

JUNK FOOD, OBESITY, GOOD HEALTH

A STUDENT-BASED, STUDENT DRIVEN APPROACH TO OBESITY / JUNK FOOD / DIABETES AND DISEASE PREVENTION

DEXTER LOUIE, MD, JD
Moraga School Board
San Francisco Medical Society
California Medical Association Foundation

WHAT'S THE PROBLEM?

- **OVER 60% OF ADULTS ARE OVERWEIGHT/OBESE (BMI)**
- **15-20% OF CHILDREN ARE OVERWEIGHT/OBESE**
- **80% OF CHILDREN REMAIN OVERWEIGHT/OBESE AS ADULTS**
- **EPIDEMIC OF CHILDHOOD TYPE II DIABETES**
- **FUTURE INCREASES IN INCIDENCE OF STROKE, CARDIOVASCULAR DISEASE, ARTHRITIS, HTN, CANCER**
- **LACK OF FITNESS, ABUNDANCE OF COUCH AND SCREEN TIME**
- **COST: OVER \$100 BILLION/YEAR**

A GRASSROOTS APPROACH:

- A NECESSARY COMPLEMENT TO LAW AND POLICY
- State and School Nutrition Policies
 - Comprehensive, award winning
 - Top down approach
- STUDENT-DRIVEN, STUDENT-BASED, GRASSROOTS APPROACH
- WHY? STAKEHOLDER BUY-IN

STUDENT BUY-IN IS CRITICAL

- TOP DOWN IS NOT THE STRATEGY HERE
- STUDENT BUY-IN COMPLEMENTS LAWS, REGULATIONS AND POLICIES
- GOAL IS FOR STUDENTS TO CHANGE BEHAVIOR AND MAKE BETTER CHOICES
- MULTIGENERATIONAL PROBLEM
- MUST ENGAGE AND INVOLVE STUDENTS IN SHARED DECISION MAKING

THIS IS NOT A LECTURE ABOUT THE FOOD PYRAMID

- WE ARE TALKING ABOUT YOUR HEALTH, YOUR FAMILY'S HEALTH, YOUR COMMUNITY'S HEALTH**
- AS A PHYSICIAN, MY FOCUS IS ON THE MEDICAL REALITY OF LIFE-LONG DISEASES RELATED TO JUNK FOOD, TOO MUCH FOOD, AND TOO LITTLE ACTIVITY**
- WE ARE ALL LOOKING FOR A SOLUTION**
- A SOLUTION WILL REQUIRE MANY APPROACHES**

