

Common Community Measures for Obesity Prevention

April 11, 2008
Active Living Research Annual Conference
Washington, DC

Kathleen Sobush¹, Diane Dunet¹,
Erika Fulmer², Jeanette Renaud², and Laura Kettel Khan¹

¹Centers for Disease Control and Prevention
²RTI International, Inc.



SAFER • HEALTHIER • PEOPLE™



The findings and conclusions in this poster are those of the authors and do not necessarily represent the views of the Centers for Disease Control and Prevention

Dilemma

- ◆ Many efforts, many places
- ◆ Many funders, many requirements
- ◆ Many evaluators and researchers
- ◆ Many different measures
- ◆ Despite many activities, no efficient way to build the evidence base

Project Purpose

- ◆ Identify a core set of community level measures that can be used for community planning, evaluation, and research.
- ◆ The measures will focus on policy and environmental strategies that impact obesity prevention, particularly childhood obesity.

Definitions

- ✦ Community: A social entity that can be spatially classified based on where people live, work, learn, worship, and play
- ✦ Measure: A single data element that attempts to evaluate without bias an obesity prevention strategy

Project Funders

- ◆ CDC
- ◆ Robert Wood Johnson Foundation
- ◆ W.K. Kellogg Foundation
- ◆ Kaiser Permanente
- ◆ CDC Foundation

- ◆ Traction to use the measures

Common Community Measures for Obesity Prevention

State of the Art in Community Practice

- ✦ Grounded in Evidence
 - Peer- reviewed literature
 - Expert opinion
 - Aspirational
- ✦ Guided by principles of transparency, stakeholder involvement, and documentation

Strategy Identification

- ◆ Literature Scan
 - Identified 270 meta-analysis or review articles
 - 145 articles were eliminated based on exclusion criteria
 - 31 were not obtained in time for scan
 - In total, 94 articles and 7 key documents were scanned
- ◆ Identified potential policy and environmental strategies.
 - Review did not determine intervention effectiveness
 - 791 strategies identified
 - Similar Strategies grouped together
- ◆ Resulted in 179 Strategies

Strategies Rated and Discussed

Strategy Rating Criteria

◆ Reach

- The strategy is likely to affect a large percentage of the target population.

◆ Strategy Sustainability

- The strategy will endure over time.

◆ Mutability

- The strategy is in the realm of the community's control.

◆ Transferability

- The strategy can be implemented in communities that differ in size, resources, and demographics.

◆ Health Effect Sustainability

- The health effect of the strategy will endure over time.

◆ Effect Size

- The magnitude of the health effects of the strategy.

Strategy Rating

- ✦ Initial ratings and discussions narrowed the strategies from 179 to 47
- ✦ Additional input narrowed the list further to 26 strategies

Proposed Nutrition Strategies

◆ Food Availability

- Strategies related to access, availability and affordability of healthier food and beverage choices, access to supermarkets and mechanisms for purchasing food from farms

◆ Advertisement/Promotion

- Strategies related to the promotion of breastfeeding and limiting promotions of less healthy foods and beverages

◆ Incentives/Disincentives

- Strategies related to pricing schemes to promote the purchase of healthier foods and beverages and incentives related to food production and also to retail locations in underserved areas

Proposed Physical Activity Strategies

◆ Recreation

- Strategies related to facility access, extracurricular opportunities, and physical education in schools

◆ Transportation

- Strategies related to infrastructure supporting walking, bicycling, and public transportation

◆ Land Use/Design

- Strategies related to school siting and mixed use development

◆ Safety

- Strategies related to personal safety and traffic safety

Proposed Other Obesity Related Strategies

✦ Other

- Strategies related to community coalitions and television viewing

Next Steps

- ◆ Strategy Summary Development
- ◆ Measure Nomination
- ◆ Measure Identification
- ◆ Reporting
- ◆ Stakeholder Input
- ◆ Clearance and Review
- ◆ Dissemination

Thank You

Questions?

Contact:

Katie Sobush MS, MPH
Associate Project Director
ksobush@cdc.gov