



—HEALTHY WASHOE—

- 5** or more fruits & vegetables
- 2** hours or less recreational screen time*
- 1** hour or more of physical activity
- 0** sugary drinks, more water

*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

5210 Healthy Washoe

CHIP (2018 – 2020) for increasing Physical Activity & improving Nutrition (PA/N) – based on priorities in CHNA

CHIP Committee PA/N oversees

- 5210 Healthy Washoe
- Healthy Vending
- Family Health Festivals
- Improve environment in parks to better promote PA/N

5210 Healthy Washoe Advisory Board

5210 Healthy Washoe Work Group

CHIP Action Plan

5 youth organizations

5 work places – “Small Steps”

1 health care provider setting

Advisory Board

Evaluation methodology

Marketing plan

Funding for implementation and sustainability

ISSUES AT HAND

Obesity

- Obesity is the #1 chronic health problem worldwide.
- Preventative efforts are too few and fragmented.

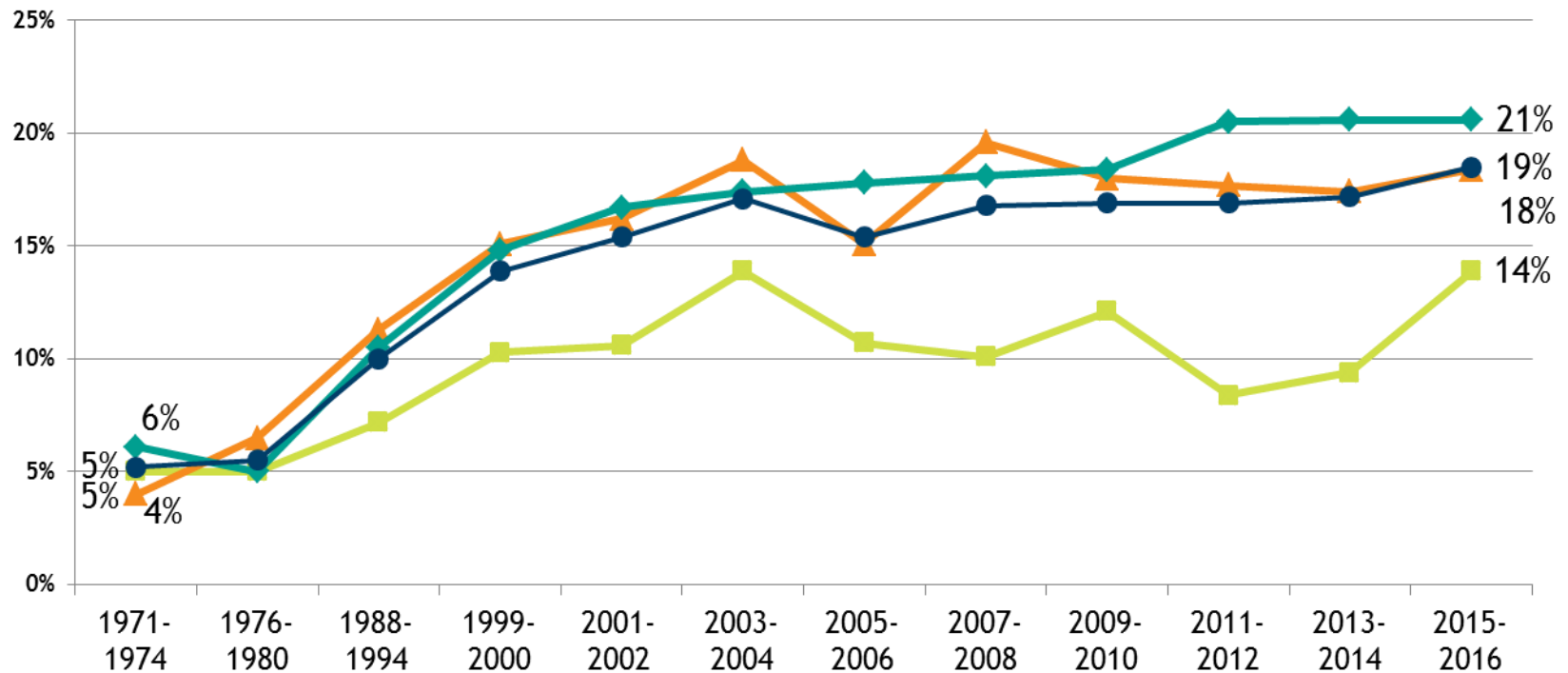
Opportunities

- Work can together towards a healthier community
- Healthy Washoe can make life easier for organizations to promote wellness

