



COMMUNITY-SCHOOL PARTNERSHIPS

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

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California Medical Association Foundation

COMMUNITY-SCHOOL PARTNERSHIP

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



PARTNERING WITH A SCHOOL WHO? ME?

COMMUNITY PHYSICIANS CAN AND SHOULD PLAY AN IMPORTANT ROLE

- **CREDIBILITY**
- **CULTURAL COMPETENCE**
- **COMMITMENT TO CLINICAL CARE, WITH A SHIFT TO A PREVENTIVE, PUBLIC HEALTH ROLE**
- **12 – 24 HOURS/YEAR**



WHAT TO DO NEXT?

- **DEVELOP A PRESENTATION**
 - power point presentation
 - handouts
 - props
- **FIND YOUR SITE CHAMPION(S)**
- **LEVERAGE YOUR TIME**
- **BE PATIENT**

A GRASSROOTS APPROACH: STUDENT BUY-IN IS CRITICAL

- A NECESSARY COMPLEMENT TO LAW AND POLICY
- Nutrition/Wellness Policies = Top down approach
- STUDENT DRIVEN, STUDENT BASED APPROACH
- STRATEGIES:
 - EXPLAINING THE ISSUES
 - STAKEHOLDER BUY-IN
 - ENGAGING AND INVOLVING STUDENTS
- WHY? GOAL IS FOR STUDENTS TO CHANGE BEHAVIOR, DEVELOP GOOD LIFELONG HABITS

COMPONENTS OF THIS GRASSROOTS PROGRAM:

- **FACTS: WE ALL KNOW THE NUMBERS**
- **UNDERSTANDING THE PROBLEM OF OBESITY**
- **WHY STUDENTS ARE IMPORTANT**
- **MARKETING STRATEGIES : STUDENTS AS CONSUMERS**
- **STUDENTS DEVELOP THEIR OWN PLANS**
- **STUDENTS TAKE OWNERSHIP**
- **STUDENT INITIATIVES & IDEAS AT ONE SCHOOL**

TALKING TO STUDENTS: THIS IS NOT A LECTURE ABOUT THE FOOD PYRAMID

- WHY AM I HERE? WHY IS OBESITY SUCH A BIG DEAL?
- WE ARE TALKING ABOUT YOUR HEALTH AND YOUR FAMILY'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
- A SOLUTION WILL REQUIRE MANY APPROACHES

THE FACTS: WE ALL KNOW THE NUMBERS

- 60% OF ADULTS ARE OVERWEIGHT/OBESE
- 15-20% OF CHILDREN ARE OVERWEIGHT/OBESE
- 80% OF CHILDREN REMAIN OVERWEIGHT/OBESE AS ADULTS
- FUTURE INCREASES IN INCIDENCE OF STROKE, CARDIOVASCULAR DISEASE, ARTHRITIS, HTN, CANCER
- EPIDEMIC OF TYPE 2 DIABETES IN CHILDREN
- LACK OF FITNESS, ABUNDANCE OF COUCH AND SCREEN TIME
- COST: OVER \$100 BILLION/YEAR
- AGAIN, THIS IS NOT ABOUT APPEARANCE

UNDERSTANDING THE PROBLEM AND ONE 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

