



Your Health Matters: Growing Active, Healthy Communities



1: The Issue



Acknowledgements

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*Texas Department of State Health Services
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Prevention Section*

*Texas CORD (Childhood Obesity Research
Demonstration)*

Cancer Prevention Research Institute of Texas

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.

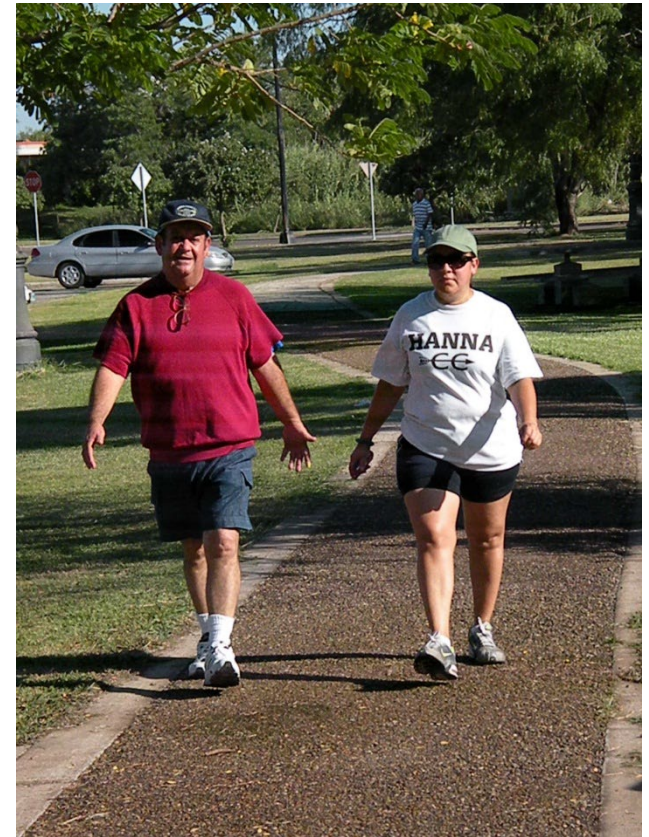




Growing Active, Healthy Communities

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
Falfurrias, Texas USA



Meaning

- Worksheet associated with this slide.
- A continuing activity focusing on different aspects from different sections.
- City used in activity.
- Activity break to keep us moving throughout the day.



Knowledge Questionnaire



Introductions

- What is your name?
- What is your favorite way to feel healthy?





The Issue: Learning Objectives

- Discuss the causes and health consequences of unhealthy food choices and inactivity in the United States.
- Communicate current healthy eating and physical activity recommendations.





What is healthy eating?

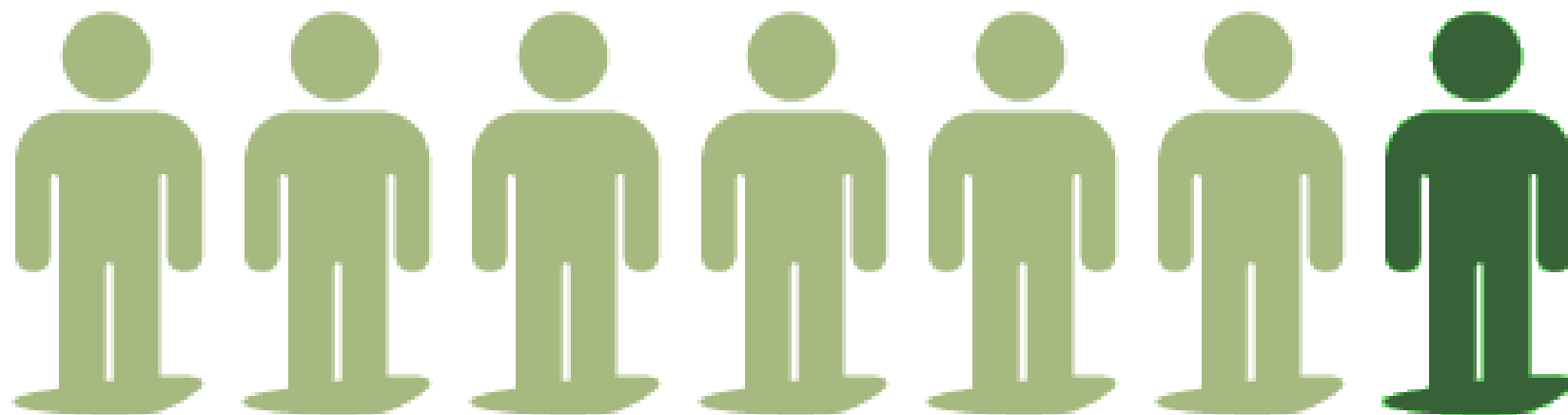
Healthy eating means eating the right amounts of the right kinds of foods. Add more fresh fruits, vegetables, and whole grains and cut back on foods that have a lot of fat, salt, and sugar.

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

What is Physical Activity?

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

Levels of Intensity

➔ Light...

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

➔ Moderate...

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

➔ Vigorous...

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



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.



Key Physical Activity Guidelines for Adults and Older Adults:



Key Guidelines for Adults

- ✓ Adults should move more and sit less throughout the day. Some physical activity is better than none. Adults who sit less and do any amount of moderate-to-vigorous physical activity gain some health benefits.
- ✓ For substantial health benefits, adults should do at least 150 minutes (2 hours and 30 minutes) to 300 minutes (5 hours) a week of moderate-intensity, or 75 minutes (1 hour and 15 minutes) to 150 minutes (2 hours and 30 minutes) a week of vigorous-intensity aerobic physical activity, or an equivalent combination of moderate- and vigorous-intensity aerobic activity. Preferably, aerobic activity should be spread throughout the week.
- ✓ Additional health benefits are gained by engaging in physical activity beyond the equivalent of 300 minutes (5 hours) of moderate-intensity physical activity a week.
- ✓ Adults should also do muscle-strengthening activities of moderate or greater intensity and that involve all major muscle groups on 2 or more days a week, as these activities provide additional health benefits.