PREVALENCE OF OBESITY IN THE U.S. FOR CHILDREN AND ADOLESCENTS AGED 2-19

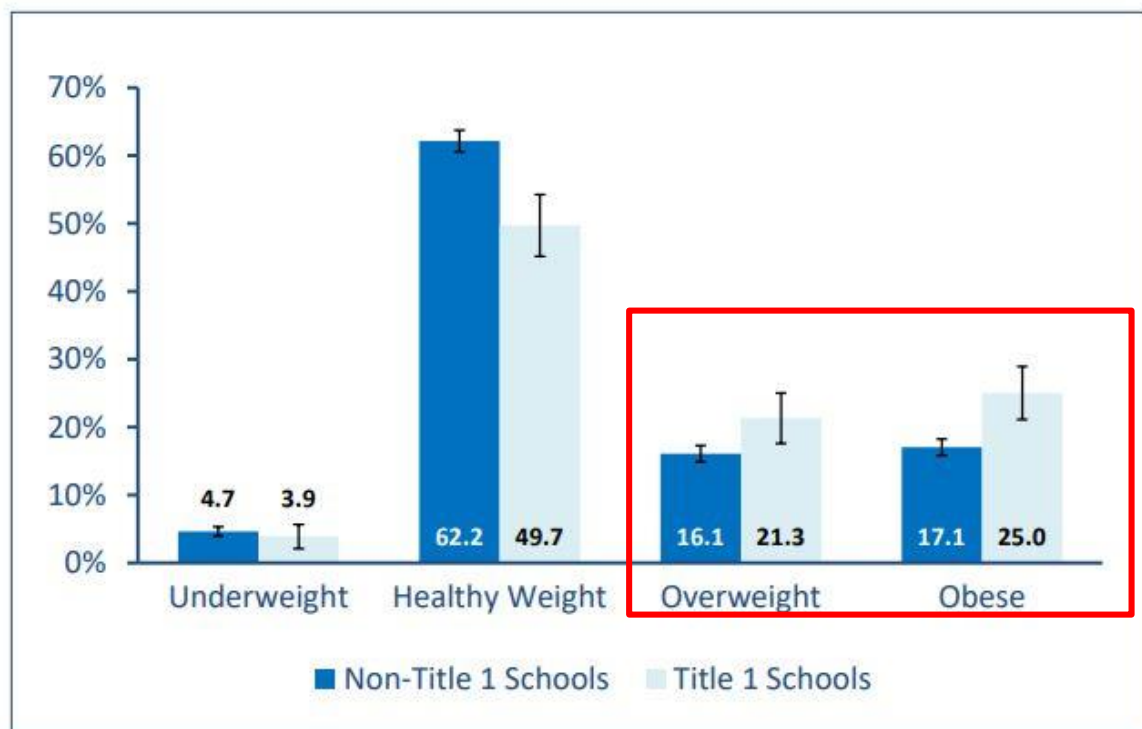
National Health and Nutrition Examination Survey (NHANES)

