

Your Health Matters: Growing Active, Healthy Communities



1: The Issue

Acknowledgements

This curriculum was created by The University of Texas School of Public Health, Brownsville Regional Campus with partial funding from the Texas Department of State Health Services (DSHS) Health Promotion and Chronic Disease Prevention Section and Texas CORD (Childhood Obesity Research Demonstration).



Why is this training different?

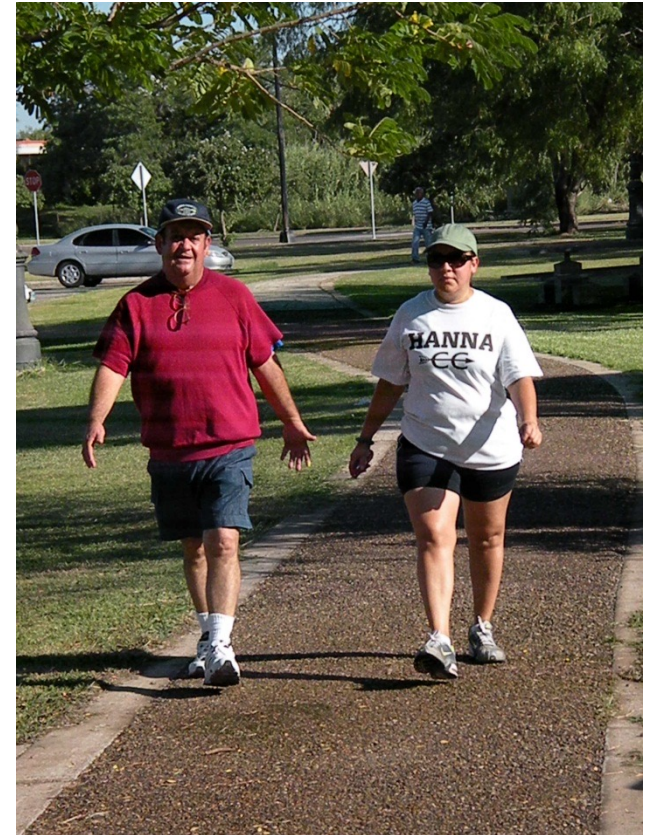
- Attention on policy improvements, systems and environmental change to promote physical activity and healthy eating.
- Beyond an individual focus.
- Working with partners to create system changes.



Growing Active, Healthy Communities

Curriculum Sections

- 1: The Issue
- 2: Communities Can Change
- 3: Consider What Works
- 4: Partners
- 5: Community Assessments
- 6: Prioritize Strategies
- 7: Take Action
- 8: Conclusion



Special Features in this Training

Symbol



Welcome to
Unhealthy, Texas USA



Meaning

- Worksheet associated with this slide.
- A continuing activity focusing on different aspects from different sections.
- Fictitious city used in activity.
- 10-minute activity breaks to keep us moving throughout the day.

Curriculum Materials

- Handouts
 - PowerPoint slides
 - Evaluations
 - Pre/post tests
 - Activity sheets
 - Assessment tools
- Link
 - Sent out via Email
 - tinyurl.com/tssc2017



Knowledge Questionnaire



Introductions

- Take 5 minutes to turn to your neighbor, introduce yourself and briefly share a fond memory from your childhood that involved being physically active.
- Answer the following questions about your memory:
 - Where did it take place?
 - What made it so enjoyable?
 - What made it easy?
 - Is this something you and/or your kids can easily do now?
 - Why or why not?



The Issue: Learning Objectives

- Discuss the causes and health consequences of inactivity and the growing obesity epidemic in the United States.
- Communicate current physical activity and healthy eating recommendations.



What is healthy eating?

Healthy eating means eating the right amounts of the right kinds of foods. Add more fresh fruits, vegetables, and whole grains and cut back on foods that have a lot of fat, salt, and sugar.

Take steps toward healthy eating:

- ➡ Decrease consumption of sugar-sweetened beverages.
- ➡ Increase consumption of fruits, vegetables, and whole grains.
- ➡ Reduce the consumption of high calorie foods.
- ➡ Increase water consumption.
- ➡ Manage portion sizes.
- ➡ Substitute healthy snacks for unhealthy snacks.

6 out of 7 Americans do not eat
enough fruits and vegetables



The American Health Association recommends that women consume no more than 6 teaspoons and men no more than 9 teaspoons of added sugar per day. Even one 20 oz. soda contains far more than that.

6 teaspoons added sugars
for women per day



9 teaspoons added sugars
for men per day



VS

15
teaspoons of sugars
in a 20 oz. soda



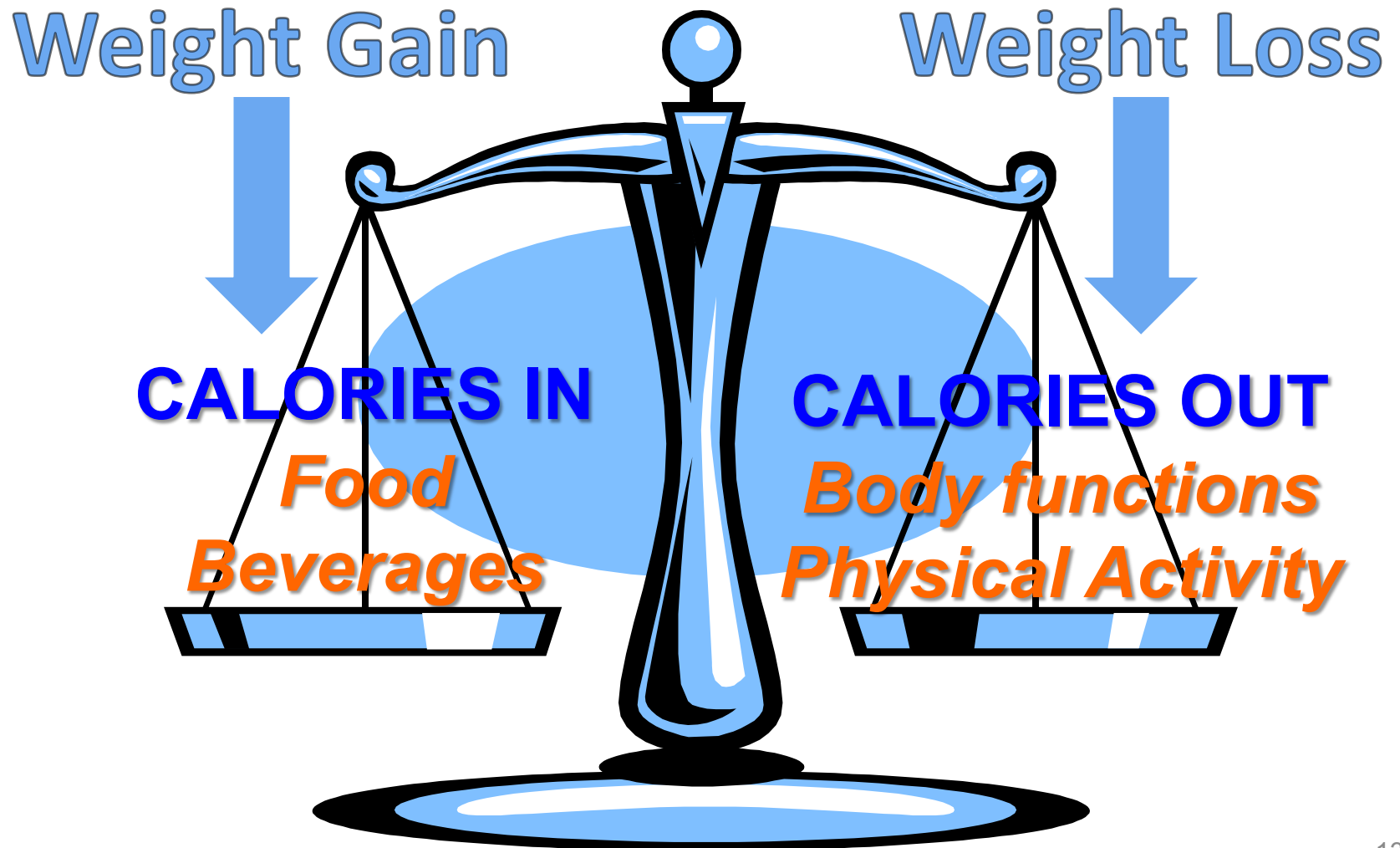
23 teaspoons
*Actual added sugars consumed
by average American per day*



385

Calories consumed daily from added
sugars by the average American

Energy Balance



What is Physical Activity?

Physical activity is any body movement.
There are different levels of physical activity.

Levels of Intensity

➡ Vigorous...

Running; your heart beats strongly and you sweat; difficult to talk

➡ Moderate...

Walking quickly; your heart rate beats faster than normal and you sweat; can maintain a conversation

➡ Light...

Walking slowly; you're not in a rush and don't work up a sweat



Examples of Activities

To gain health benefits, activities should last for continuous periods of at least 10 minutes.

➡ **Light Exercise:** slow walk, light gardening, house cleaning, caring for children, etc.

➡ **Moderate Exercise:** walking quickly, riding a bike, dancing, etc.

➡ **Vigorous Exercise:** aerobics, Zumba[®], playing soccer, running, swimming laps, etc.



Everyone needs physical activity

Children and adolescents

- ☐ 1 hour or more of physical activity daily
- ☐ Children do not get enough in school

Adults (18-64 years old)

- ☐ At least 150 minutes a week at a moderate intensity –or– at least 75



4 out of 5 Americans are **not**
physically active enough





Economic Costs of Obesity

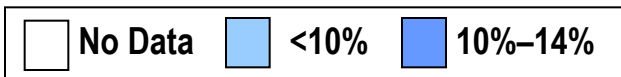
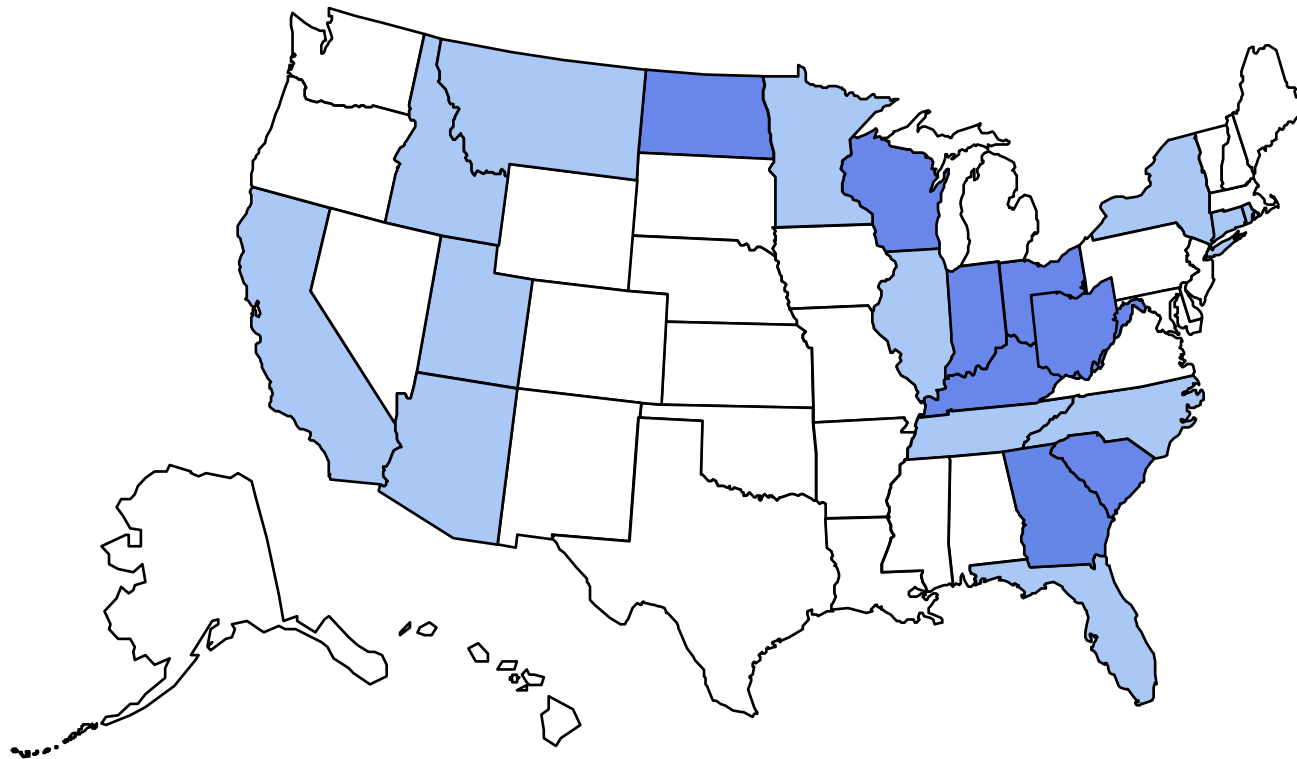


- Billions of dollars every year to the government and costs you too:
 - loss of productivity at work,
 - more doctors visits and medications
 - Diabetes, heart conditions, etc.