Be active

at least **150** minutes moderate intensity per week
increased breathing able to talk

OR
or a combination of both

at least **75** minutes vigorous intensity per week
breathing fast difficulty talking

Build strength
to keep muscles, bones and joints strong
on at least **2** days a week

Minimise sedentary time
Break up periods of inactivity

Improve balance
For older adults, to reduce the chance of frailty and falls
2 days a week

UK Chief Medical Officers' Physical Activity Guidelines 2019

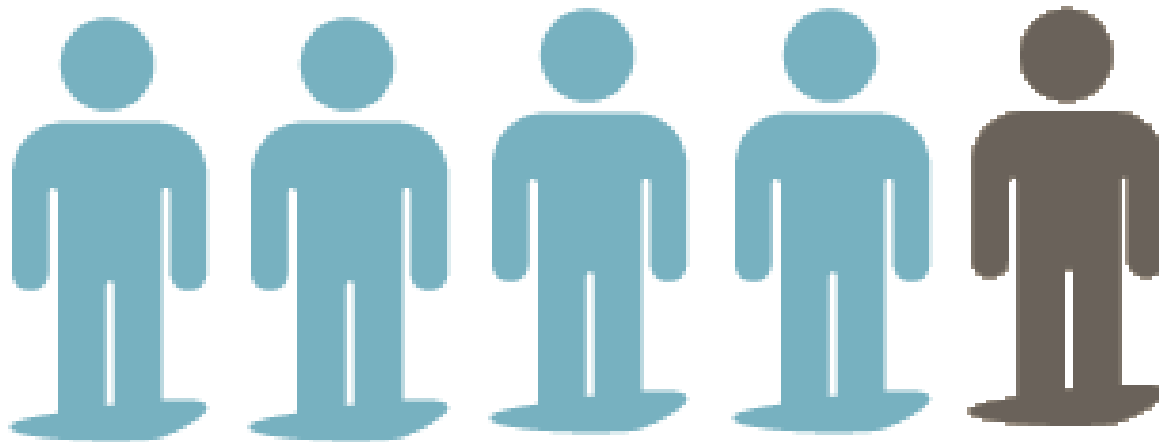
Everyone needs physical activity

Children and adolescents

- 1 hour or more of physical activity daily
- Children do not get enough in school
- Older adults benefit from daily physical activity



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





Economic Costs

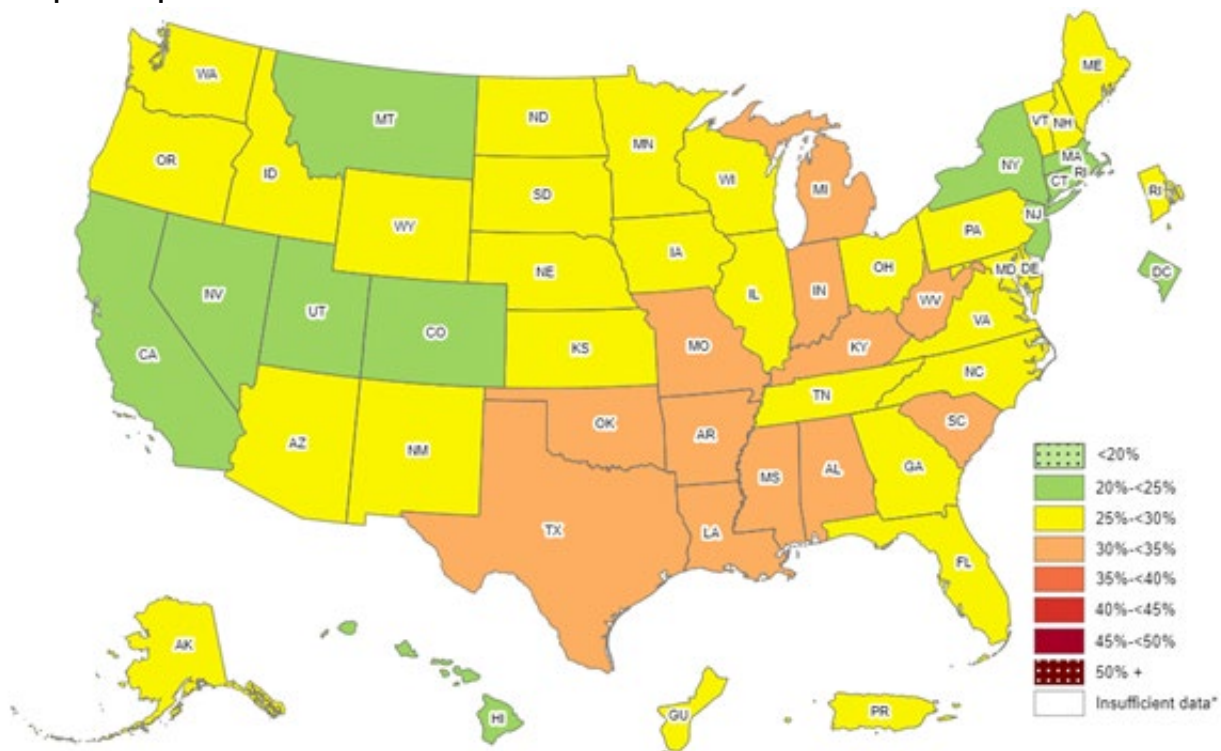


- Billions of dollars every year to the government and costs you too:
 - loss of productivity at work,
 - more doctor visits and medications
 - Diabetes, heart conditions, obesity, cancers, etc.



Prevalence[†] of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2011

[†] Prevalence estimates reflect BRFSS methodological changes started in 2011. These estimates should not be compared to prevalence estimates before 2011.