■ Age 2-5 ▲ Age 6-11 ◆ Age 12-19 ● Age 2-19



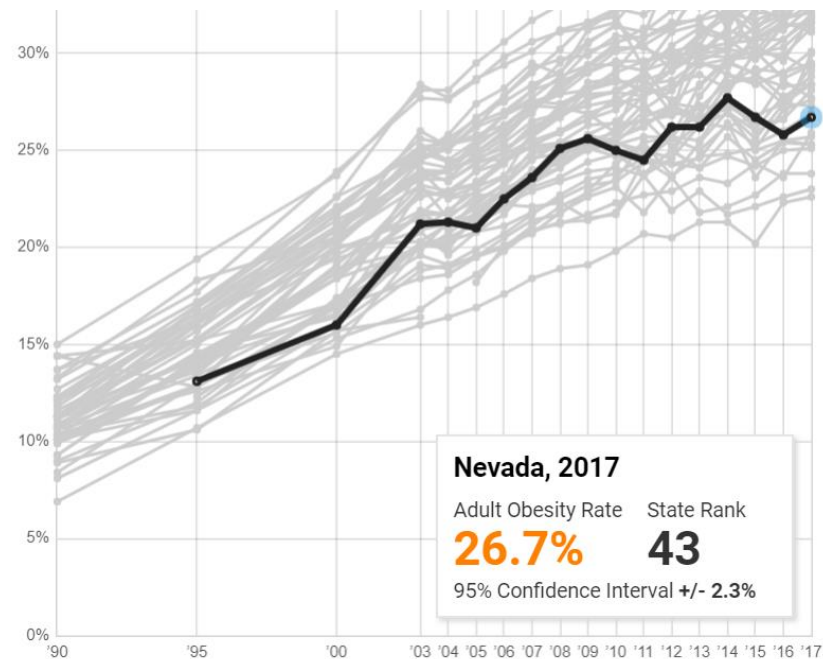
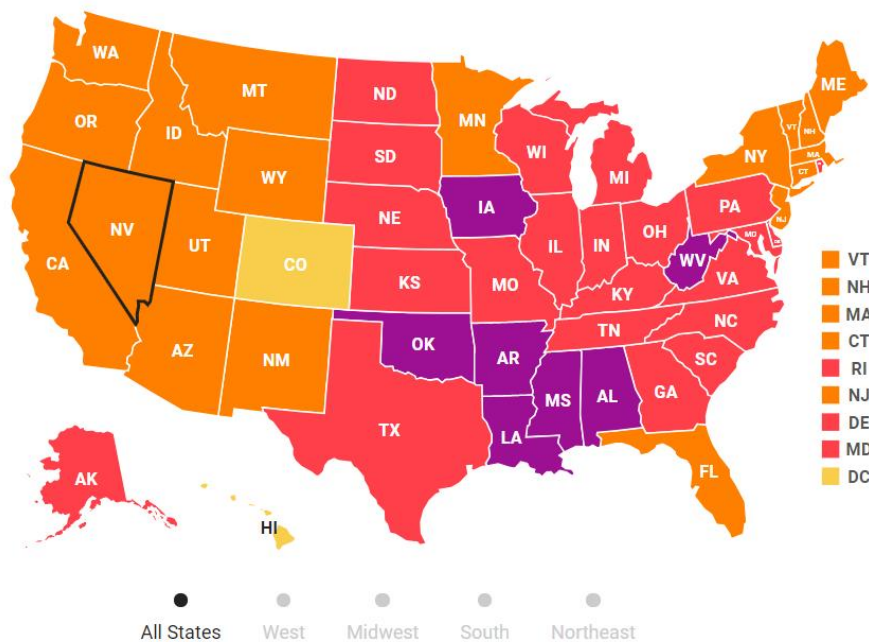
OBESITY IN WASHOE COUNTY: YOUTH

Weight Categories of 4th, 7th, and 10th Grade Students in WCSD by Title 1 status, 2015-2016