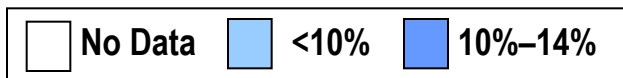
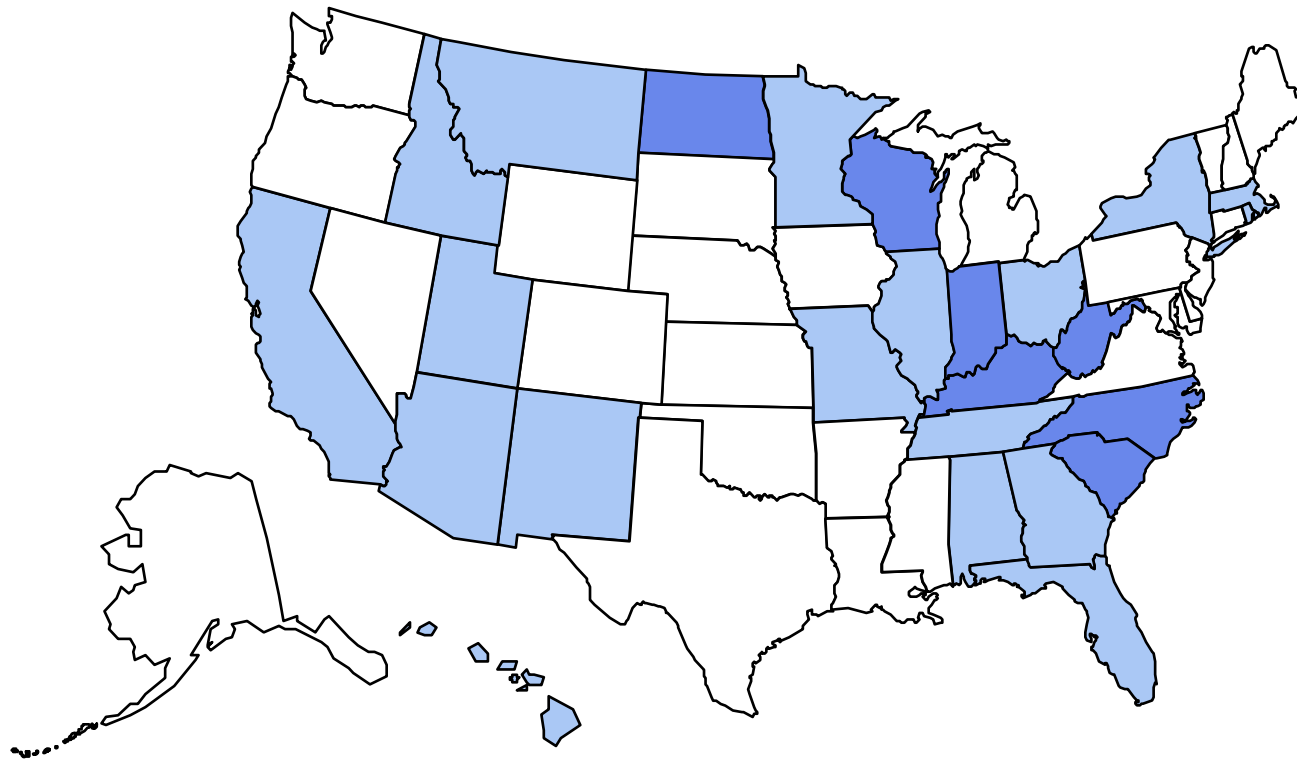


Obesity Trends Among U.S. Adults

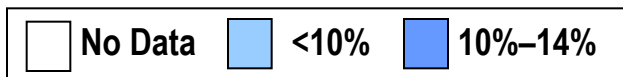
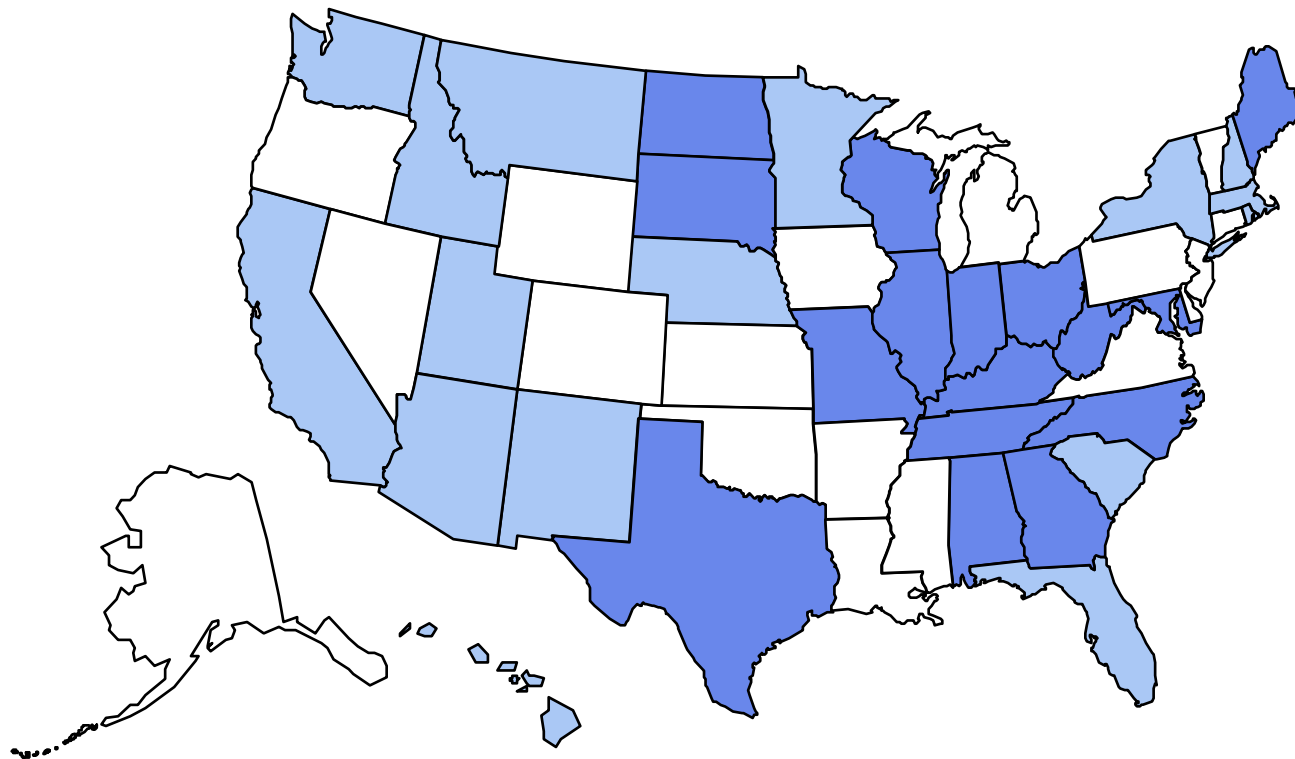
BRFSS, 1985



BRFSS, 1986

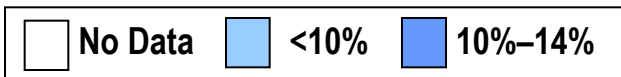
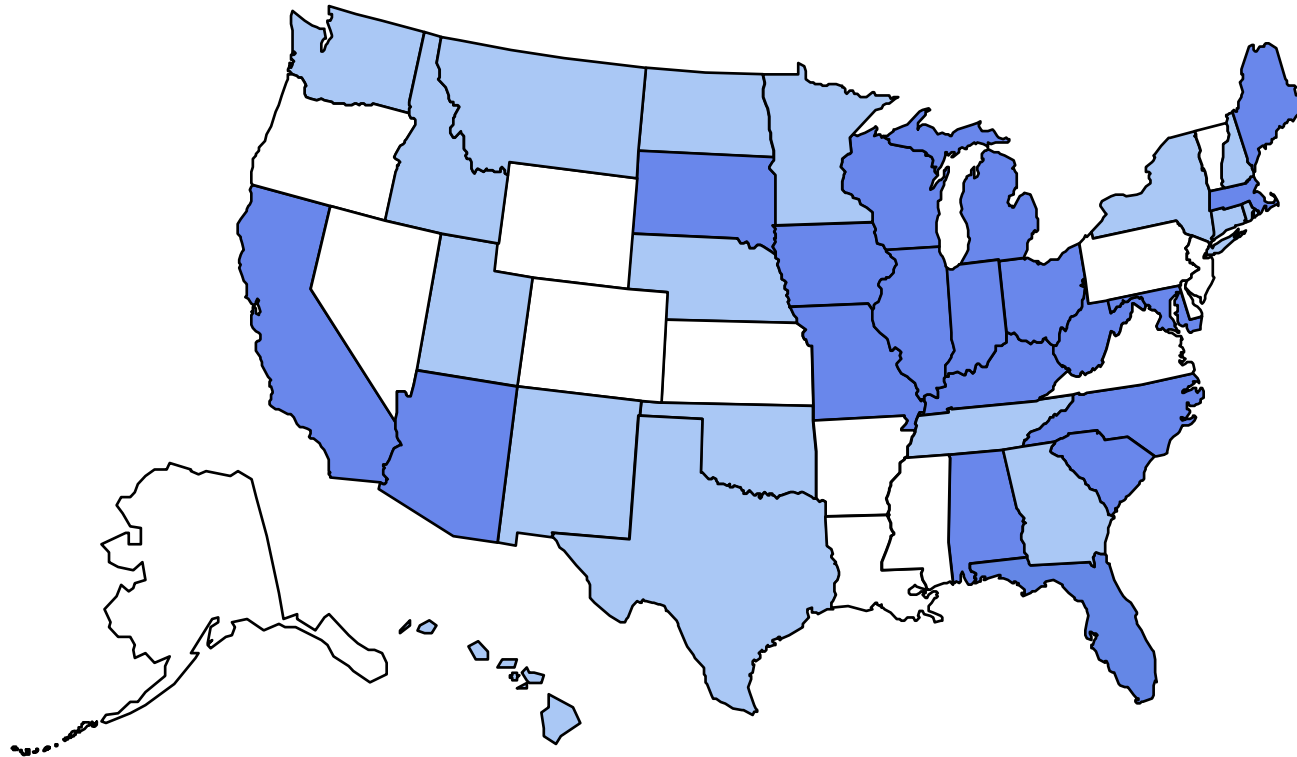


BRFSS, 1987

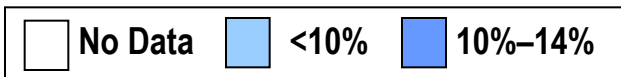
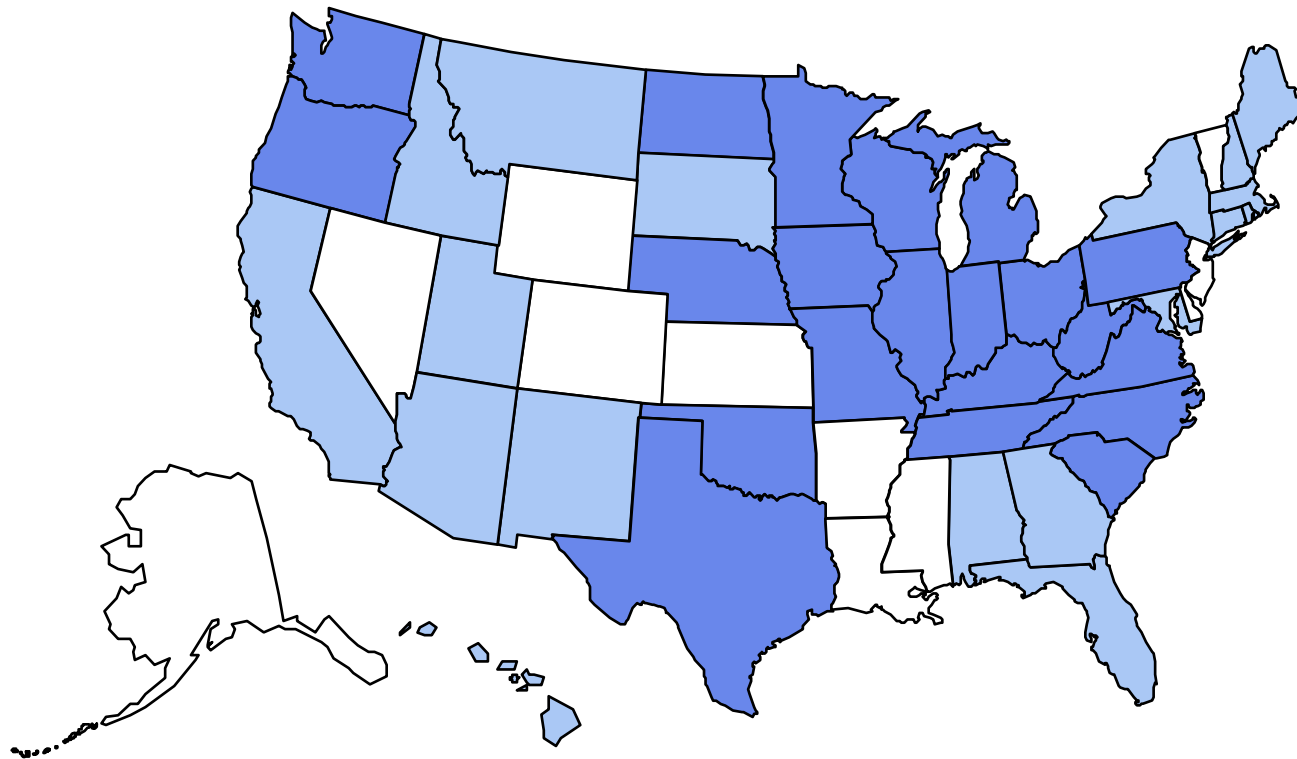


Obesity Trends Among U.S. Adults

BRFSS, 1988

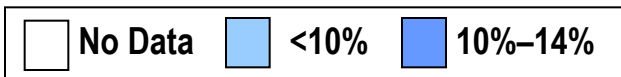
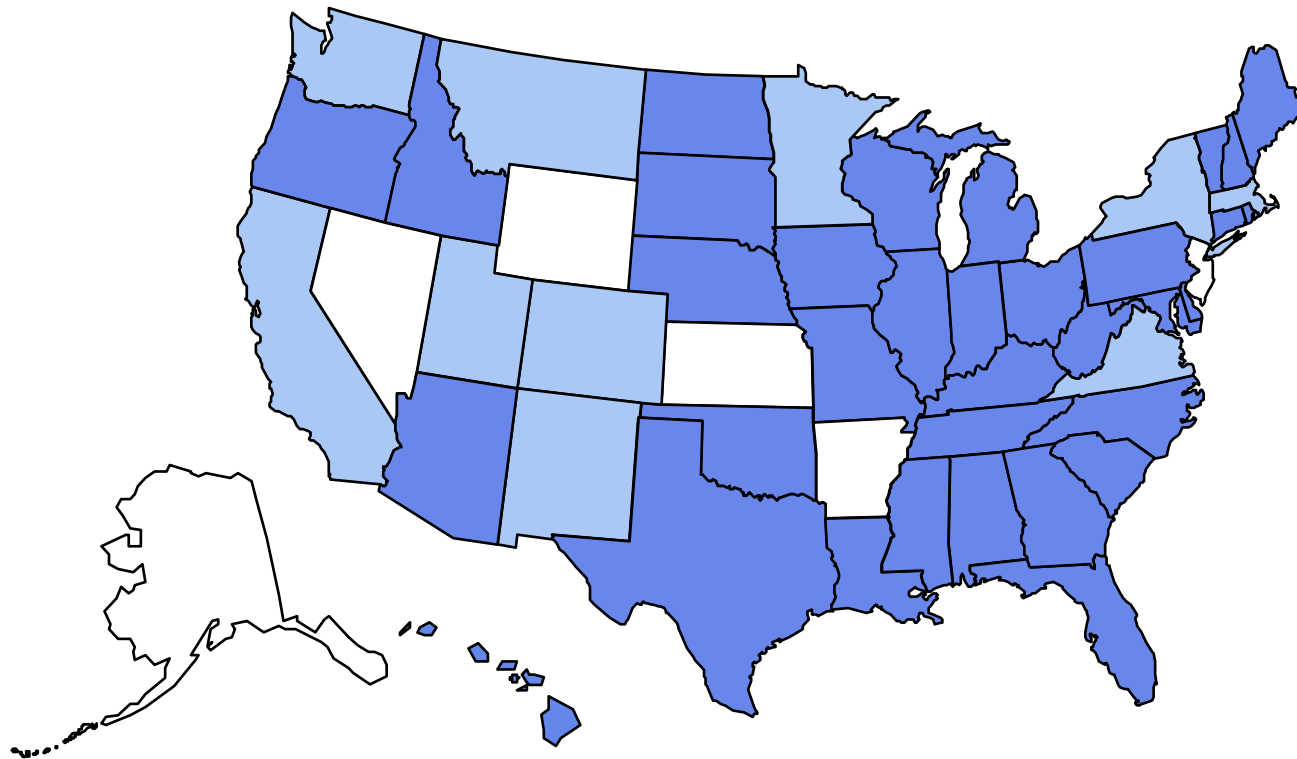


