

Childhood Obesity & Family Wellness



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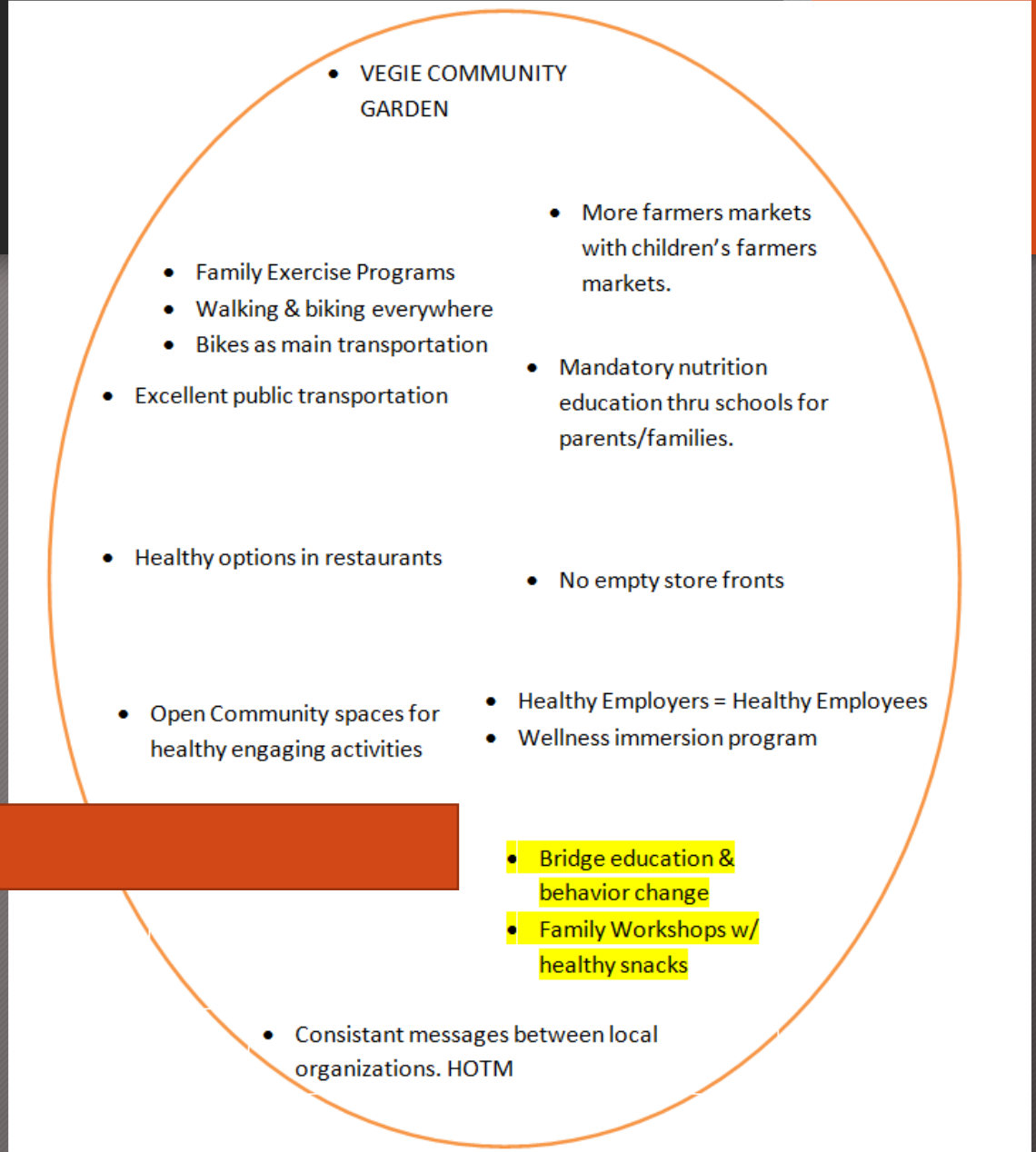
CHOW

The Key Players

Tarney Sheldon,
Jake Burgess,
Cici Winiger,
Doreen Blumenfeld,
Heather Criss,
Eileen Nunez,
Tiffany Gibson,
Darca Nicholson,
Maira Meza

Evidence of Success The Victory Circle

- 1) Bridge Education/Behavior Change Gap
- 2) Family Workshops with Healthy Snacks



