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

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Meaning</th>
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</thead>
<tbody>
<tr>
<td>• Worksheet associated with this slide.</td>
<td></td>
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<tr>
<td>• A continuing activity focusing on different aspects from different sections.</td>
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<tr>
<td>• Fictitious city used in activity.</td>
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<tr>
<td>• 10-minute activity breaks to keep us moving throughout the day.</td>
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Welcome to Unhealthy, Texas USA
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**
- **23 teaspoons** Actual added sugars consumed by average American per day
- **15 teaspoons of sugars in a 20 oz. soda**
- **385 Calories consumed daily from added sugars by the average American**

Source: Center for Science in the Public Interest [www.cspinet.org](http://www.cspinet.org)
Energy Balance

Weight Gain

CALORIES IN
Food
Beverages

Weight Loss

CALORIES OUT
Body functions
Physical Activity
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

- **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.

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

www.medicalnewstoday.com/articles/275109.php
Obesity Trends Among U.S. Adults
BRFSS, 1985

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults
BRFSS, 1986

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults
BRFSS, 1987
Obesity Trends Among U.S. Adults
BRFSS, 1988

[Map showing obesity trends among U.S. adults with color coding for data ranges]

Legend:
- No Data
- <10%
- 10%–14%
Obesity Trends Among U.S. Adults

BRFSS, 1989

No Data           <10%          10%–14%

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults
BRFSS, 1990

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults
BRFSS, 1991

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults
BRFSS, 1992

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults
BRFSS, 1993

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults
BRFSS, 1994

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults
BRFSS, 1995

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults

BRFSS, 1996

No Data           <10%          10%–14%              15% - 19%
Obesity Trends Among U.S. Adults
BRFSS, 1997

[Map showing obesity trends among U.S. adults with various states shaded in different colors representing different percentage ranges of obesity: No Data, <10%, 10%-14%, 15%-19%, 20%-24%]
Obesity Trends Among U.S. Adults
BRFSS, 1999

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults

BRFSS, 2000
Obesity Trends Among U.S. Adults
BRFSS, 2002
Obesity Trends Among U.S. Adults
BRFSS, 2003

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults
BRFSS, 2004

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults
BRFSS, 2005

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults

BRFSS, 2006

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults
BRFSS, 2008

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults

BRFSS, 2009

Centers for Disease Control and Prevention
Obesity Trends Among U.S. Adults
BRFSS, 2010

Centers for Disease Control and Prevention
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
- Not safe

Our community isn’t designed for it

- No motivation
- LACK OF FRESH FRUITS AND VEGETABLES
- No parks or sidewalks

- Fear of injury
- It’s not convenient

- Can’t afford a gym and healthy food is too expensive

- No support
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