BRFSS, 1989



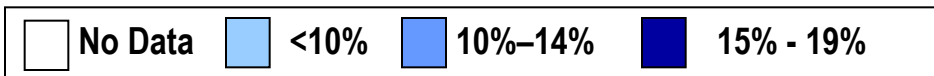
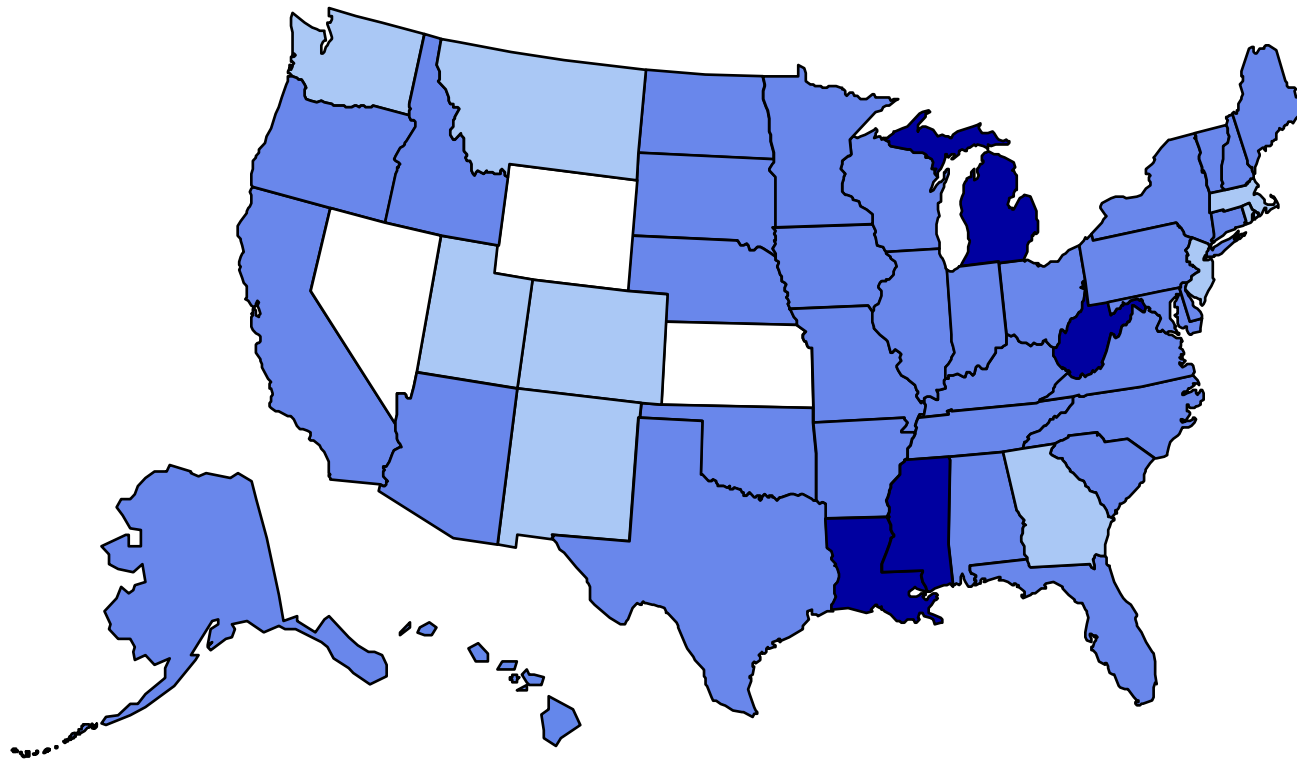
Obesity Trends Among U.S. Adults

BRFSS, 1990



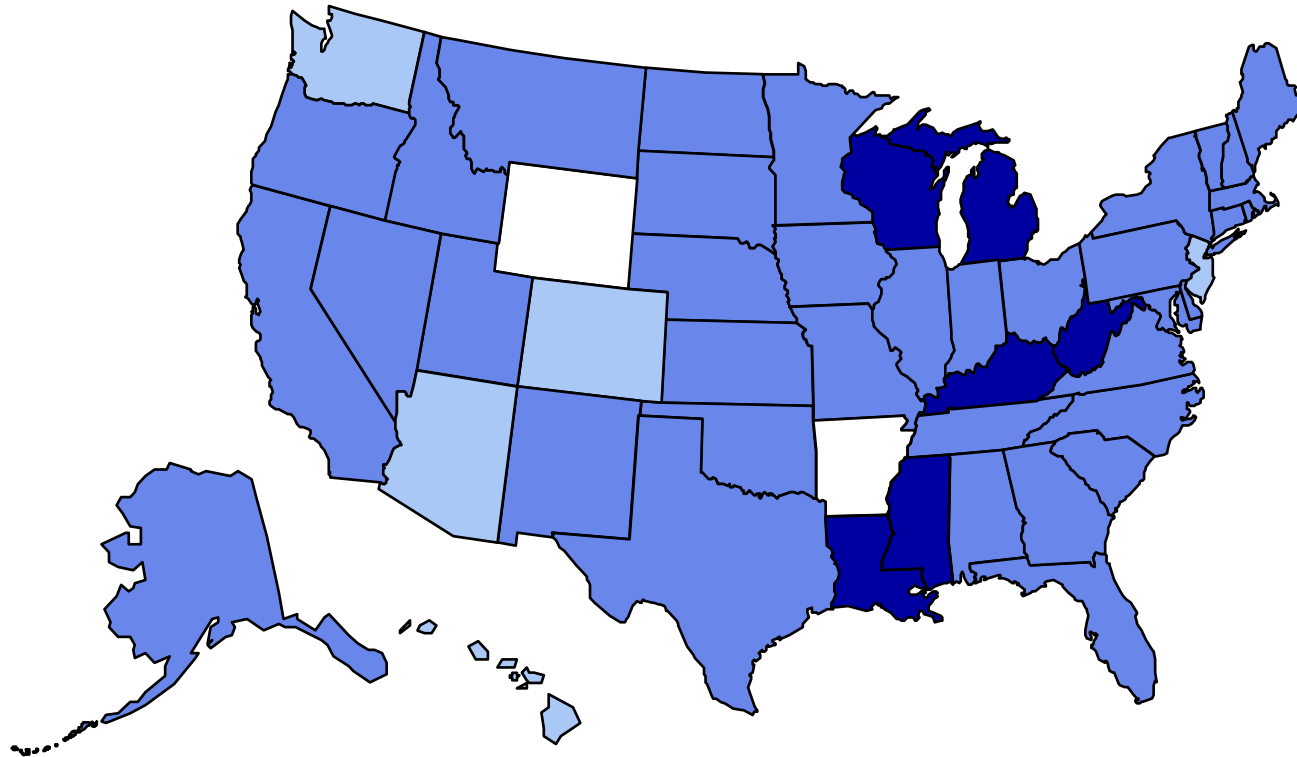
Obesity Trends Among U.S. Adults

BRFSS, 1991



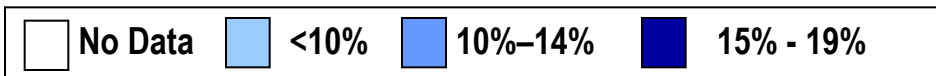
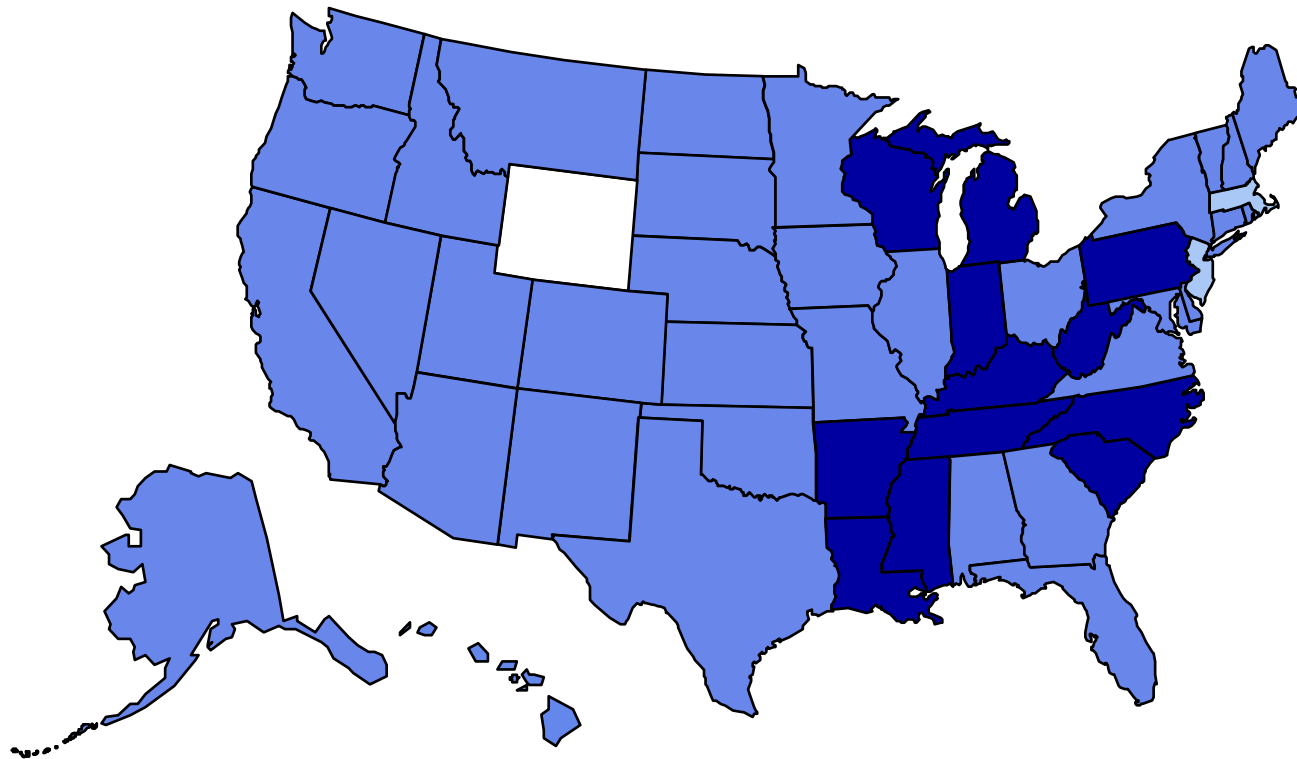
Obesity Trends Among U.S. Adults

BRFSS, 1992



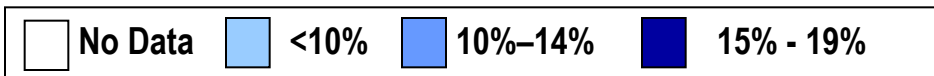
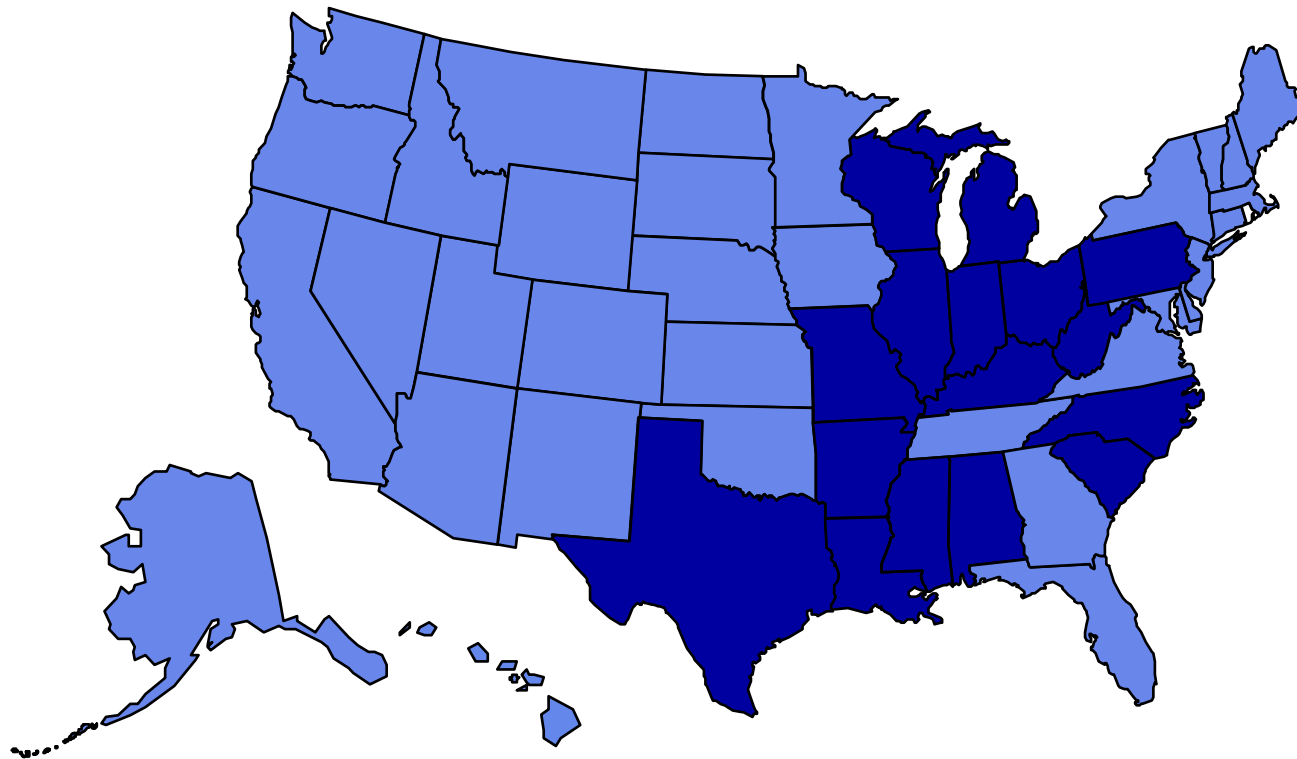
Obesity Trends Among U.S. Adults