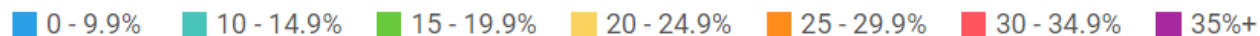


Data source for page: 2018 Washoe County Chronic Disease Report Card

OBESITY IN NEVADA: ADULTS



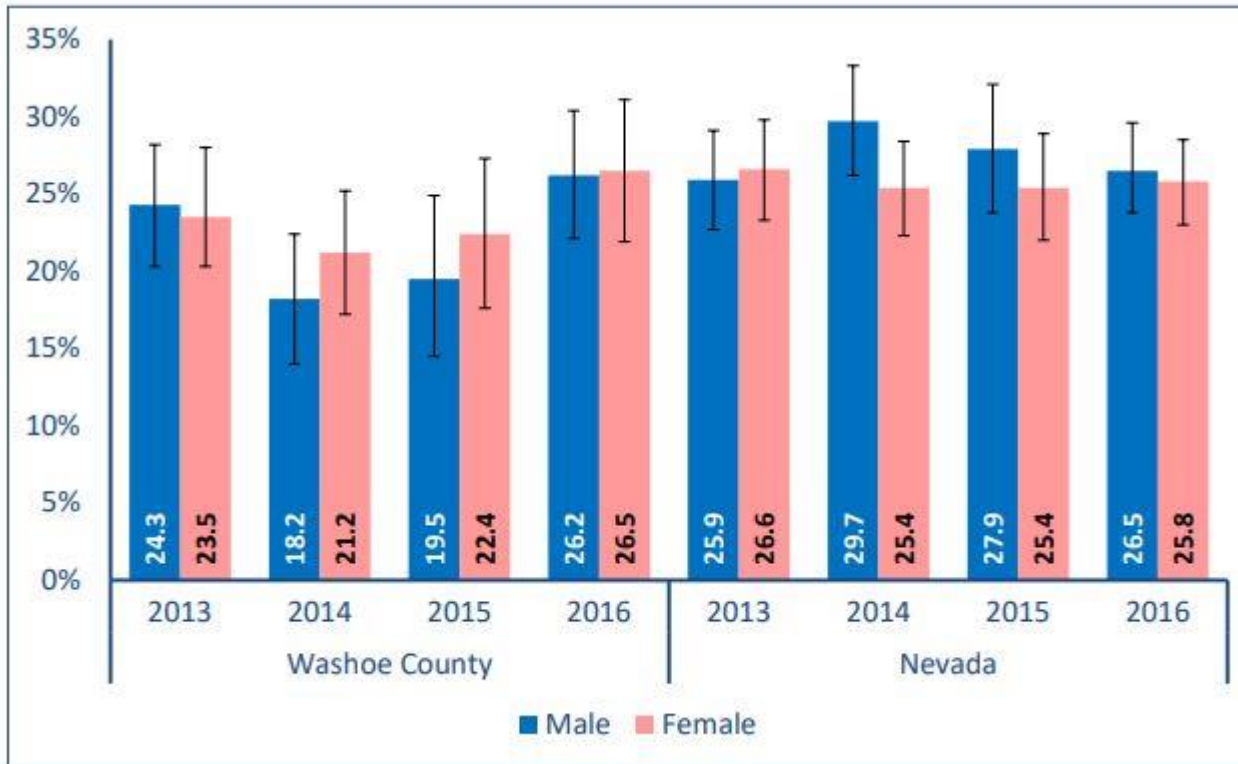
Percent of obese adults (Body Mass Index of 30+)



Data Source: Behavioral Risk Factor Surveillance System 2013-2015

OBESITY IN WASHOE COUNTY: ADULTS

Prevalence of Obese Adults by Gender, Washoe County and Nevada, 2013-2016



Data Source: 2018 Washoe County Chronic Disease Report Card

NV High School YRBS trends (Washoe) 2015 to 2017



BMI \geq 95% - 9.9% to 11.8%



Eat fruit or drink 100% fruit juice \geq 3 times daily for prior 7 days – 19.6% to 17.7%



Vegetables \geq 3 times daily – 19.6% to 17.7%



\geq 3 hours daily screen time – 46.7%



Physical activity at least 60 min. daily – 27.0% to 23.3%



No soda for 7 days prior – 31.2 to 30.8%

BRFSS trends (Washoe 2015 to 2017)



Met aerobic guidelines: 61.9%
to 57.9%



Met strength guidelines: 36.4%
to 36.4%



Met aerobic and strength
guidelines: 28.4% to 27.6%



One or more fruit servings
daily: 69.6% to 65.4%



One or more vegetable
servings daily: 80.9% to 80.0%

WHY DOES THIS MATTER?

Weight status by **age 6 years** is highly associated with adulthood weight status – **57% of children today will be obese at age 35 years** (Ward ZJ, et al. NEJM 2017)

Obese children have lower academic performance and higher absenteeism.

Obese adults spend **41%** more on health care costs than general population (**\$190 billion** annually), 21% more than smokers, and 14% more than heavy drinkers.

Obese adults have lower productivity - **\$66 billion** annually.



SUCCESSFUL INGREDIENTS FOR OBESITY PREVENTION

Promote policies and scale programs that take a multi-sector approach.

Adopt and implement policies that help make healthy choices easy.

Invest in programs that level the playing field for all individuals and families.

