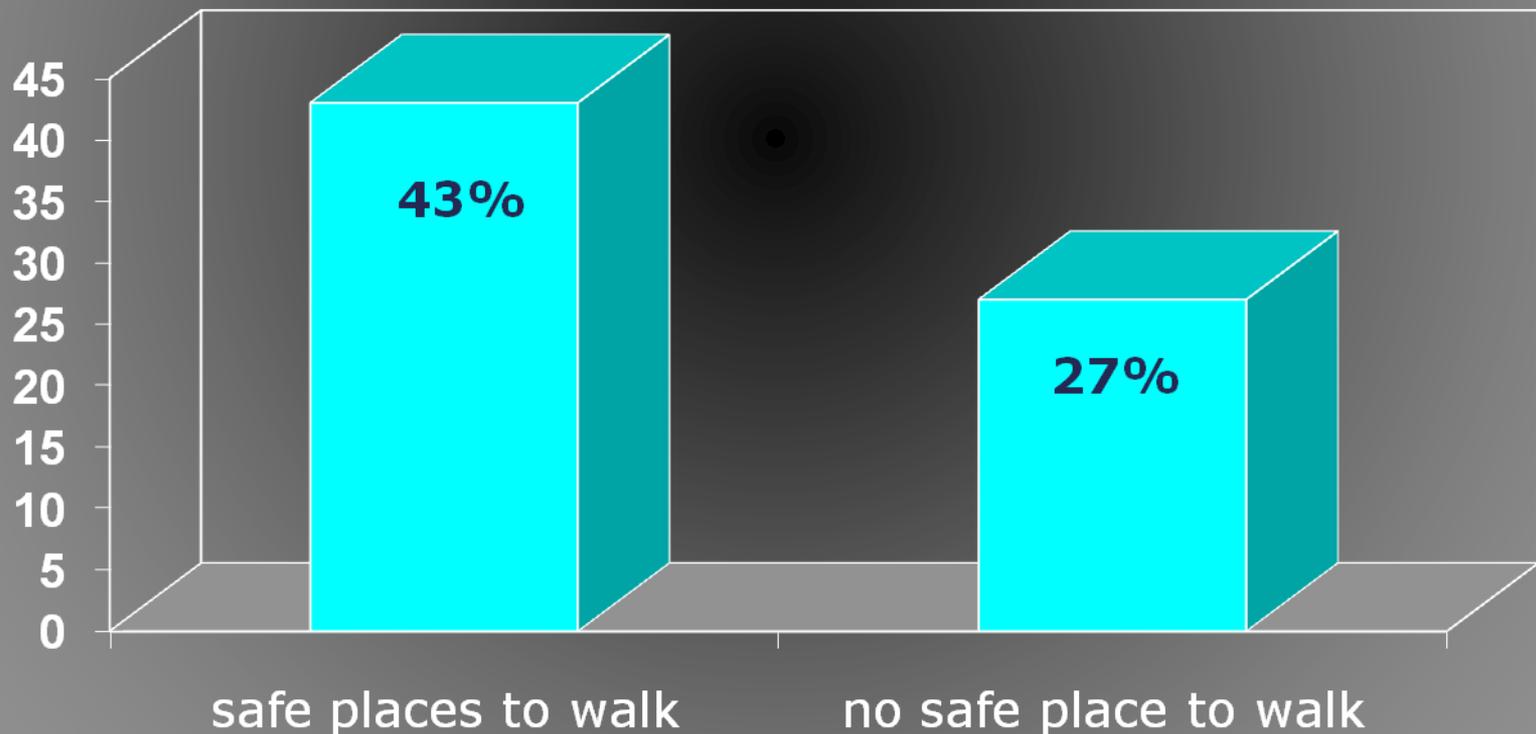
People will want to use their feet (or bike) when:

- **Many transport options - not just cars!**
- **Connectivity and mixed use - shops, jobs, homes, parks, schools are close together**
- **Convenient - not too far away**
- **Feel safe - from speeding cars & from crime**
- **Pleasant places to walk - aesthetic and interesting**

Does safe and walkable Increase PA?

Access to facilities helps people get enough activity!

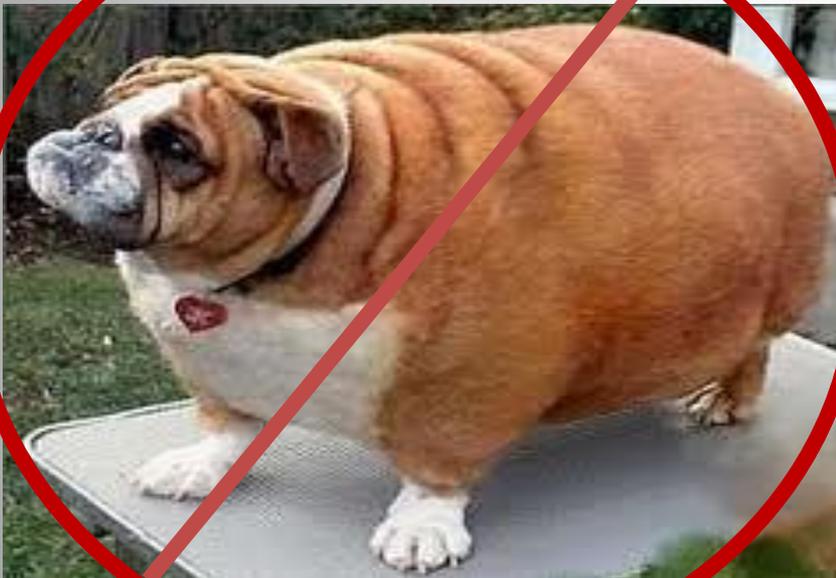
Residents meeting recommended activity levels:



Goal: Active Living



Ultimate Goal:



Ministry of Silly Walks



Questions?

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