BRFSS, 1993



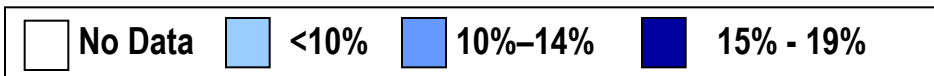
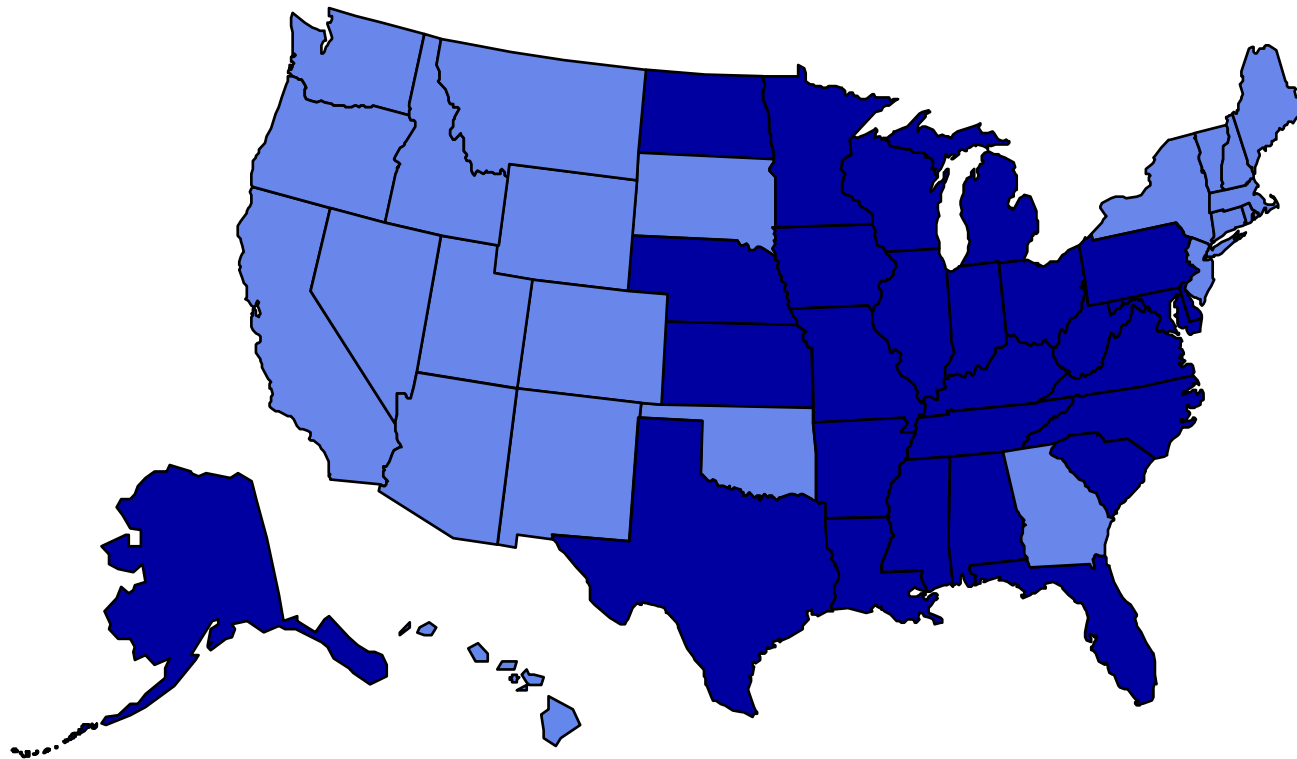
Obesity Trends Among U.S. Adults

BRFSS, 1994



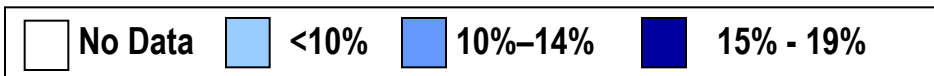
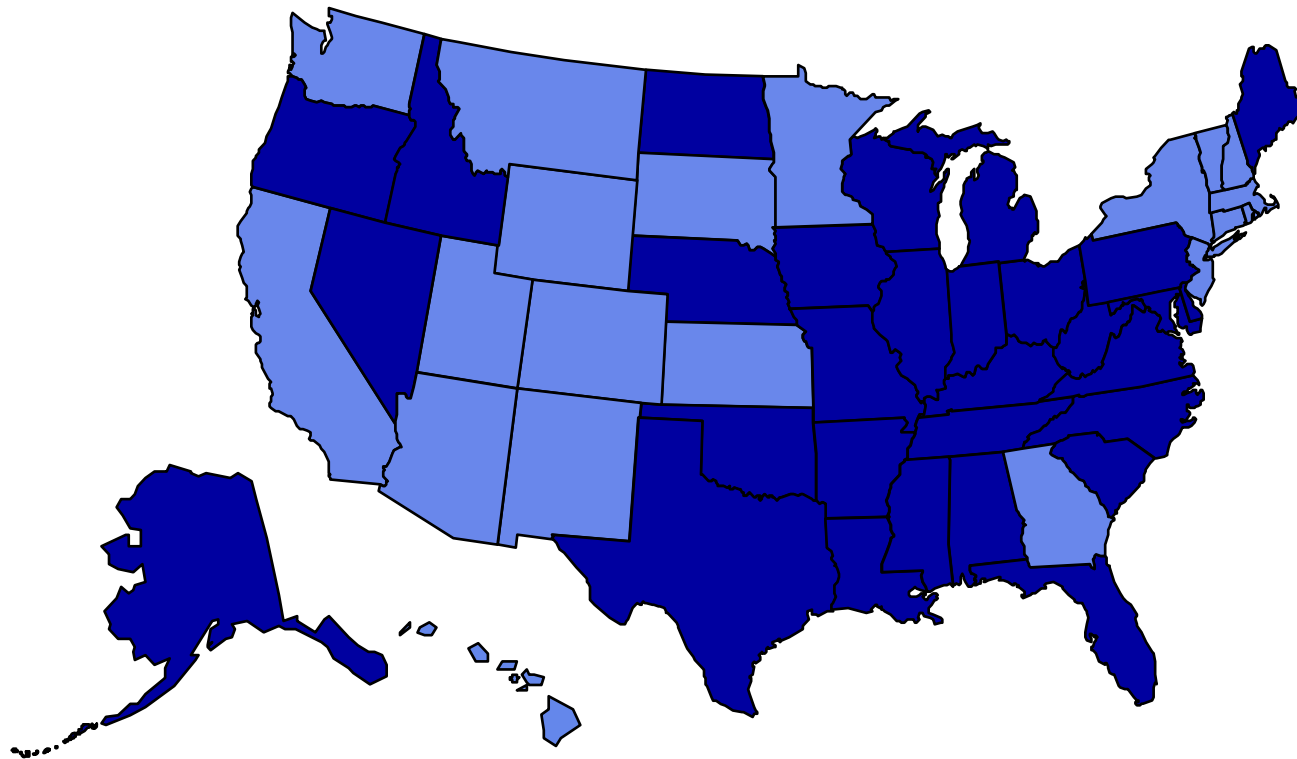
Obesity Trends Among U.S. Adults

BRFSS, 1995

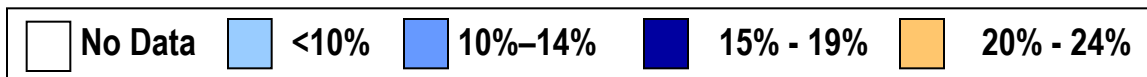
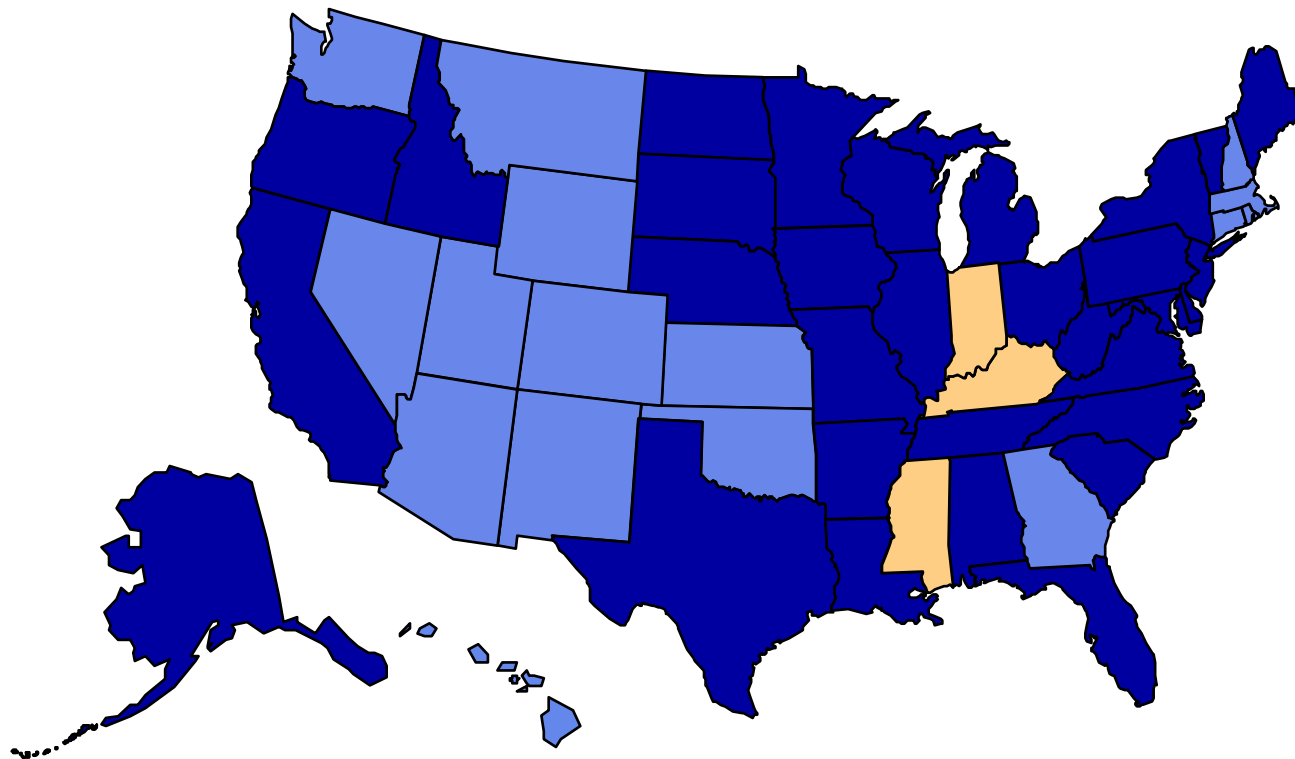


Obesity Trends Among U.S. Adults

BRFSS, 1996

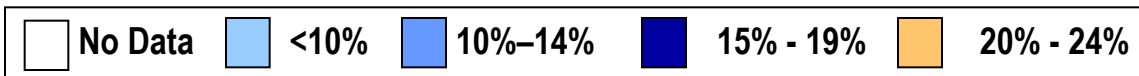
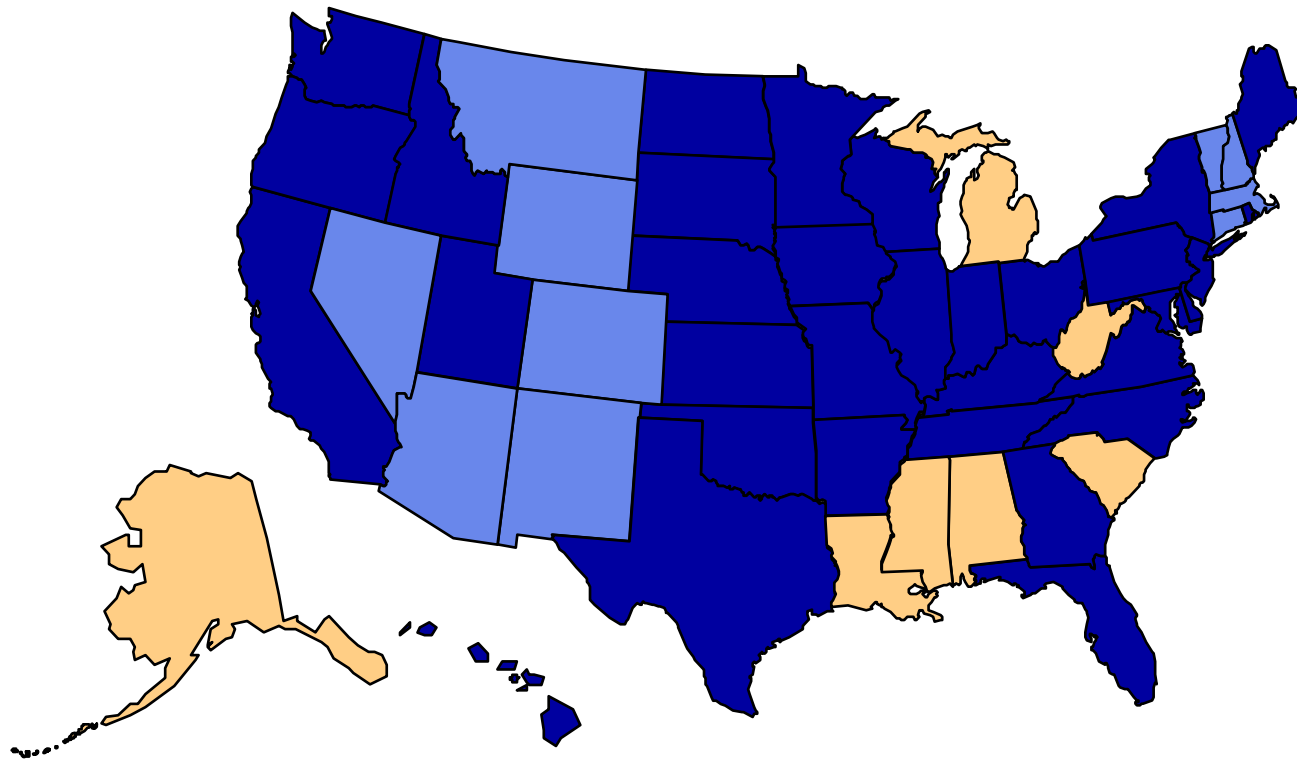