- adequate funding, personnel is essential

State of Obesity 2018

A collaborative project of the Trust for America's Health and the Robert Wood Johnson Foundation

WHAT ARE WE DOING ABOUT IT?



We're using the 5210 Let's Go! Framework

- Nationally-recognized, comprehensive state-wide obesity prevention program

Let's Go Maine has made an impact on Obesity:

- Healthy behaviors are increasing.
- Obesity rates are trending down for younger children and leveling off for older.
- Children's program was a success → expanded program for adults in 2017.



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COMMUNITY
HEALTH
ALLIANCE



WASHOE COUNTY
HEALTH DISTRICT
ENHANCING QUALITY OF LIFE

www.chanevada.org/services/other-services/5210healthywashoe

**“Ready-to-use” materials
(Toolkits).**

**Simple, consistent
messaging.**

**Evidenced-based-
supported by AAP.**

**Time-tested framework for
community collaboration -
replicable.**

Co-branding allowed.

Training is available.

**Materials are in English &
Spanish – free PDFs!**

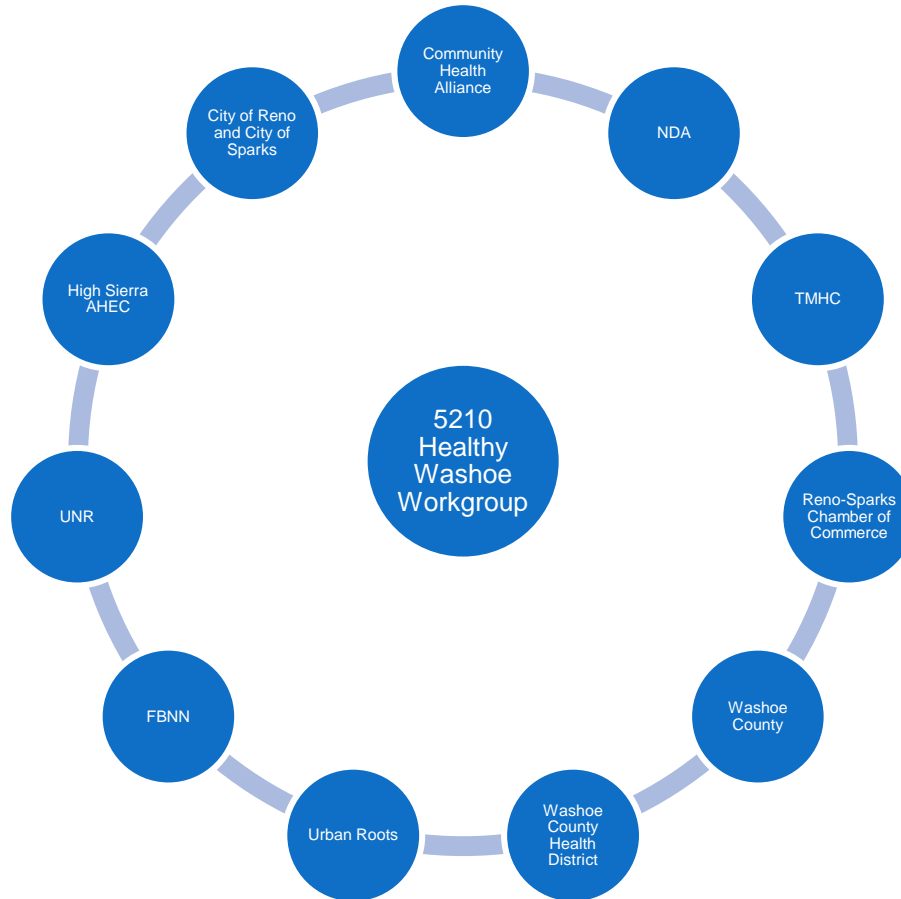
MULTI-SECTOR COLLABORATION

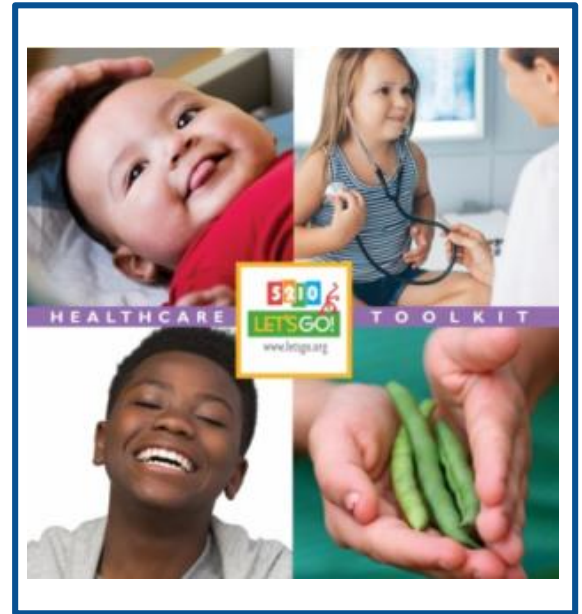
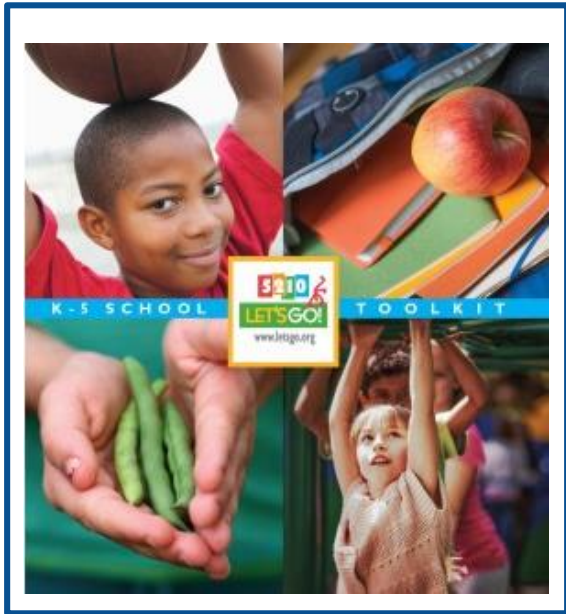


a **multi-setting** approach

Social ecological framework for behavior change: consistent messaging in all places children and families “live, learn, work, and play” to help drive policy and environmental changes to improve opportunity for healthy eating and active living (HEAL).

MULTI-SECTOR COLLABORATION





5 *Increase Healthy Eating and Active Living Through Let's Go!* STEP PATH TO SUCCESS



New Sites:
Sign up with your local partner.
Returning Sites:
You will hear from your local partner. Program year begins July 1st. If applicable, (re-)assemble your team.



Assess your environment and practices and plan for the year by completing the Let's Go! Action Plan or by having a conversation with your local partner.



Implement the strategies you have chosen. Engage in one or more types of assistance as needed.



Complete the Let's Go! Survey each spring based on the policies and practices your site has in place.



Share your successes with other staff, children, parents, and the community.



10

Let's Go!

STRATEGIES FOR SUCCESS



The 10 Strategies for Success are evidence-based and align with national recommendations to increase healthy eating and active living. Refer to your toolkit for ideas on how to implement each strategy. *Let's Go!* recommends creating and implementing strong policies around these strategies.

- 1 Limit unhealthy choices for snacks and celebrations; provide healthy choices.
- 2 Limit or eliminate sugary drinks; provide water.
- 3 Prohibit the use of food as a reward.
- 4 Provide opportunities to get physical activity every day.
- 5 Limit recreational screen time.
- 6 Participate in local, state, and national initiatives that support healthy eating and active living.
- 7 Engage community partners to help support healthy eating and active living.
- 8 Partner with and educate families in adopting and maintaining a lifestyle that supports healthy eating and active living.
- 9 Implement a staff wellness program that includes healthy eating and active living.
- 10 Collaborate with Food and Nutrition Programs to offer healthy food and beverage options.



www.letsgo.org

CHA HEALTHY LIVING PROGRAM (EST. 2016)