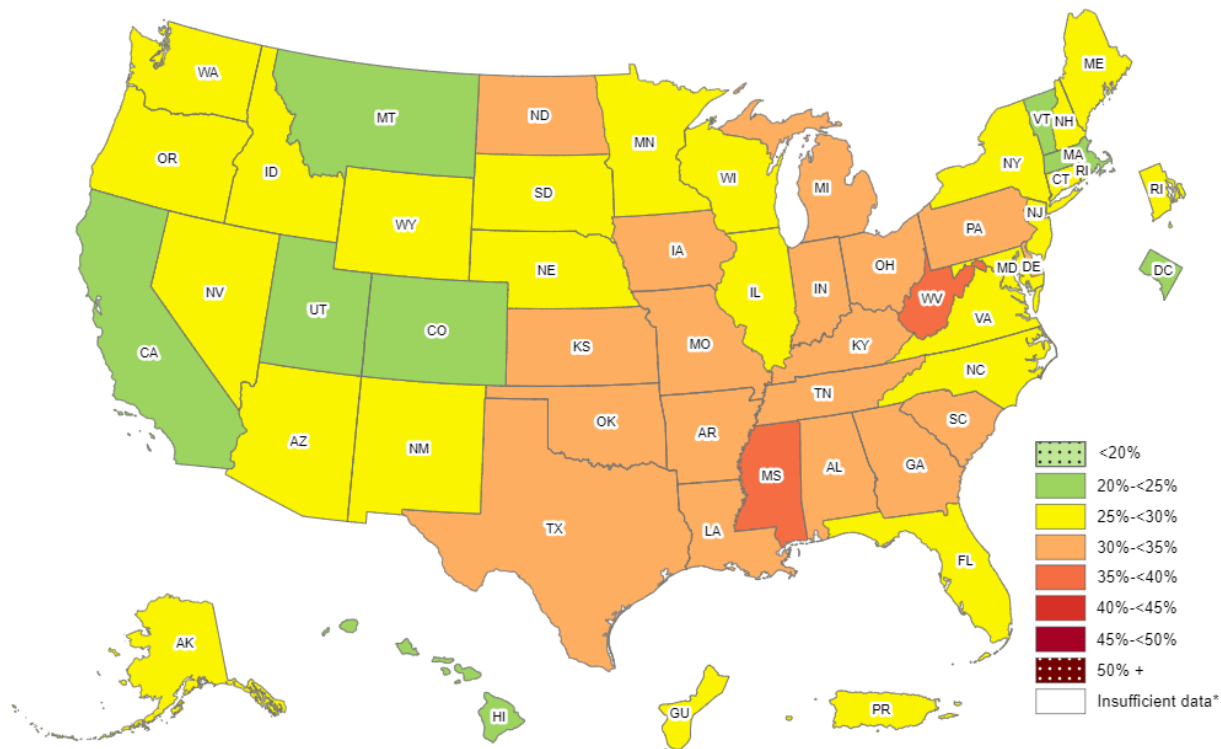


*Sample size <50, the relative standard error (dividing the standard error by the prevalence) $\geq 30\%$, or no data in a specific year.



Prevalence[†] of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2013

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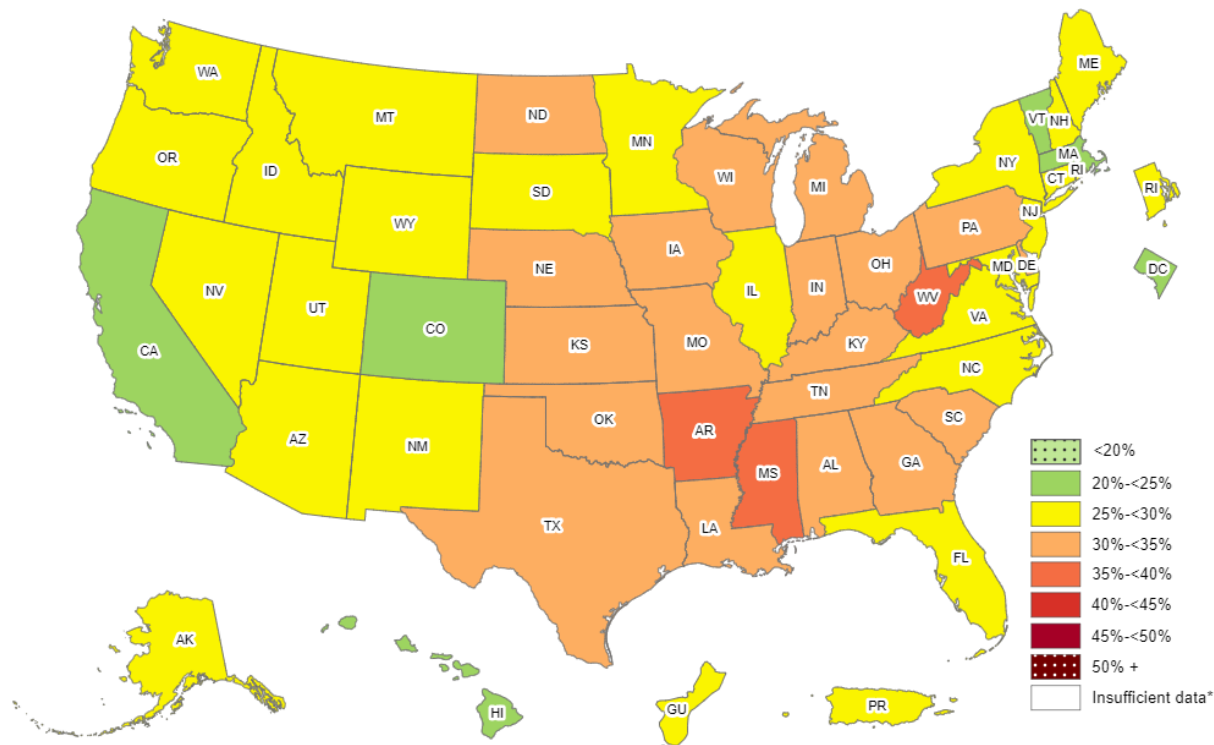


*Sample size <50, the relative standard error (dividing the standard error by the prevalence) $\geq 30\%$, or no data in a specific year.