BRFSS, 1997

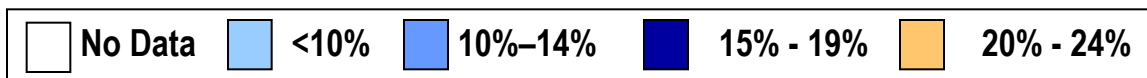
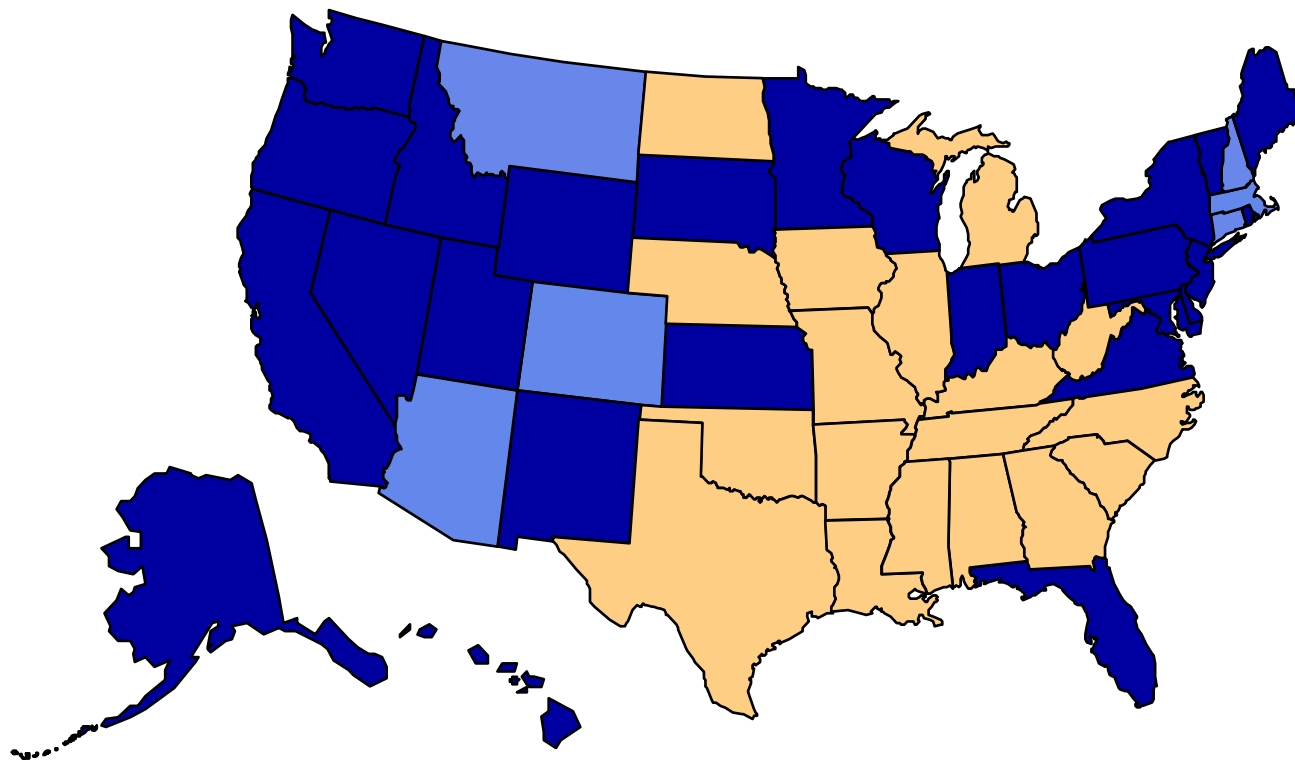


Obesity Trends Among U.S. Adults

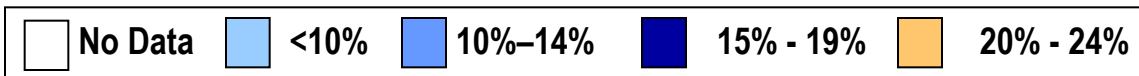
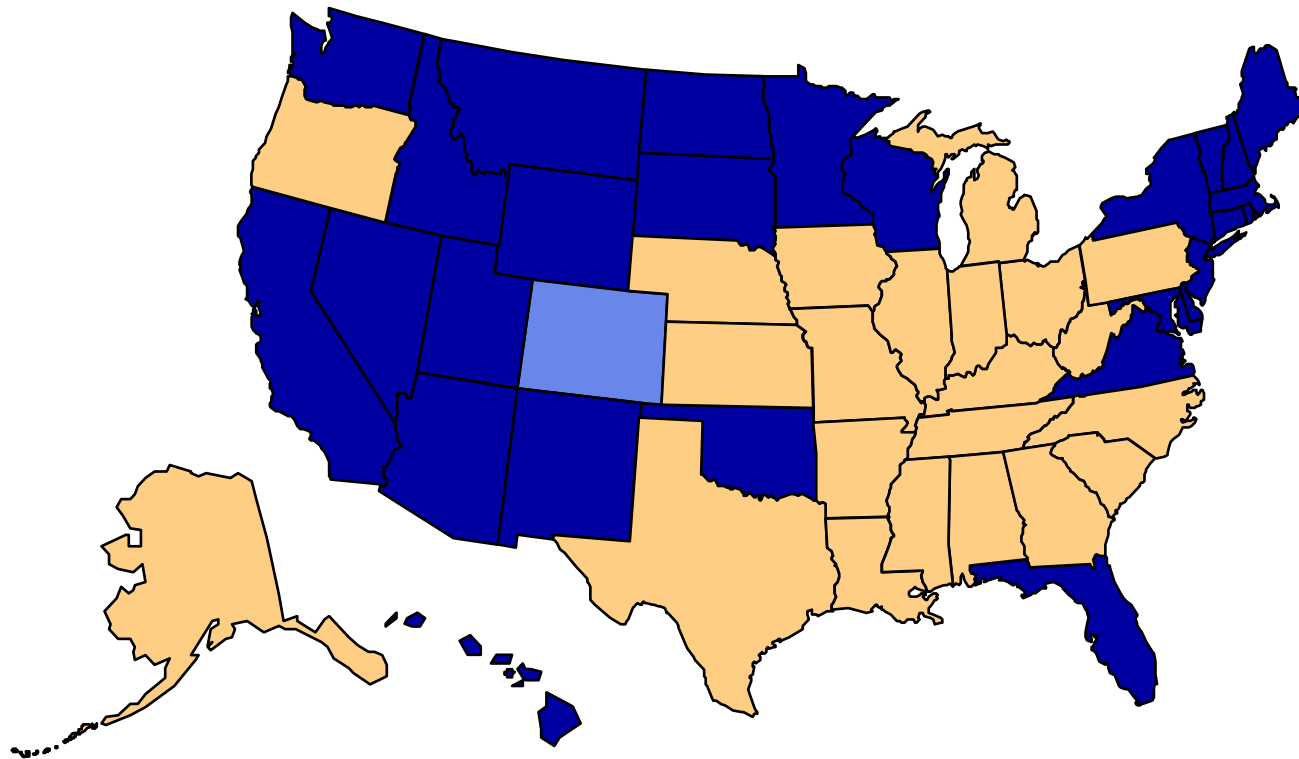
BRFSS, 1998



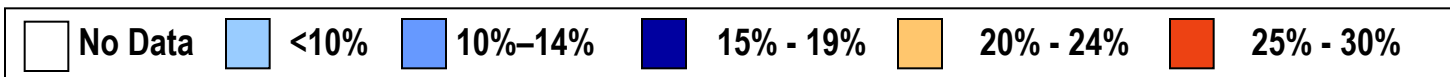
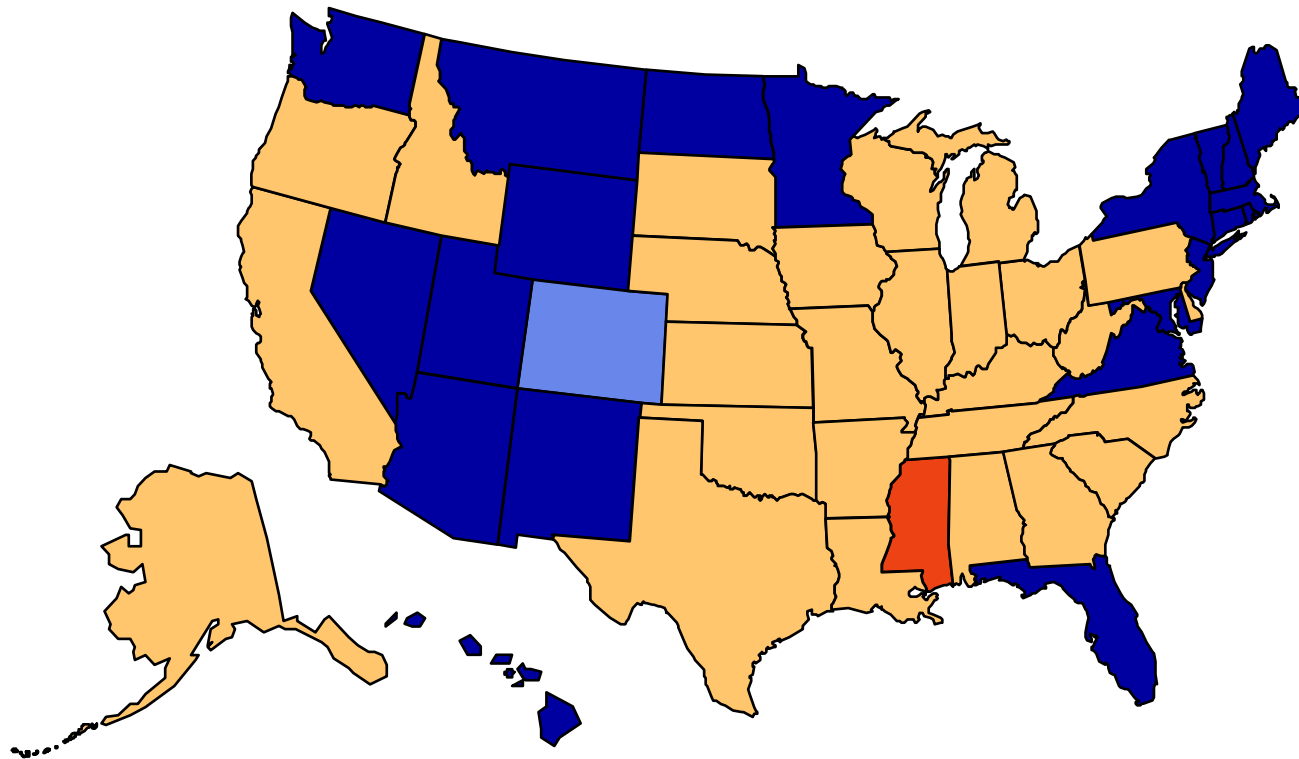
BRFSS, 1999



BRFSS, 2000

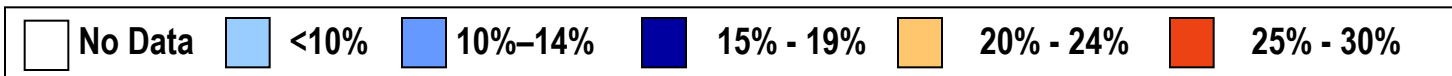
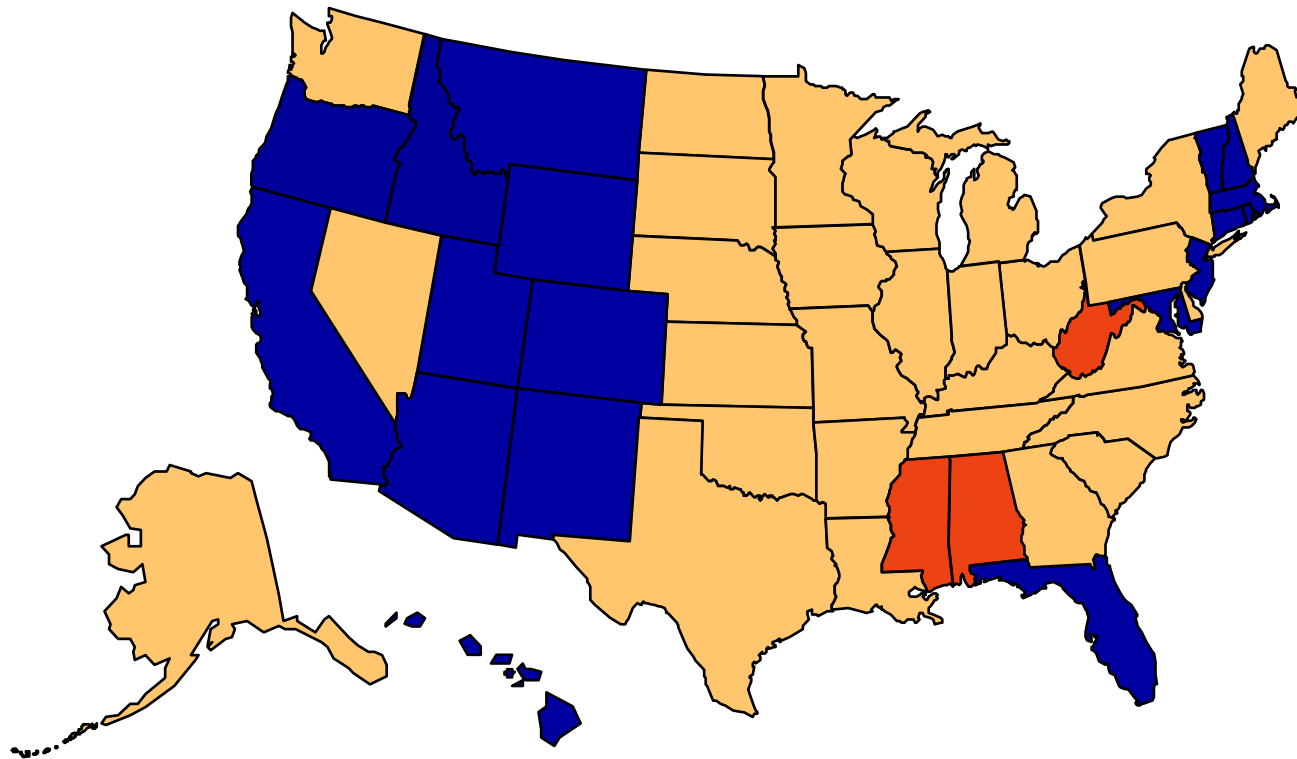