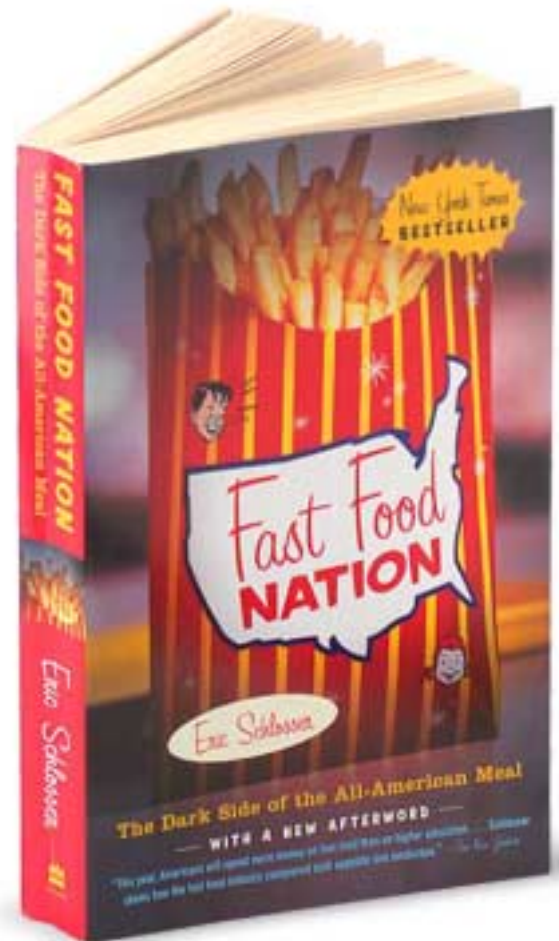
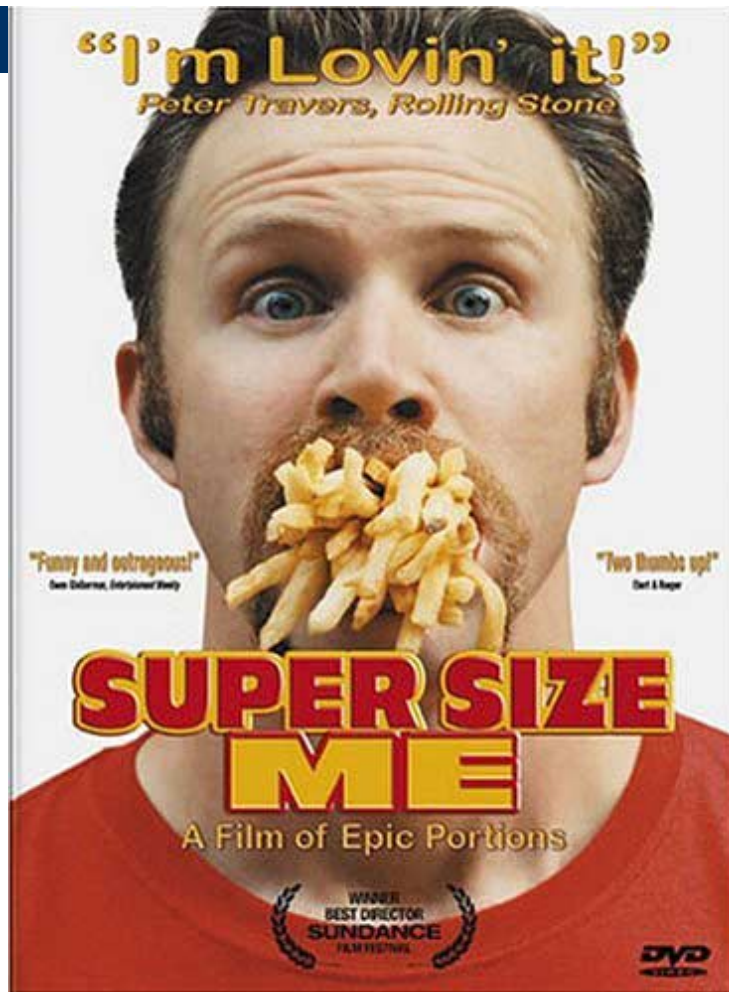
UNDERSTANDING THE PROBLEM AND A STRATEGY

- THE NUMBERS ARE HUGE – OF EPIDEMIC PROPORTIONS
- HEALTH CONSEQUENCES ARE SERIOUS
- NO LONGER ARE WE HUNTER-GATHERERS
- THE PROBLEM DEVELOPED OVER TIME
- THE SOLUTION WILL TAKE PLACE OVER TIME AND AT LEAST TWO GENERATIONS
- THIS STRATEGY INVOLVES ACTIVE STUDENT PARTICIPATION, UNDERSTANDING, BUY-IN

WHY THIS FOCUS ON STUDENTS?

- **ADULT ISSUES ARE DIFFERENT – ALREADY AT 65%**
- **WEIGHT REDUCTION PROGRAMS: <5% SUCCESS RATE**
- **IMMIGRANTS: PARENTS VS. NEXT GENERATIONS**
- **GOAL FOR NEXT GENERATIONS: HEALTHY LIFETIME EATING HABITS BASED ON YOUTH BUY-IN, BETTER UNDERSTANDING AND BETTER DECISION-MAKING**

“STUDY AIDS”