Prevalence[†] of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2014

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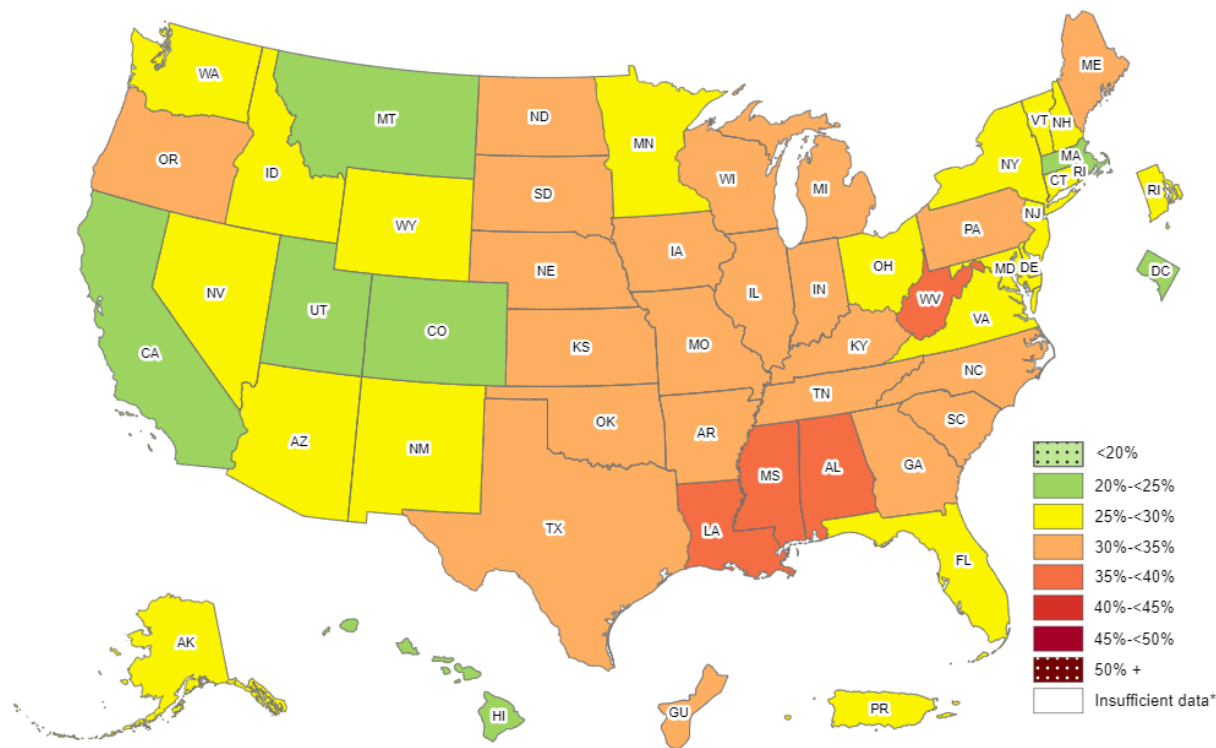


*Sample size <50, the relative standard error (dividing the standard error by the prevalence) $\geq 30\%$, or no data in a specific year.



Prevalence[†] of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2015

[†] Prevalence estimates reflect BRFSS methodological changes started in 2011. These estimates should not be compared to prevalence estimates before 2011.

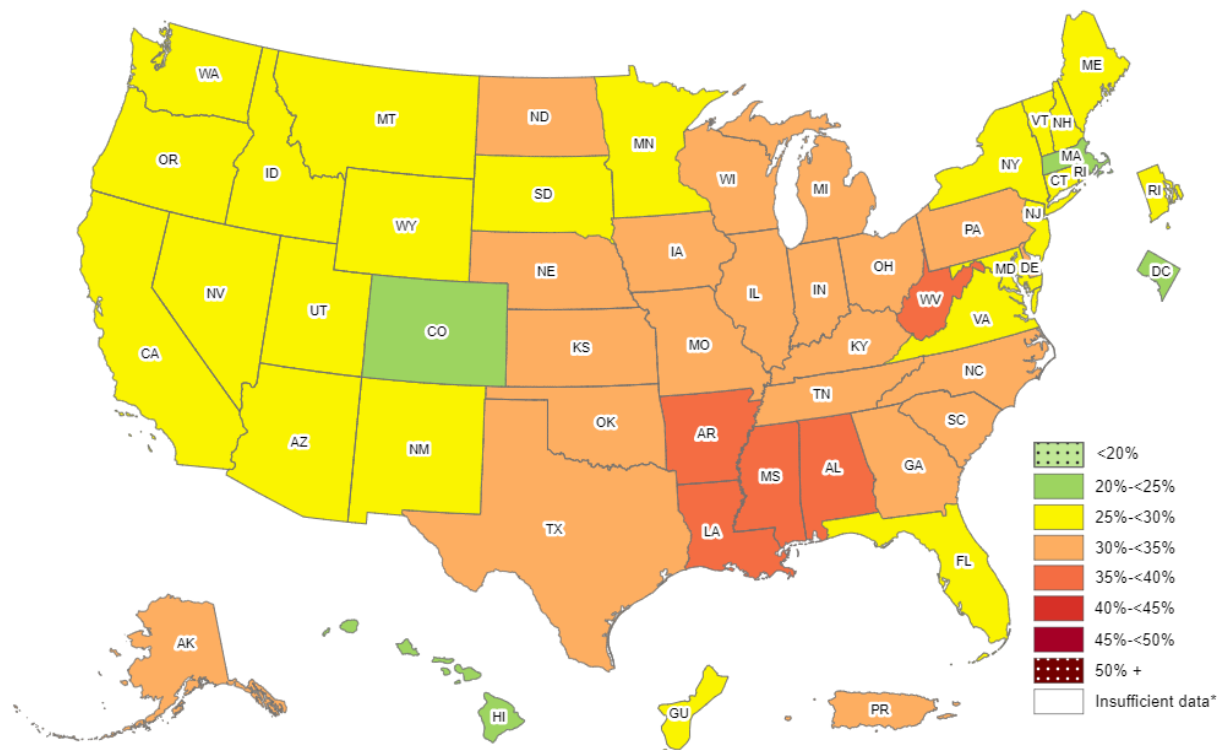


*Sample size <50, the relative standard error (dividing the standard error by the prevalence) $\geq 30\%$, or no data in a specific year.