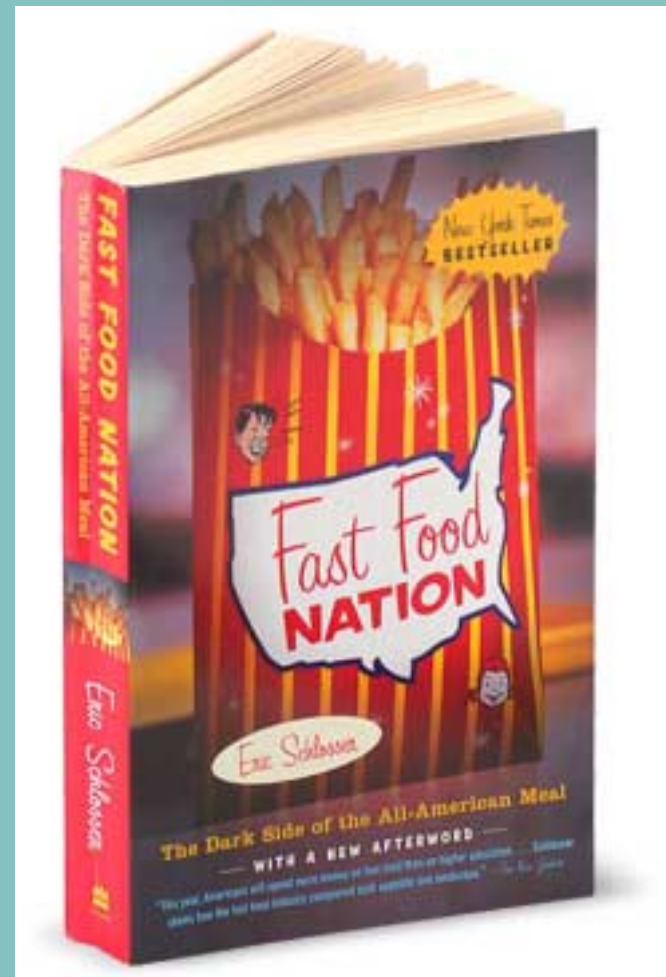
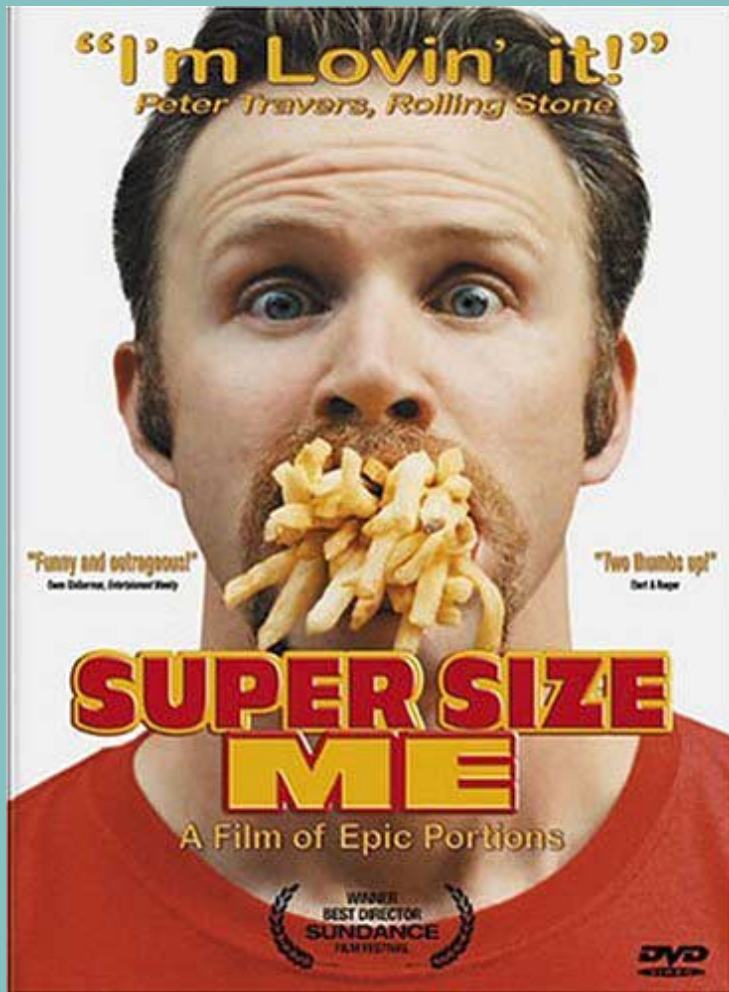
■ WHY FOCUS ON STUDENTS?

- **THE ADULT ISSUES ARE DIFFERENT**
- **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**

MARKETING STRATEGIES: STUDENTS AS CONSUMERS

- **TARGETS: STUDENTS AND CHILDREN**
- **MARKETING – “FAST FOOD NATION”**
Benefits, nutrition info from marketing, not science dept.
- **BRAND LOYALTY**
- **TASTE: SALT, OIL, SUGAR**
- **“SUPER-SIZING” – PROFIT MARGINS**
- **OUR GOAL: STUDENTS MAKING BETTER, SMARTER CHOICES – BEING BETTER CONSUMERS**

“STUDY AIDS”



STUDENTS ARE CHALLENGED, DEVELOP THEIR OWN PLANS

- RESEARCH ON THE INTERNET
- TEAM 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

■ **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)
- 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 THE HEART**
AMERICAN HEART ASSOCIATION BENEFIT
- **GIRLS ON THE RUN**
NON-COMPETITIVE GAMES FOR GIRLS, SELF-ESTEEM, TALKING
- **PHYSICAL ACTIVITY ON THEIR OWN**
EARLY MORNING OR AFTER SCHOOL ACTIVITIES

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ADDED BENEFITS

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



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