‘NEXT PRACTICES’ REQUIRES COLLABORATION TO SOLVE COMPLEX ISSUES: A CASE FOR CHILD OBESITY 180

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July 31, 2016
CURRENT FUNDING

• National Institutes of Health: multiple grants
• United States Department of Agriculture: multiple grants
• Robert Wood Johnson Foundation
• JPB Foundation
• New Balance Foundation
• The Boston Foundation
• Newman’s Own Foundation
• Dolan Family Foundation
• New Balance Chair in Childhood Nutrition

ADDITIONAL FUNDING (WITHIN PAST 5 YEARS)

• Harvard Pilgrim Healthcare Foundation
• American Heart Association

NOTES: Obesity is defined as body mass index (BMI) greater than or equal to the 95th percentile from the sex-specific BMI-for-age 2000 CDC Growth Charts.

HOW WE MUST WORK

Where we’re going...

SCHOOLS
HOME
HEALTH CARE
GOVERNMENT
COMMUNITY-BASED ORGS
BUSINESS
MEDIA
CREATING IMPACT

- **DISCOVER**: Generate evidence
- **INNOVATION**: Put evidence into action
- **PILOT**: Refine implementation
- **SCALE**: Apply novel approaches nationally
CONDUCTING COMMUNITY INTERVENTIONS

Engagement → Capacity-Building → Sustainability

SHAPE UP SOMERVILLE (2002-2005)

Shape Up Somerville: Eat Smart. Play Hard.

SCHOOL
Child, Teachers, Administration, Staff

LOCAL GOVERNMENT

HOME
Parent, Child, Family

COMMUNITY
Restaurants, ethnic groups, afterschool programs

HEALTHCARE

MEDIA

R06/CCR121519-01 from the Centers for Disease Control and Prevention. Additional support by Blue Cross Blue Shield of Massachusetts, United Way of Mass Bay, The US Potato Board, Stonyfield Farm, and Dole Foods
SHAPE UP SOMERVILLE: RESULTS

**DECREASED**
- BMI-z score
- Obesity prevalence
  - Children
  - Parent spillover
- Sugary drink intake
- Screen time

**INCREASED**
- Sports and activities
- Policy change
- Healthy restaurant meals
- Overhaul of school food and competitive foods

References:

THE DYNAMICS OF COMMUNITY CHANGE

Hennessy, Economos et al. Mapping the dynamics of community change: A case study of Shape-Up Somerville (in prep)

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SHAPE UP SOMERVILLE: SUSTAINABILITY

• Sustained and expanded in Somerville
• Informed change at the national level
REPLICATING SHAPE UP SOMERVILLE (2007-2012)

- 2007-2012
- 18 communities
- 200,000 kids = 0.25%
THE CHILD OBESITY180 APPROACH

Impact
Reach 80% of children ages 5-12 nationwide, with a health equity focus

Rigor of Science

Innovation of Business

ENGAGING THE PRIVATE SECTOR

Solving problems

Integrating business strategies

Funding our initiatives
4 EVIDENCE-BASED INITIATIVES

Restaurant Initiative
healthy menus for kids

active schools acceleration project

healthy kids out of school

THE BREAKFAST EFFECT

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A FOCUS ON HEALTH EQUITY

- Purposeful collaborations
- Targeted incentives
- Participatory development
- Tracking of key equity metrics
- Staff professional development
- University involvement
- Data- and community-informed interventions
Increase demand for, and supply of, healthier options for kids.

<table>
<thead>
<tr>
<th>Innovation</th>
<th>Make a compelling business case while driving consumer demand.</th>
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<tbody>
<tr>
<td>Rigor</td>
<td>Conduct research to inform direction, add to evidence base, influence supply.</td>
</tr>
<tr>
<td>Scale</td>
<td>Execute national campaign to boost demand.</td>
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</tbody>
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MOMS’ BARRIERS AND MOTIVATION FOR CHOOSING HEALTHIER MENU OPTIONS

Hectic lives

- Not the best choice for my child
- Cooking is more expensive
- Feel guilty
- “I know I shouldn’t”
- Way to treat kids

Very price sensitive

- Want kids to learn healthy habits
- Want kids to be satisfied

No time to cook

- Want kids to be their best
- “My child is a reflection of me”

Eating healthy at fast food = expensive, not satisfying

Fast food = good value, convenient

Want kids to be satisfied

- Posted calorie info nice to have, won’t change purchase

600 calories not enough for my active child

Poster calorie info nice to have, won’t change purchase

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PILOTTING THE CAMPAIGN

YOU WOULDN'T GIVE THEM THE KEYS TO THE CAR.
WHY GIVE THEM AN ADULT-SIZED MEAL?
THEY'RE KIDS. ORDER THEIR MEALS FROM THE KIDS' MENU.

ADULT-SIZED MEAL
0 CALORIES

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ACTIVE SCHOOLS ACCELERATION PROJECT

Increase quality physical activity in schools.

<table>
<thead>
<tr>
<th>Innovation</th>
<th>Crowdsource school-based PA programs.</th>
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<tbody>
<tr>
<td>Rigor</td>
<td>Pilot and evaluate 3 promising programs in 1000 schools.</td>
</tr>
<tr>
<td>Scale</td>
<td>Ignite nationwide walking/running movement.</td>
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BILLION MILE RACE

YOU'RE INVITED, RACE WITH

Walk, Skip, Run.

035,430,591 MILES
2016 SHOE MAKEOVER: BOWLING GREEN, KY

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COLLABORATION WITH WNET

Cyberchase
STEP IT UP!

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**HEALTHY KIDS OUT OF SCHOOL**

**Innovation**
Engage nine OST CEOs to develop and adopt 3 consistent, simple principles.

**Rigor**
Evaluate tailored implementation mechanisms across 3 states.

**Scale**
Embed tailored programs within structure of national organizations.

Improve nutrition and increase PA in out-of-school-time programs.
Drink Right: Choose water over sugary beverages.

Move More: Boost movement and physical activity.

Snack Smart: Fuel up on fruits and vegetables.
STRONG GIRLS HEALTHY MEETING PATCH
Advance the evidence base around school breakfast.

<table>
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<th>Innovation</th>
<th>Leverage natural experiment to study the effect of Breakfast in the Classroom (BIC).</th>
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<tr>
<td>Rigor</td>
<td>Assess individual- and school-level outcomes in schools with BIC.</td>
</tr>
<tr>
<td>Scale</td>
<td>Produce video series to share research in support of school breakfast.</td>
</tr>
</tbody>
</table>

BREAKFAST EFFECT VIDEO SERIES

The Breakfast Effect

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CHALLENGES OF OUR APPROACH

- Academic rigor vs. speed to market
- Grassroots relationship-building vs. national scale
- Achieving broad reach vs. prioritizing highest-risk children
WHAT YOU CAN DO

• Connect and collaborate with colleagues in other sectors
  – e.g., business, health care, education
• Educate yourself on systems thinking and approaches
• Evaluate your work - use rigor and innovative methods
• Scale/expand your programming to other locations or cities and/or a wider group of children within your organization
• Join us!
JOIN US

ChildObesity180.org

BillionMileRace.org

HealthyKidsHub.org

ChildObesity180.org/HealthyMeals

ChildObesity180.org/Breakfast

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THANK YOU!