Prevalence[†] of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2016

[†] Prevalence estimates reflect BRFSS methodological changes started in 2011. These estimates should not be compared to prevalence estimates before 2011.

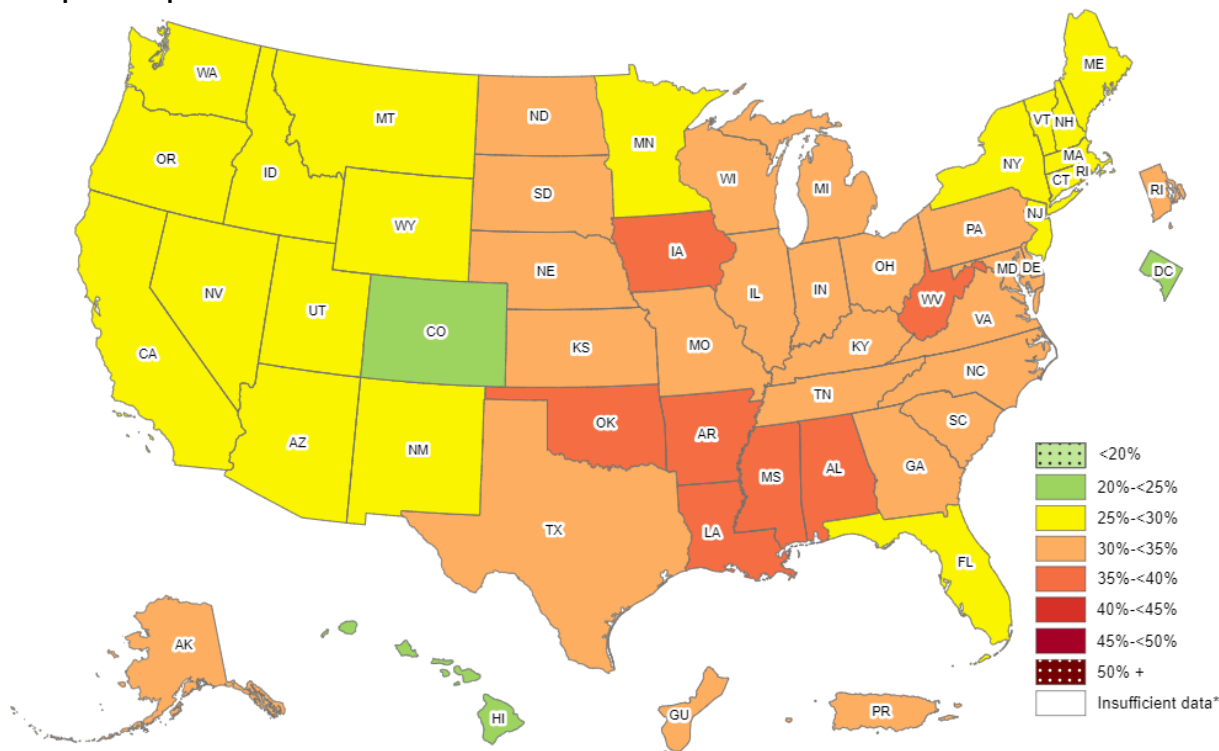


*Sample size <50, the relative standard error (dividing the standard error by the prevalence) ≥30%, or no data in a specific year.



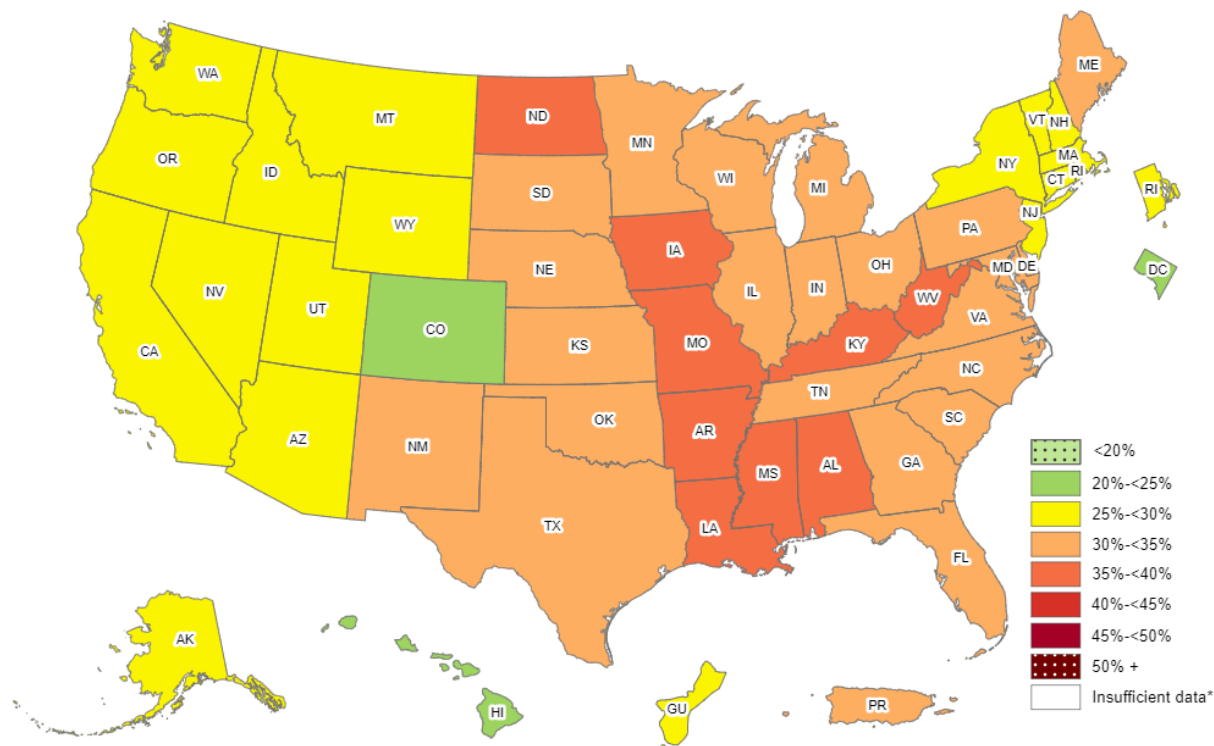
Prevalence¹ of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2017

¹ Prevalence estimates reflect BRFSS methodological changes started in 2011. These estimates should not be compared to prevalence estimates before 2011.