BRFSS, 2001



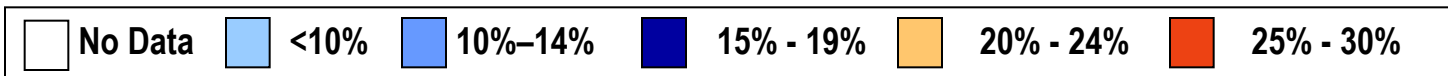
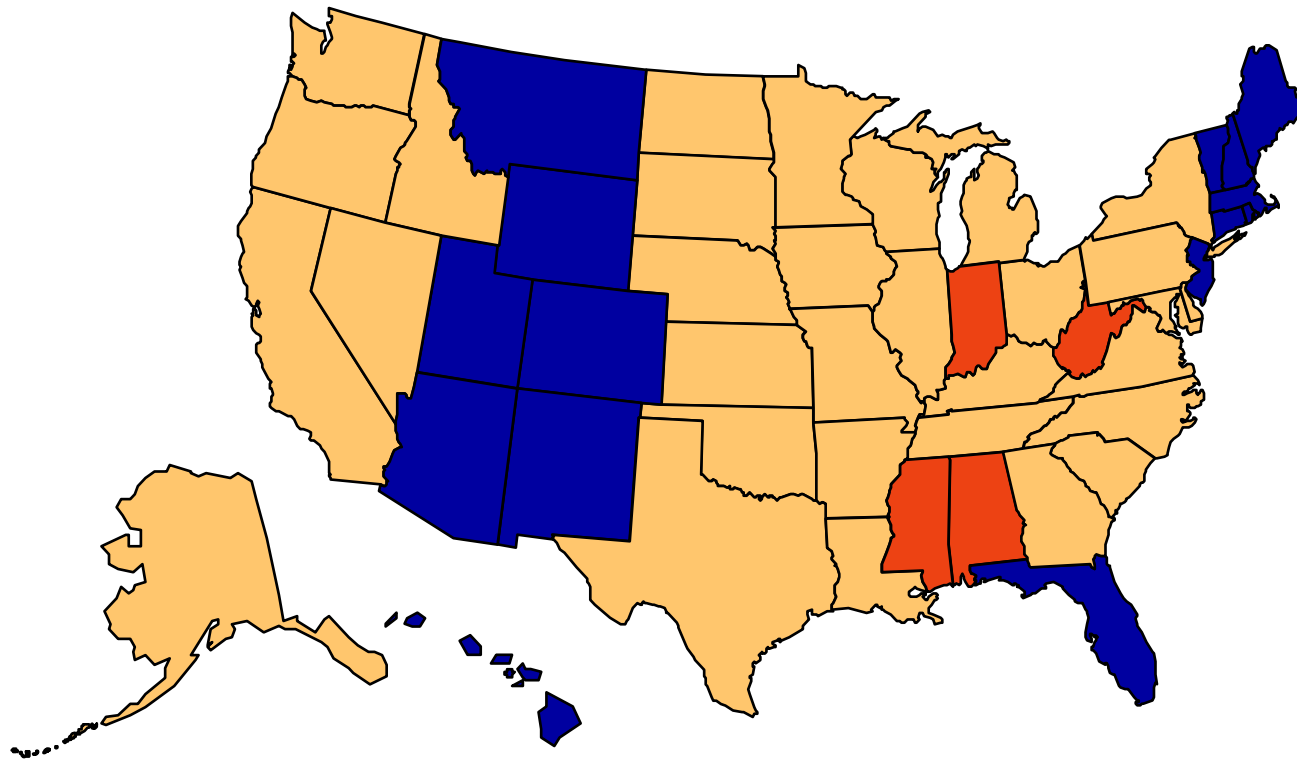
Obesity Trends Among U.S. Adults

BRFSS, 2002



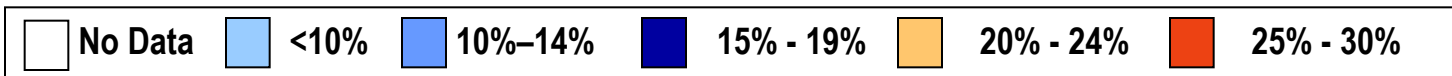
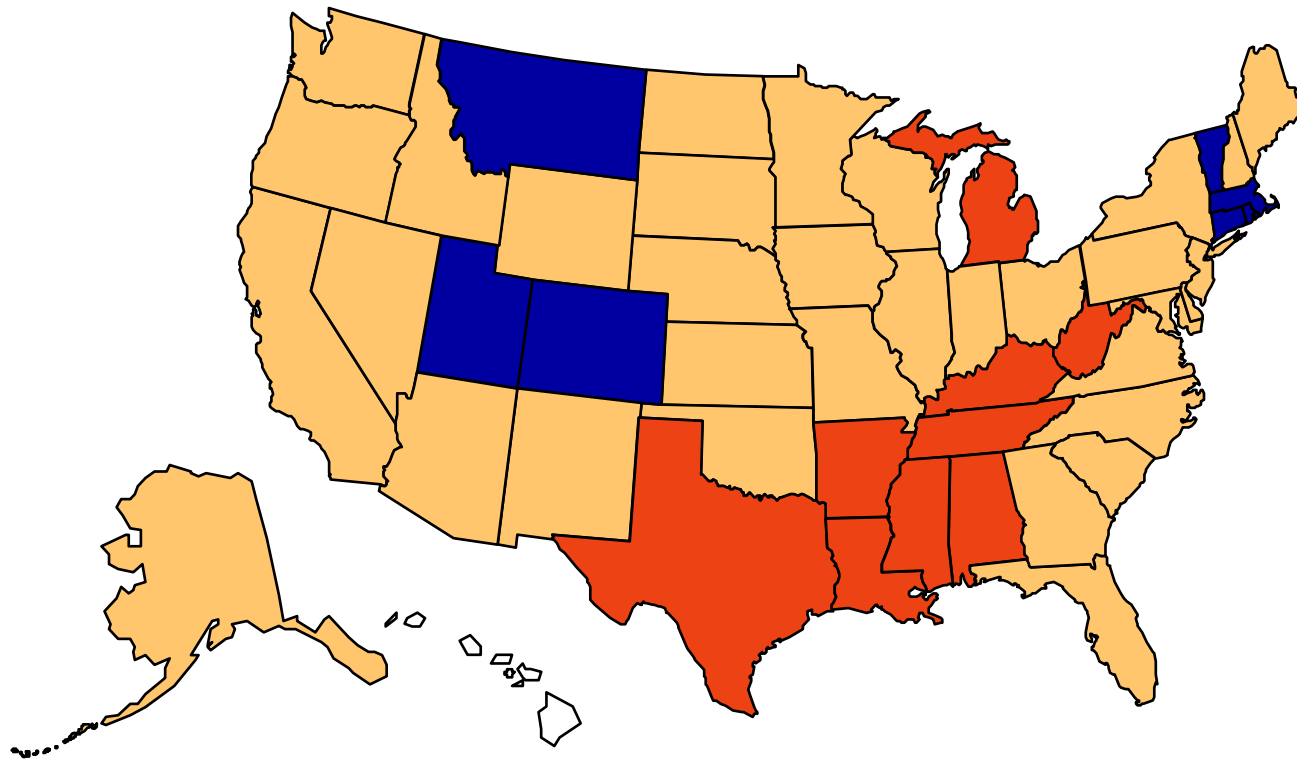
Obesity Trends Among U.S. Adults

BRFSS, 2003



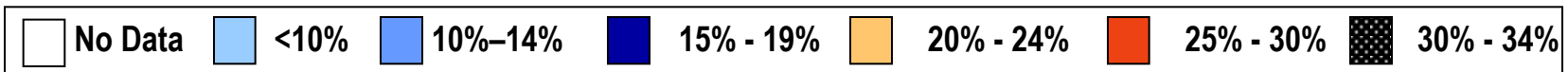
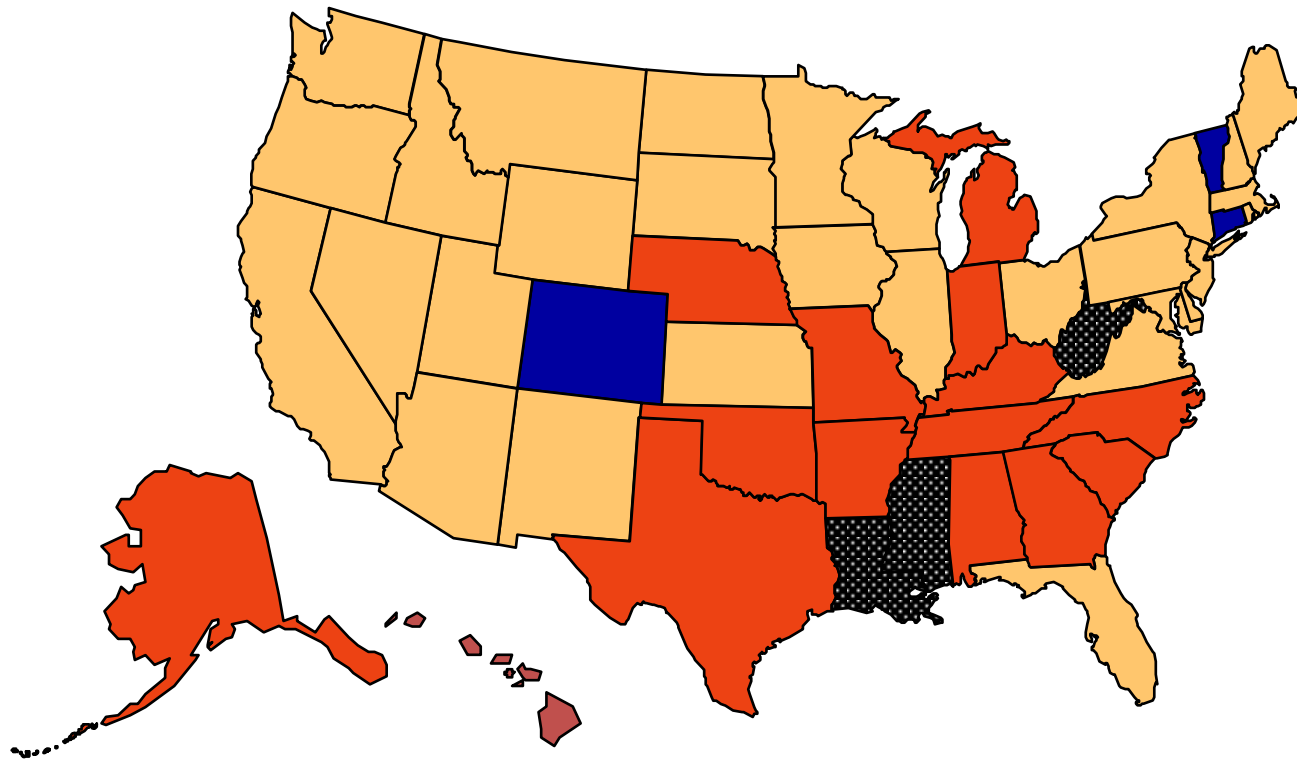
Obesity Trends Among U.S. Adults

BRFSS, 2004



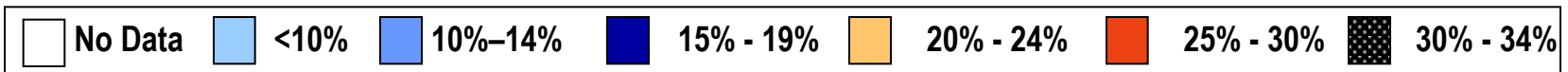
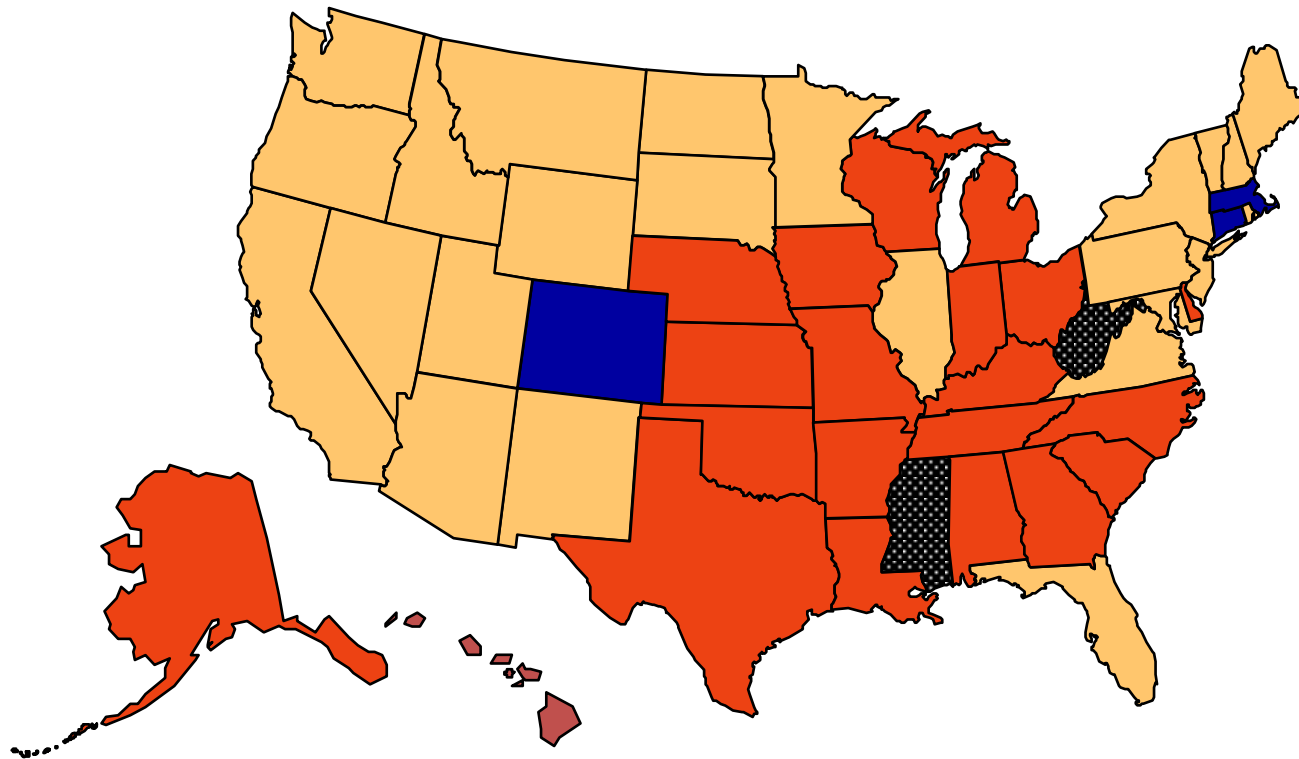
Obesity Trends Among U.S. Adults