MARKETING STRATEGIES: STUDENTS AS CONSUMERS

- **TARGETS: STUDENTS AND CHILDREN**
- **MARKETING – “FAST FOOD NATION”**
- **BRAND LOYALTY**
- **TASTE: SALT, OIL, SUGAR**
- **“SUPER-SIZING” – PROFIT MARGINS**
- **OUR GOAL: STUDENTS MAKING BETTER, SMARTER CHOICES – BEING BETTER CONSUMERS**

STUDENTS ARE CHALLENGED, DEVELOP THEIR OWN PLANS

- **RESEARCH ON THE INTERNET**
- **INDIVIDUAL CHANGES**
- **TEAM, COMMUNITY APPROACH, BRAINSTORMING: SUB-ISSUES, REVENUE FROM VENDORS, FREEDOM OF CHOICE, CAFETERIA SERVICE, LAWS AND FOOD SERVICE REGULATIONS, CULTURES, FOOD PREFERENCES**
- **WORK WITH ADMINISTRATORS, VENDORS; INTERVIEWS, PRODUCT SAMPLING, REVIEW OF VENDING MACHINE AND SCHOOL MENUS, SNACK SHACKS**

STUDENTS TAKE OWNERSHIP

- **TASTE TESTING AND SURVEYS BY STUDENTS**
- **VENDOR INTERVIEWS, EXACT NUTRITIONAL INFORMATION STUDIED BY STUDENTS**
- **SCHOOL ANNOUNCEMENTS, PUBLICITY BY STUDENTS**
- **SNACK BAR – INCREMENTAL CHANGES**
- **PRICING ISSUES**
- **THE POWER OF PEER PRESSURE (& SUPPORT)**

STUDENT INITIATIVES & IDEAS AT ONE SCHOOL

- ONE VEGETARIAN CHOICE AT LUNCH (3 ENTREES OFFERED)**
- SALAD BARS**

- ADD ONE MILK-CHUG MACHINE**
- REMOVE ONE SODA MACHINE (OF TWO)**
- REMOVE 2ND SODA MACHINE**

- HEALTH AWARENESS WEEK – STUDENT EDUCATION AT A PEER LEVEL**

STUDENT CHOICE



ONE PRINCIPAL SAYS....

“What I find exciting is that the kids are taking ownership, rather than having it forced on them by adults, which in my experience never works anyway.”

Paul Simonin, Principal

STUDENTS ADDRESS PHYSICAL ACTIVITY

- **Jump Rope for Heart**

AMERICAN HEART ASSOCIATION BENEFIT

- **Girls on the Run –**

NON-COMPETITIVE GAMES FOR GIRLS, SELF-ESTEEM,
TALKING

COMMUNITY-SCHOOL PARTNERSHIP

- VOLUNTEER COMMUNITY PHYSICIAN AS A PARTNER
- SCHOOL SITE CHAMPIONS**
- STUDENTS AS ACTIVE PARTICIPANTS
- STUDENTS TAKE RESPONSIBILITY AND OWNERSHIP
- ONE SCHOOL, ONE COMMUNITY AT A TIME
- TAKES COMMITMENT AND TENACITY

** Teachers, Parents, Administrators, others

ADDED BENEFITS

- **THIS MODEL IS ADAPTABLE: SOCIOECONOMIC, CULTURAL, DIVERSITY AND ACADEMIC ISSUES**
- **PROGRAM CAN BE SUCCESSFUL ACROSS ALL STUDENT POPULATIONS AND IN DIFFERENT COMMUNITIES**
- **STUDENTS ADDRESS NEW ISSUES AND DEVELOP NEW STRATEGIES**
- **STUDENTS TAKE RESPONSIBILITY, INDIVIDUALLY AND COLLECTIVELY**
- **NOT ONE SIZE FITS ALL**

PARTNERING WITH A SCHOOL

COMMUNITY PHYSICIANS CAN PLAY AN IMPORTANT ROLE

- **CREDIBILITY**
- **CULTURAL COMPETENCE**
- **COMMITMENT TO CLINICAL CARE, WITH AN ADDED PREVENTIVE, COMMUNITY PUBLIC HEALTH ROLE**