Prevalence¹ of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2018

¹ Prevalence estimates reflect BRFSS methodological changes started in 2011. These estimates should not be compared to prevalence estimates before 2011.

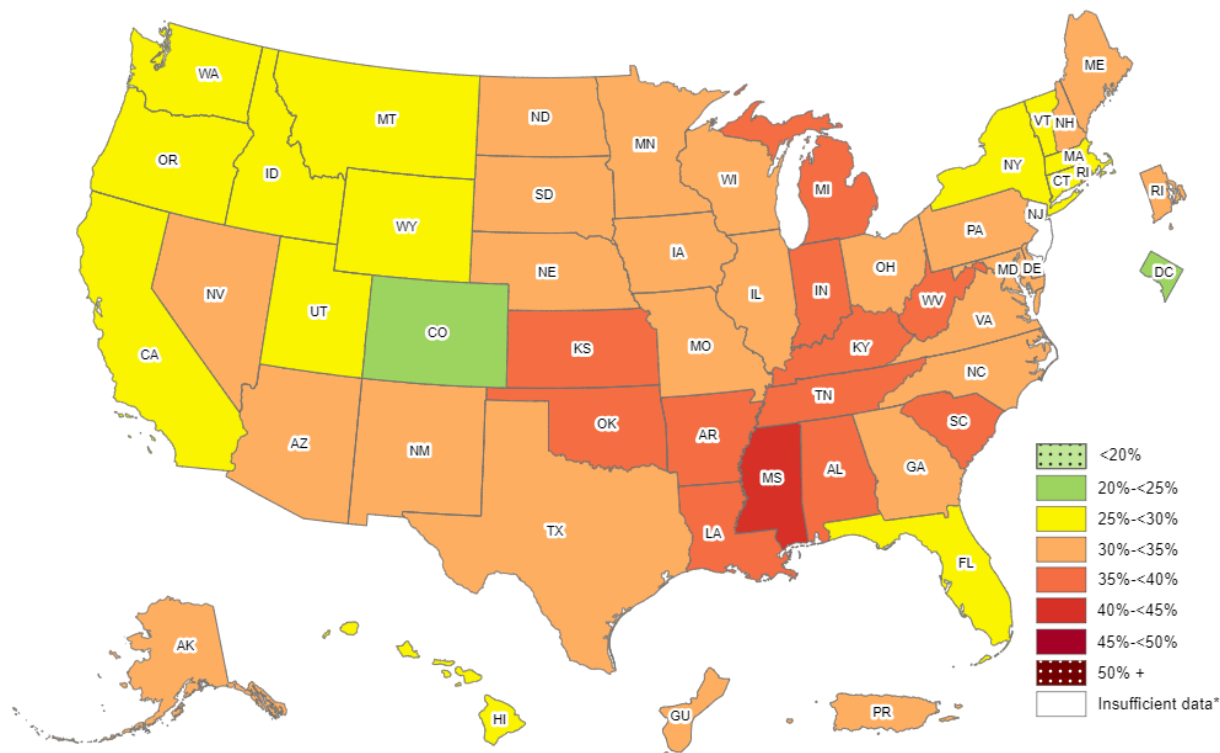


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Prevalence¹ of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2019

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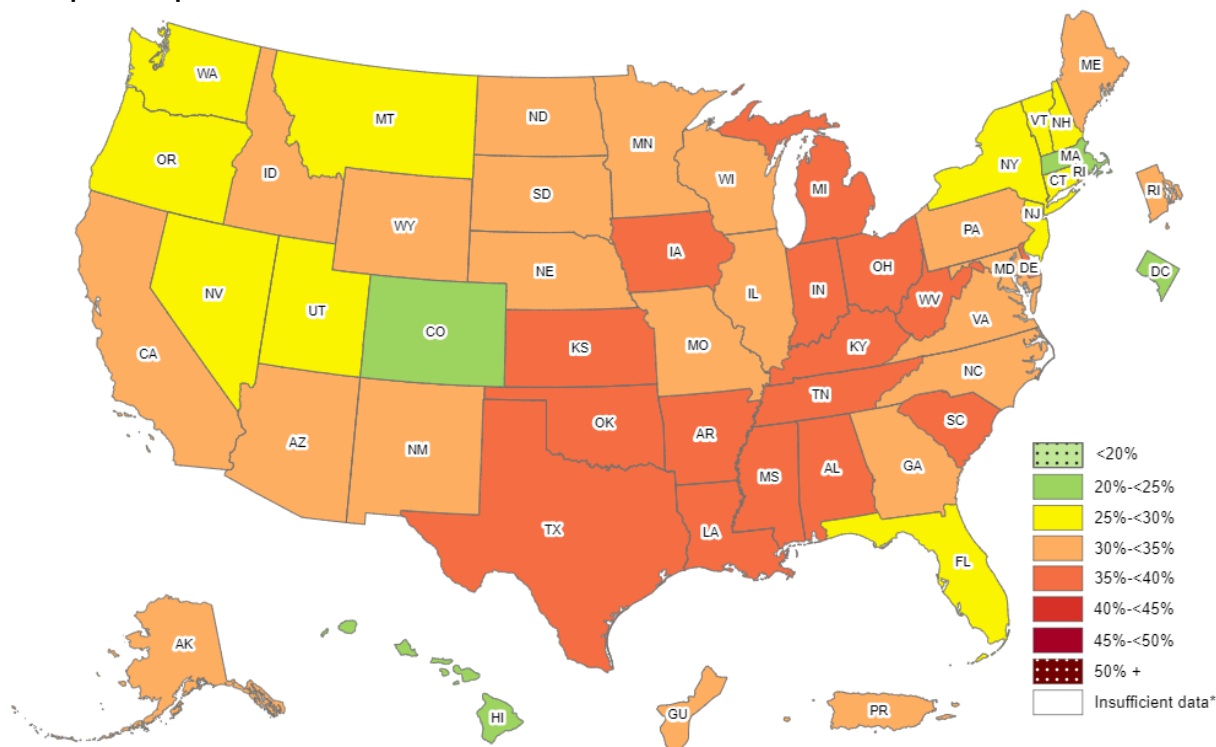