BRFSS, 2005

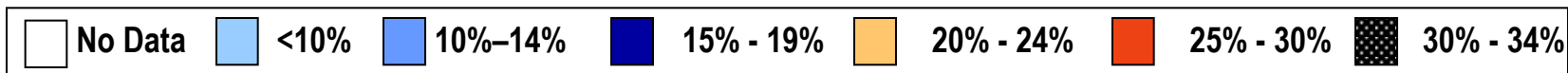
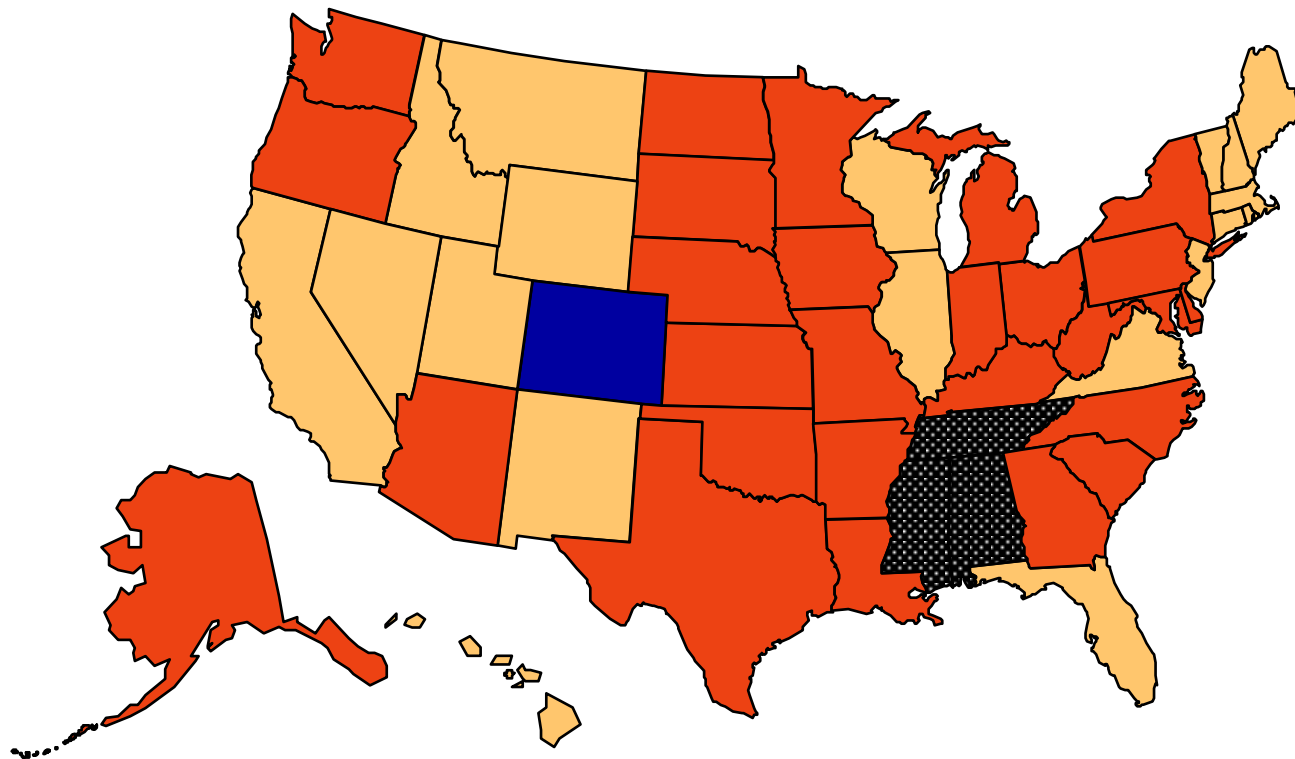


Obesity Trends Among U.S. Adults

BRFSS, 2006

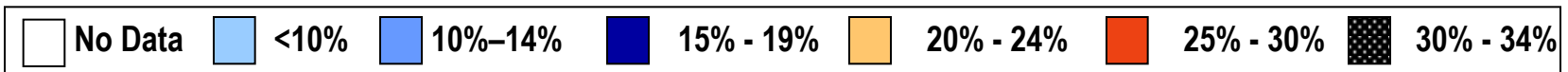
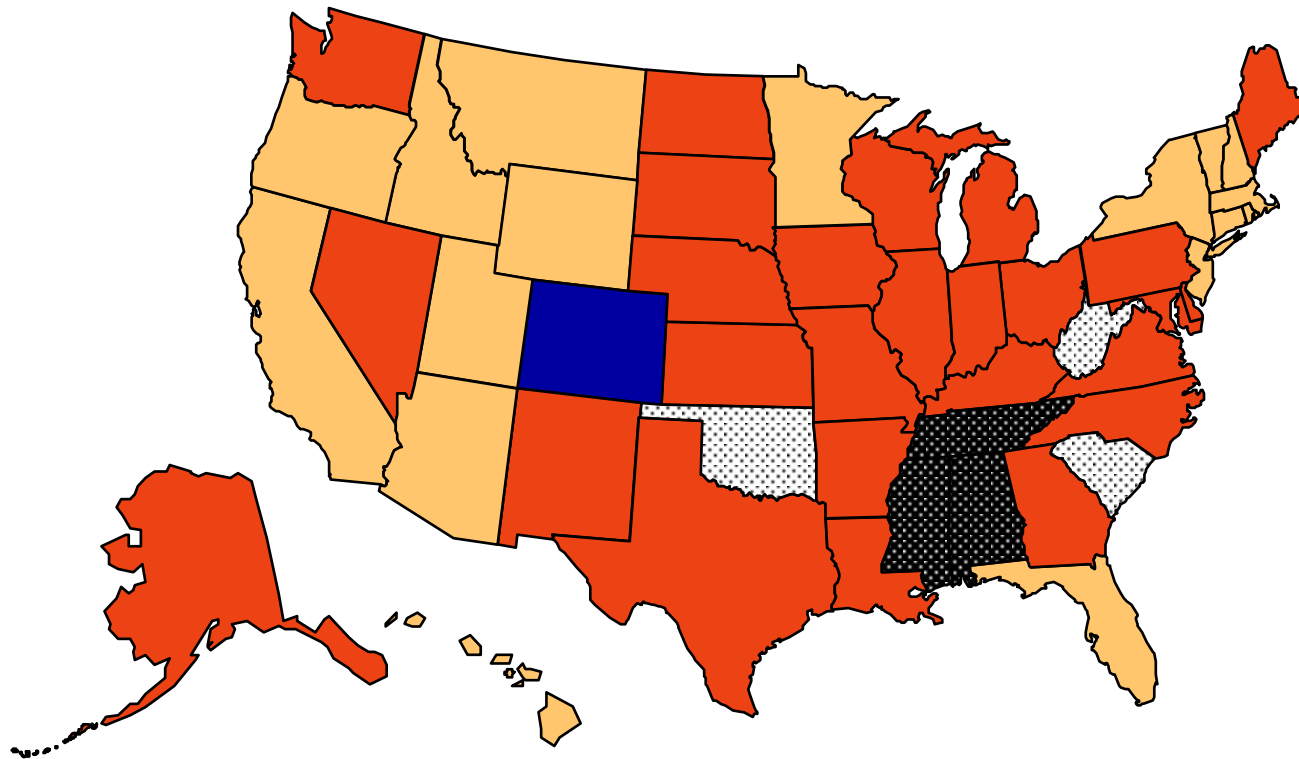


BRFSS, 2007



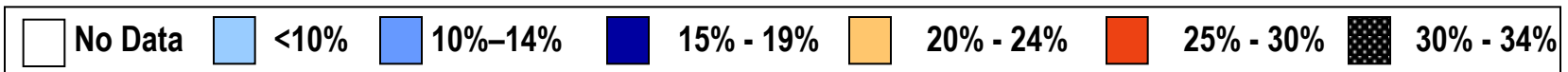
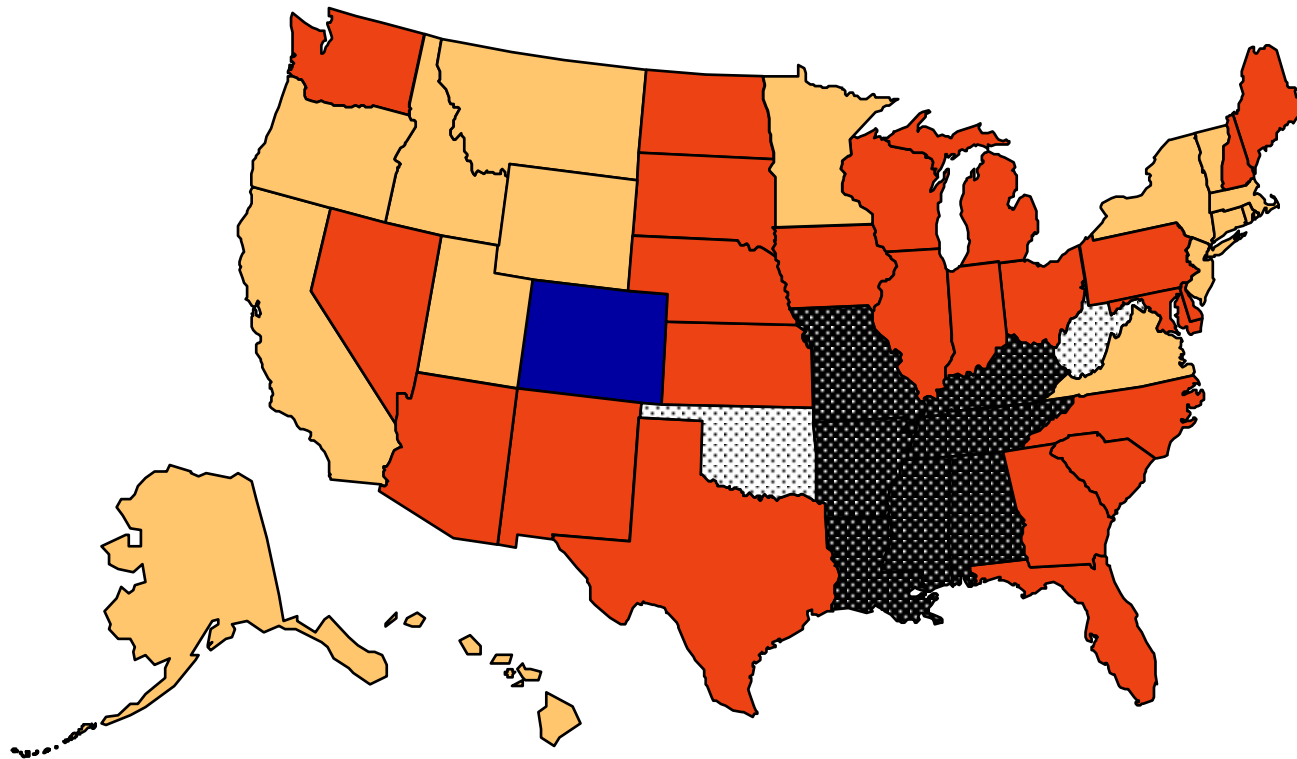
Obesity Trends Among U.S. Adults

BRFSS, 2008



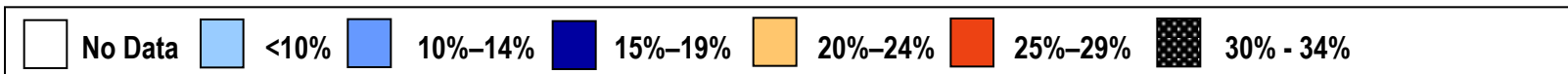
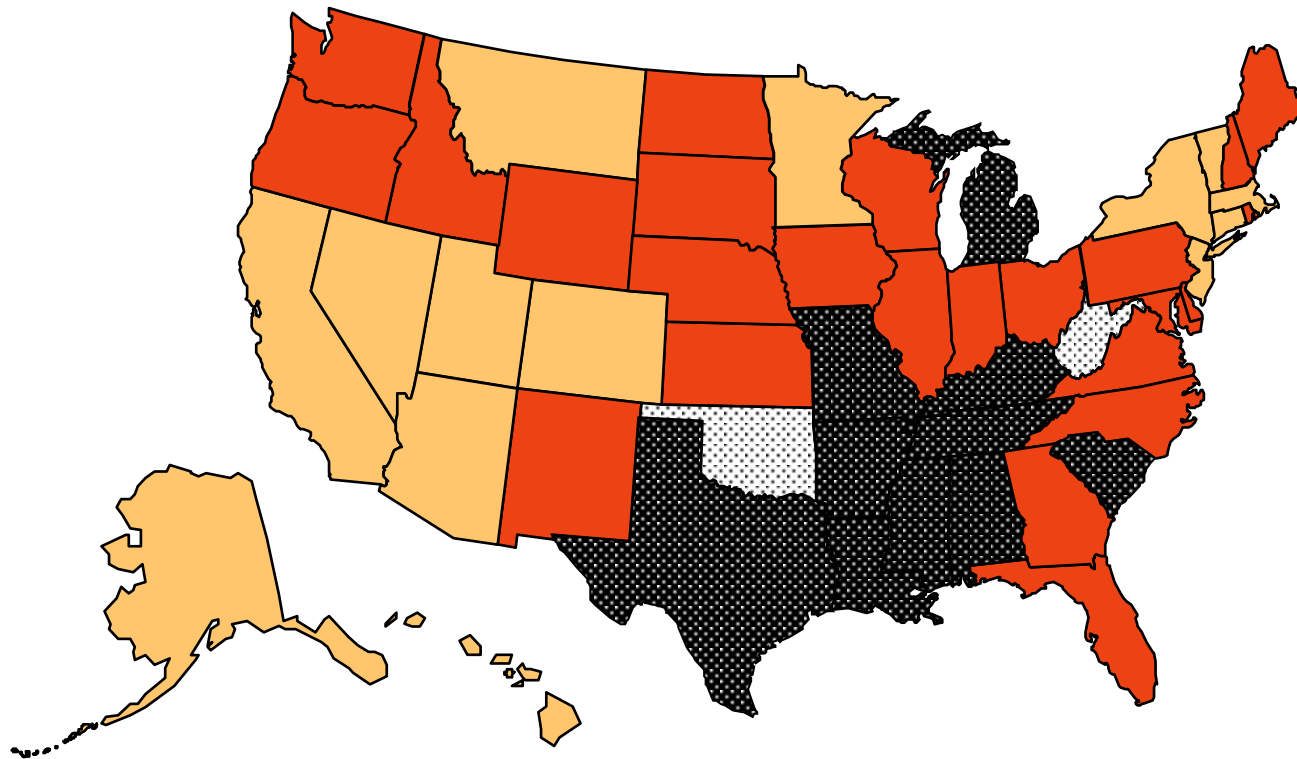
Obesity Trends Among U.S. Adults