Inputs	Outputs		Outcomes -- Impact		
	Activities	Participation	Short	Medium	Long
<p>Who should be at the table: (contact) MCOE (Heather) USD, Terry S? (Heather) Willits Sch Dist (Doreen) Fort Brag Sch Dist (Neil) Pt. Arena Sch D (Tarney) Coastal Hospital (Cici) ARCH (Tarney, Neil) MCHC (Tarney, Neil) Round Valley (Colleen) Tribal Health (Colleen) Hopland T H (Colleen) Pinoleville T H (Heather) Kids Club Willits(Doreen) City Councils/Staff? Rec. Dept. Uk (Tarney) Rec. Dept F B (Heather)</p> <p>Resources NCO: Gardens Project, Head Start. UVMC: Public Garden, Diabetes Ed. Family Med. Health Fair, Fit Bits Howard Hospital: pre-diabetic Ed. Clinics, Public Health: SNAP-ED, Walk/Bike, Safe Routes to School, Healthy Start School Districts, ACORNS-Tribal Health: Round Valley, Sherwood Valley Food Program, Consolidated, Hopland Grown Local, CalFresh, Avenues to Wellness, HOTM, Food Banks, Ukaih Food Coop, Private Wellness Practitioners, HM Calendar</p> <p>Materials Education Manuals and Films, HM database, Social Media, Websites</p>	<p>Wellness Resource Page/ Sharing *internal calendar – to start *external calendar - later *List serve? To inform agencies of upcoming activities to reduce redundancy</p> <p>Unified Message *Marketing *User Guide *PSA *Billboards *Flyers *Ads *Stickers for products and businesses *Branding – Universal Standard *Logo *#: define</p> <p>Sustainability Plan *next step for later development</p>		<p>Education</p> <p>Sharing of services</p> <p>Collaboration</p>	<p>Logo/Branding</p> <p>Awareness of resources</p> <p>Decrease redundancy</p> <p>Community building</p> <p>Increase frequency of messaging</p> <p>Media saturation</p> <p>Increase school children physical activities – walk/bike</p>	<p>Community building</p> <p>Media saturation</p> <p>Increase use of recreational resources</p> <p>Increase attendance at healthy activities</p> <p>Decrease chronic illnesses</p> <p>Increase school children physical activities – walk/bike</p> <p>Increase mental wellness</p>
Assumptions			External Factors		

Inputs - 1) There are a lot of us already working separately on this

- NCO: Gardens Project
- Head Start
- UVMC: Public Garden Diabetes Ed. Family Med. Health Fair, Fit Bits
- Howard Hospital: pre-diabetic Ed.
- Clinics
- Public Health: SNAP-ED, Walk/Bike, Safe Routes to School, Healthy Start
- School Districts
- ACORNS-Tribal Health: Round Valley, Sherwood Valley Food Program, Consolidated, Hopland
- Grown Local
- CalFresh
- Avenues to Wellness
- HOTM
- Food Banks
- Ukiah Food Coop
- Private Wellness Practitioners
- HM Calendar

Inputs - 2) And we're doing a lot of programs

Activities

- 1) Wellness Resource Page/Sharing
 - Communication System
- 2) Unified Message
 - Marketing
 - Branding - Universal
- 3) Sustainability Plan
 - next step for later development



Outcomes - Impact

Short Term

- Education
- Sharing of services
- Collaboration

Medium

- Logo/Branding
- Awareness of resources
- Decrease redundancy
- Community building
- Increase frequency of messaging
- Media saturation
- Increase school children physical activities - walk/bike

Long Term

- Community building
- Media saturation
- Increase use of recreational resources
- Increase attendance at healthy activities
- Decrease chronic illnesses
- Increase school children physical activities - walk/bike
- Increase mental wellness

Immediate Successes... and Sputtering Failures

- City of Ukiah Removed Soda Pop from Vending machines!
 - Way to go, Jake!
- Shared Hashtags
- Trialed Friday Five Email
- Smart Sheet Use
- Walktober Promotion



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Healthy Mendocino Measures

How Do We Measure Success

- 1 15th Grade Students who are at a Healthy Weight or Underweight
- 2 17th Grade Students who are Physically Fit
- 3 19th Grade Students who are at a Healthy Weight or Underweight
- 4 Access to Exercise Opportunities
- 5 Adult Fast Food Consumption
- 6 Adults reporting past Adverse Childhood Experiences (ACEs)
- 7 Adults who are Obese
- 8 Adults who are Overweight or Obese
- 9 Adults who Drink Sugar-Sweetened Beverages
- 10 Adults who Walk Regularly
- 11 Age-Adjusted Death Rate due to Unintentional Injuries
- 12 Alcohol-Impaired Driving Deaths
- 13 Bicycle-Involved Collision Rate
- 14 Child and Teen Fruit Consumption
- 15 Child Food Insecurity Rate
- 16 Children with Health Insurance
- 17 Children with Low Access to a Grocery Store
- 18 Death Rate due to Drug Poisoning
- 19 Drinking Water Violations
- 20 Farmers Market Density
- 21 Fast Food Restaurant Density
- 22 Food Environment Index
- 23 Food Insecurity Rate
- 24 Frequent Physical Distress
- 25 Grocery Store Density
- 26 Households with No Car and Low Access to a Grocery Store
- 27 Insufficient Sleep
- 28 Kindergartners with Required Immunizations
- 29 Life Expectancy for Females
- 30 Life Expectancy for Males
- 31 Low-Income and Low Access to a Grocery Store
- 32 Low-Income Persons who are SNAP Participants
- 33 Pedestrian Death Rate
- 34 People 65+ with Low Access to a Grocery Store
- 35 Recreation and Fitness Facilities
- 36 Substantiated Child Abuse Rate
- 37 Teen Birth Rate: 15-19
- 38 Teens who Smoke: 11th Graders
- 39 Youth within Walking Distance of a Park or Playground
- 40
- 41
- 42 Adults with Diabetes

Determinants of health