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Prevalence[†] of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2020

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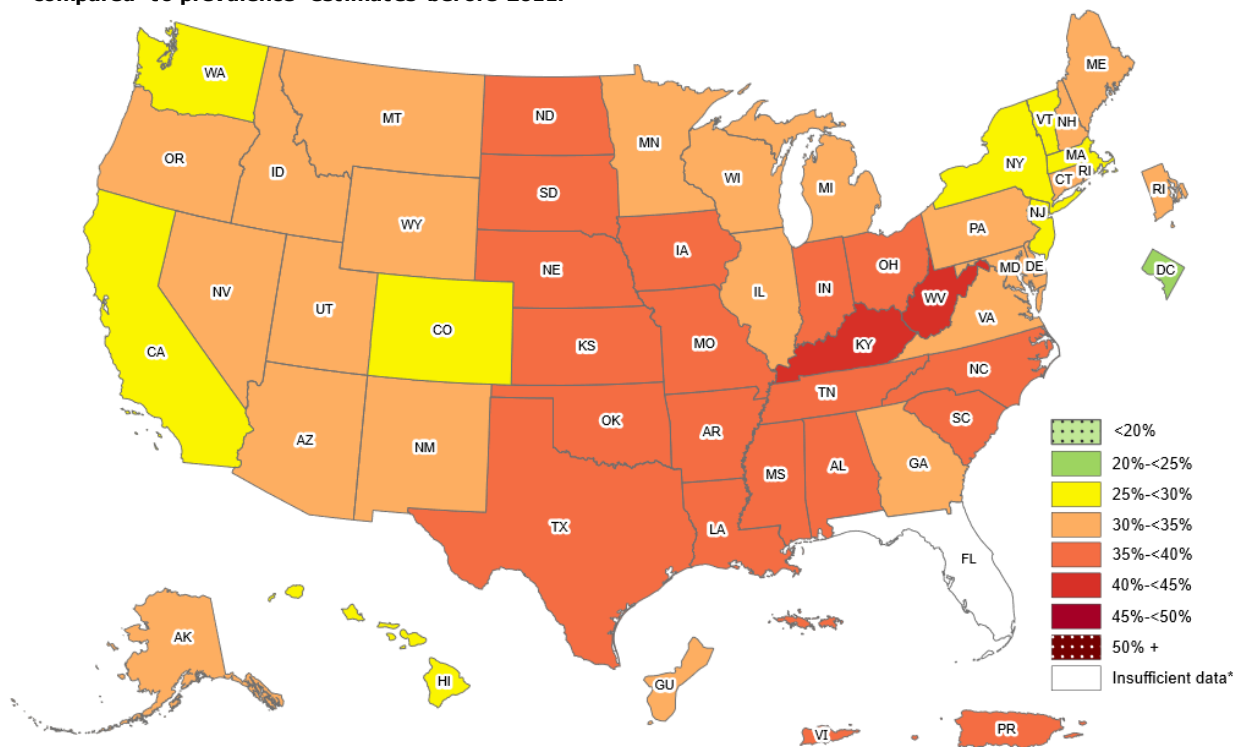


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Prevalence[†] of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2021

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What limits healthy living in a community?



WHERE YOU LIVE AFFECTS YOUR HEALTH!

- Easy access to unhealthy food at a low-cost

Hot Deals Good Food  **McDonald's**

 Big Mac \$1.00	 2 Big Macs 2 Med. Fries 2 Med. Drinks \$5.99	 Big N' Tasty \$1.00	 Buy one, Get one FREE Sausage Egg Biscuit	 Hamburger Happy Meal \$1.79
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Coupons Good at These 6 Locations

Bullhead City 2250 Hwy 95	Fort Mohave 3724 S. Hwy 95	Kingman 5264 E. Andy Devine	Havasai 100 Swanson Ave	Bullhead Express inside Wal-Mart	Kingman Express inside Wal-Mart
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\$1 YOUR WAY MENU
Now at BURGER KING

At participating U.S. restaurants. See us.com/bk for details. TM & © 2022 Burger King

\$5 DOUBLE CHALUPA BOX limited edition

A participating location for a limited time. Price may vary. See us.com for details. All McDonald's trademarks are owned by PepsiCo, Inc. © 2022 Taco Bell. © 2022 McDonald's. Price and participation may vary. Cannot be combined with any other offer or combo meal. Valid for item of equal or lesser value. MCD app download and registration required.



Wendy's

**BEAT DIABETES
BUY 5 JR. FROSTYS
FOR \$1**



Burger
\$0.99

BUY ONE GET ANY ONE FREE

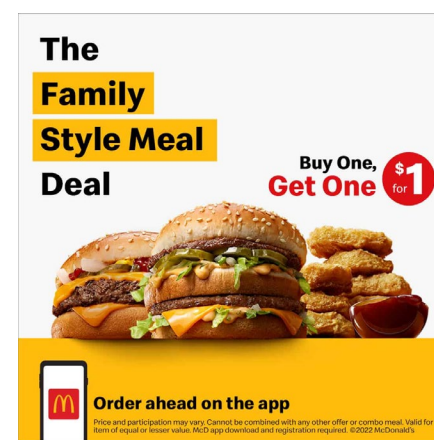


Doritos/Doritos Dip 1.89g/2.10g
Pepsi 2 Liter
£1.89-£2.10

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The Family Style Meal Deal

Buy One, Get One \$1



Order ahead on the app

Price and participation may vary. Cannot be combined with any other offer or combo meal. Valid for item of equal or lesser value. MCD app download and registration required. © 2022 McDonald's.