BRFSS, 2009



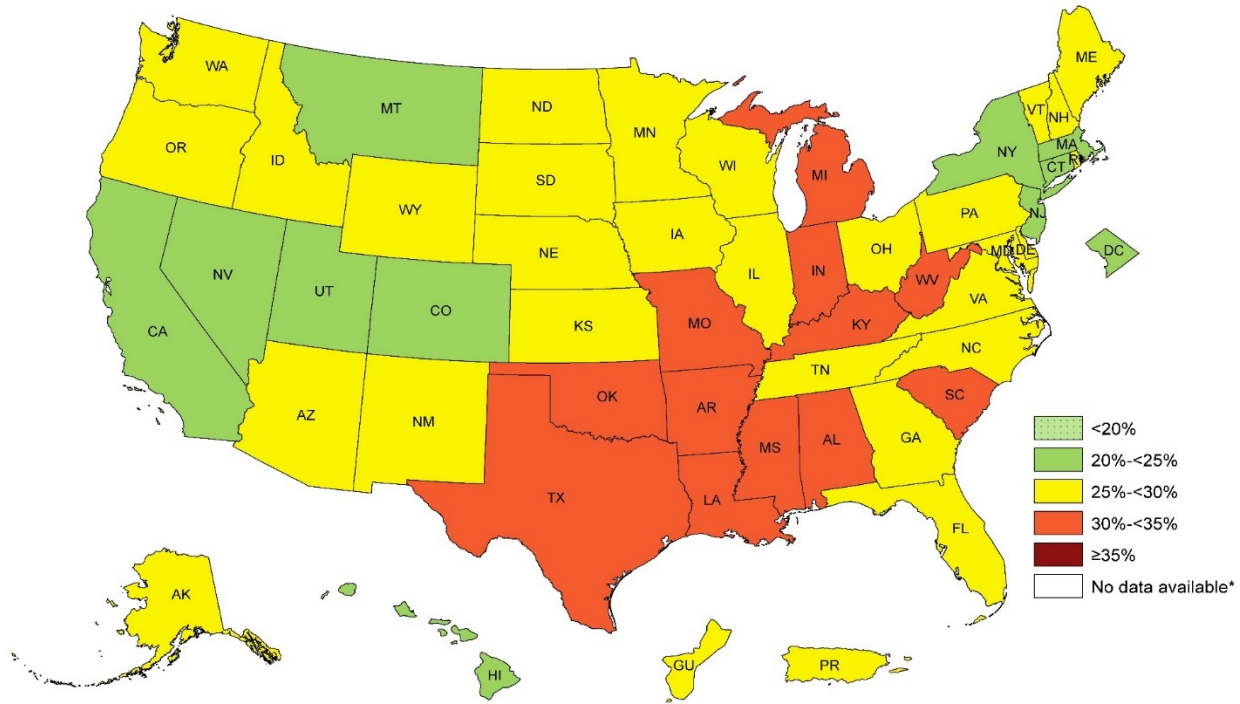
Obesity Trends Among U.S. Adults

BRFSS, 2010



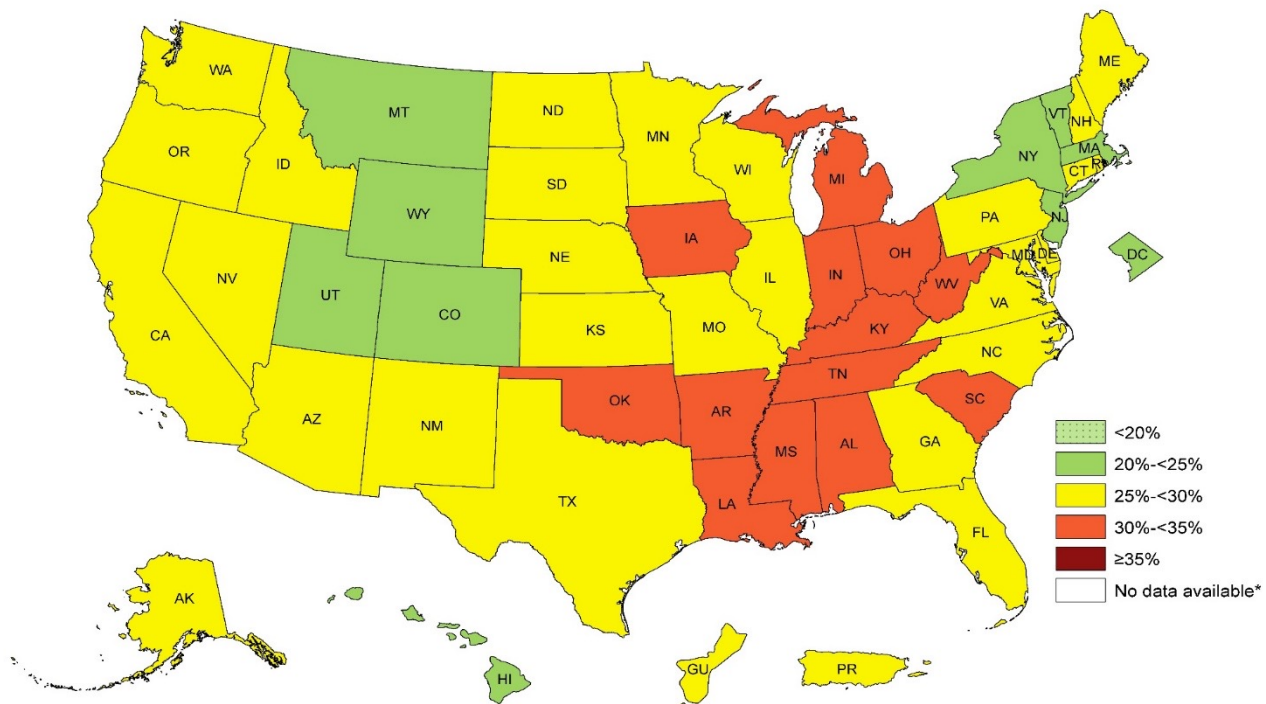
Obesity Trends Among U.S. Adults

BRFSS, 2011



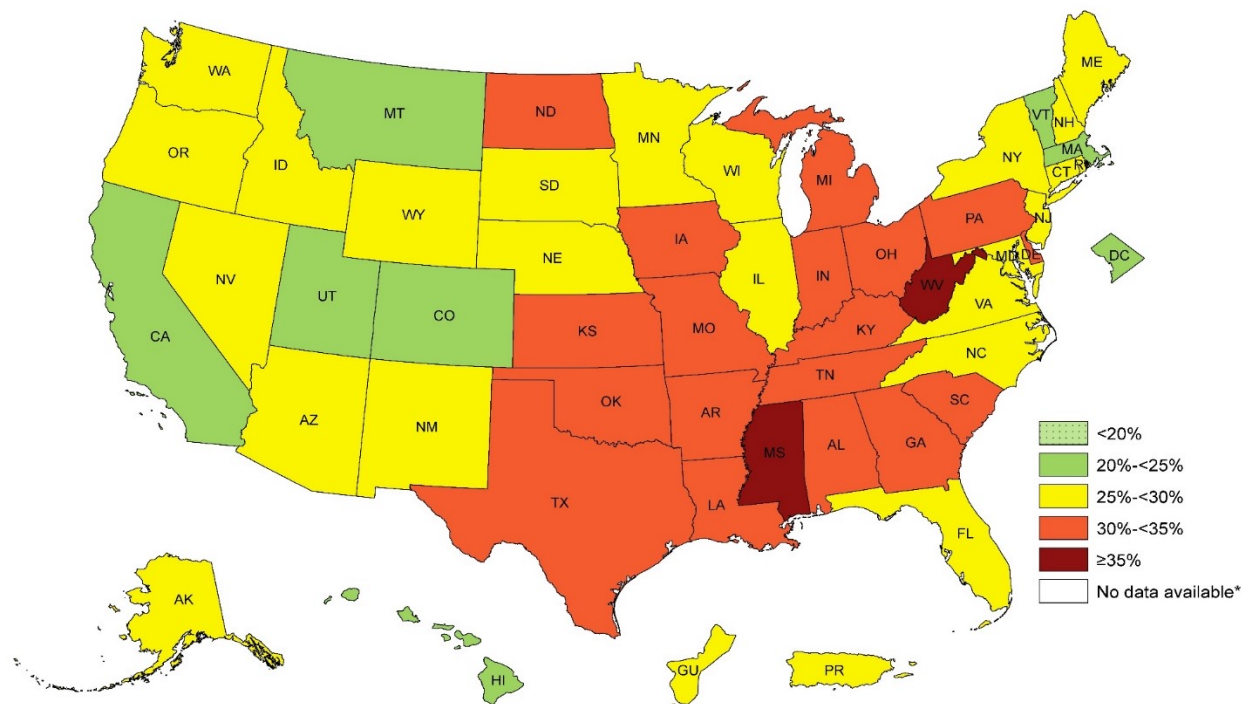
Obesity Trends Among U.S. Adults

BRFSS, 2012



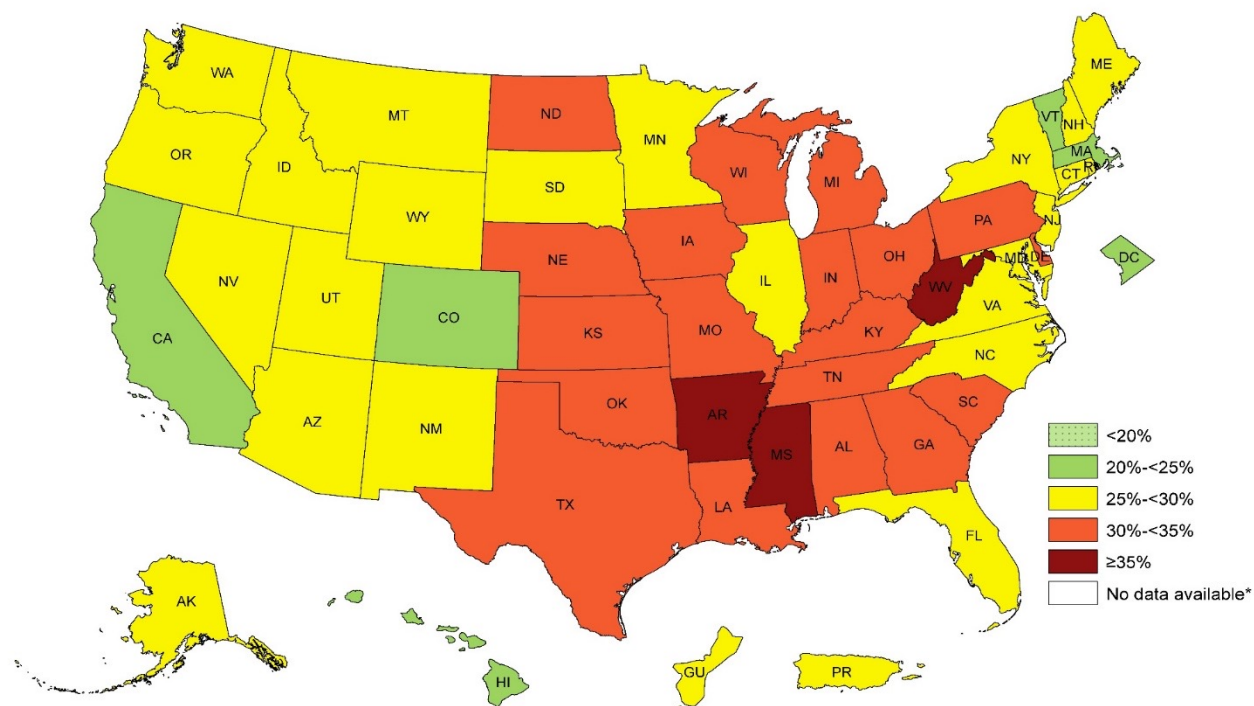
Obesity Trends Among U.S. Adults

BRFSS, 2013



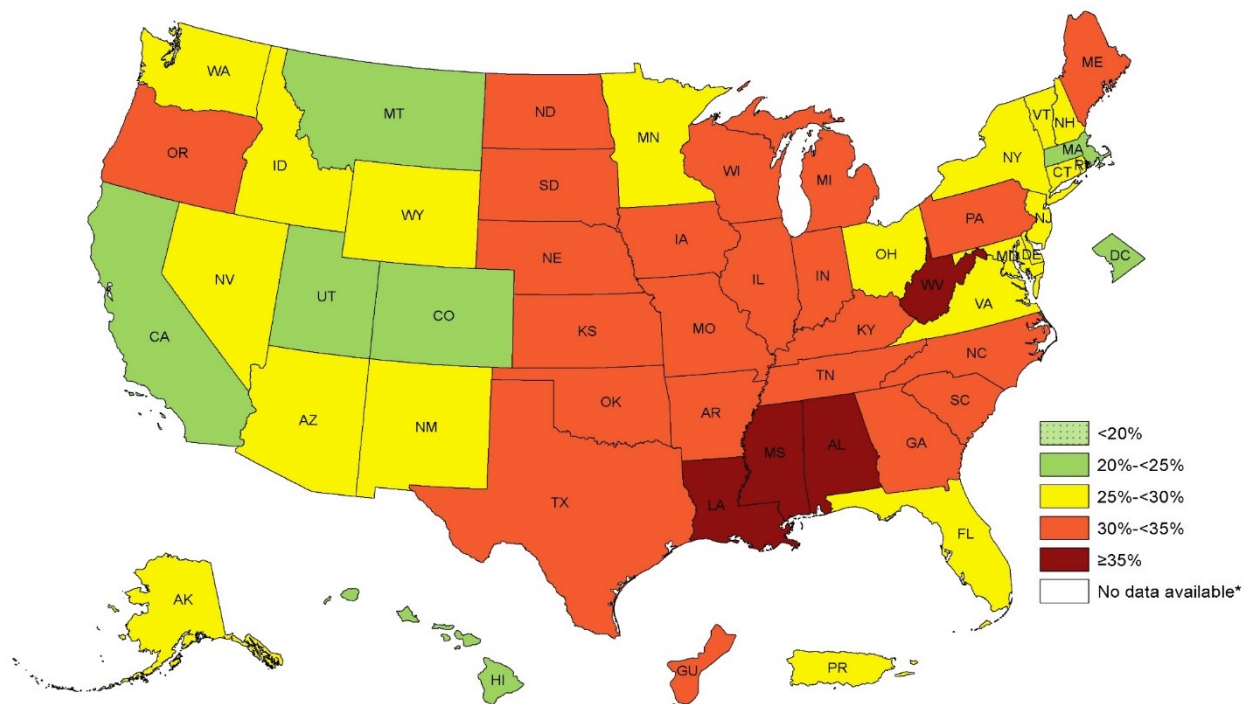
Obesity Trends Among U.S. Adults

BRFSS, 2014



Obesity Trends Among U.S. Adults

BRFSS, 2015



What limits healthy living in a community?



Toxic Environment: Environmental Limitations

Traffic, sidewalks leading to nowhere, underused playgrounds, safety concerns



Toxic Environment: Surrounded by unhealthy foods

Surrounded by high calorie food choices, snacks, sodas, and sugary beverages in schools, and food deserts



Toxic Environment: Unhealthy Fundraisers and Less Physical Education (P.E.) in Schools



If being healthy is so important,
why are people not doing it?

Not important to
community leaders

Not enough
time

Our community
isn't designed for it

Not safe

No motivation

No parks or
sidewalks

CAN'T AFFORD A
GYM AND HEALTHY
FOOD IS TOO
EXPENSIVE

LACK OF FRESH FRUITS
AND VEGETABLES

Fear of injury

No support

It's not convenient

VIDEO



<https://youtu.be/6buzj6MxdbI>

A Strong Leader is able to:

- Direct
- Encourage
- Engage
- Guide
- Shape
- Focus
- Connect



Lead or Partner?

- Select your role.
- Who do you need to compliment your strengths and weakness?



Switch to
Communities Can Change
PowerPoint