WHERE YOU LIVE EFFECTS YOUR HEALTH!

Environmental limitations



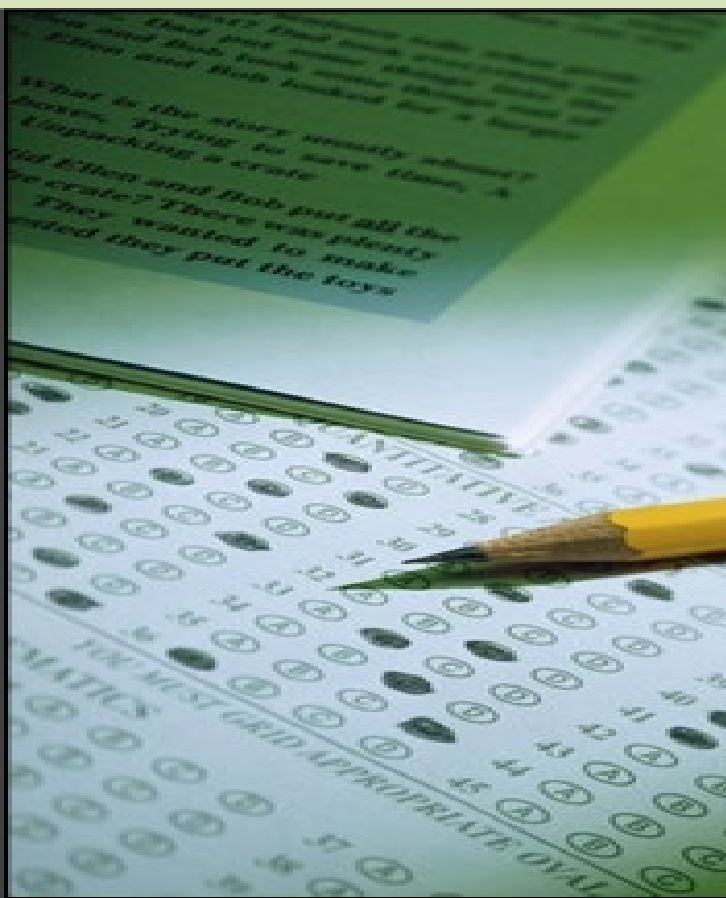
HOW MUCH YOU MOVE, EFFECTS YOUR HEALTH!

More time watching TV, being in front of a computer, and less time being active





HOW MUCH YOU MOVE, EFFECTS CHILDREN'S HEALTH!



active kids learn better

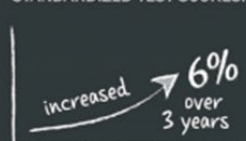


physical activity at school is a win-win for students and teachers

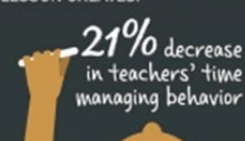
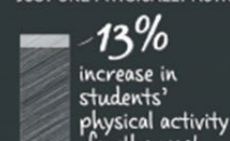
GRADES:



STANDARDIZED TEST SCORES:

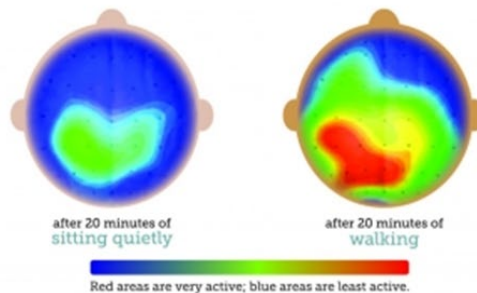


JUST ONE PHYSICALLY ACTIVE LESSON CREATES:



physically active kids have more active brains

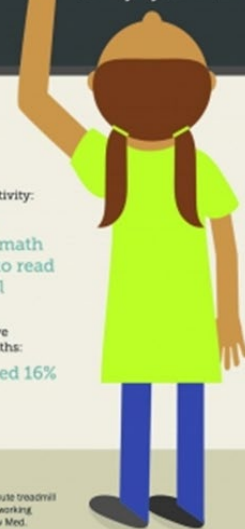
BRAIN SCANS OF STUDENTS TAKING A TEST:



MORE RESULTS:

after 20 minutes of physical activity: students tested better in reading, spelling & math and were more likely to read above their grade level

after being in a physically active afterschool program for 9 months: memory tasks improved 16%



SOURCES: Donnelly J.E. and Lambourne K. (2011). Classroom-based physical activity, cognition, and academic achievement. *Prev Med.* 52(Suppl 1):S36-542. Hillman C.H. et al. (2009). The effect of acute treadmill walking on cognitive control and academic achievement in preadolescent children. *Neuroscience.* 159(3):1044-1054. Kamgo K. et al. (2011). The effects of an afterschool physical activity program on working memory in preadolescent children. *Dev Sci.* 14(5):1046-1058. Kibbe D.L. et al. (2011). Ten years of TAKE 10!: integrating physical activity with academic concepts in elementary school classrooms. *Prev Med.* 52(Suppl 1):S43-50. Nelson M.C. and Gordon-Larsen P. (2006). Physical activity and sedentary behavior patterns are associated with selected adolescent health risk behaviors. *Pediatrics.* 117(4): 1281-1290.

Learn more about why active kids learn better and how schools can help at activelivingresearch.org/activeeducationbrief.

Despite the growing body of evidence showing a positive relationship between physical activity and measures of academic achievement, including grade point average (Kontomaa et al, 2013), rate of learning (Hillman et al., 2009), and classroom behavior (Davis and Cooper, 2011), as well as cognitive, social, and motor skill development and ability (Active Living Research, 2015).

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://www.youtube.com/watch?v=7ExuAiKoVi0>

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