Preventative and Therapeutic goals

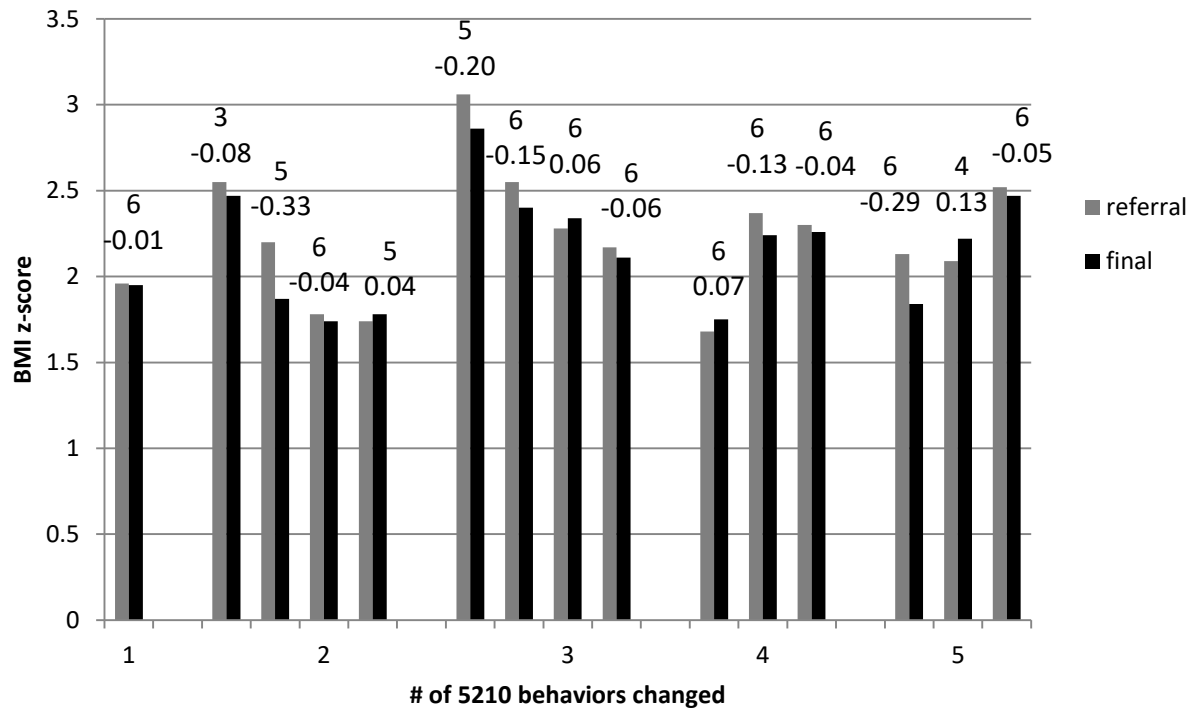
Implementation of 5210 *Let's Go!* program: BMI, 5210 posters, Healthy Habits Questionnaires

Healthy Living Program (BMI \geq 85%).

- 7 class curriculum and individual appointments over 6 months – primary focus is on behavior
- Exercise, nutrition, behavioral health
- Team approach with physician, dietician, behavior health specialist, coordinator, and promotora
- Link patients with community resources – fruits, vegetables, bicycles, opportunity for physical activity



Cohort 6 all participants





Wellness Frontiers Award

5210 PROGRESS TO DATE: HEALTHCARE

Implementation plan approved.

Toolkit modification in process.

Renown Ambulatory Pediatrics will be the first health care site outside of CHA to implement 5210 – anticipate 5/21 training date.

Discussions with Hopes and RSIC Clinic.

2 Renown dietitians will be visiting the CHA Healthy Living Program.

UNSOM 3rd medical students will be rotating through the CHA HLP.

5210 PROGRESS TO-DATE: YOUTH

Developed an implementation plan

Created 5210 strategic alignment document with WCSD wellness policy

Identified youth pilot site

- High Desert Montessori

Expanded partnerships

- Girls on the Run and Community Services Agency Head Start to begin utilizing 5210 materials

Modifying the toolkit to include local efforts

5210 Strategies

Strategy 1: Limit unhealthy choices for snacks and celebrations; provide healthy choices.

Strategy 2: Limit or eliminate sugary drinks; provide water.

Strategy 3: Prohibit the use of food as a reward.

Strategy 4: Provide opportunities to get physical activity every day.

Strategy 8: Partner with and educate families in adopting and maintaining a lifestyle that supports healthy eating and active living.

Strategy 9: Implement a staff wellness program that includes healthy eating and active living.

Strategy 10: Collaborate with Food and Nutrition Programs to offer healthy food and beverage options.

School Wellness Policy

Each school district must establish a policy that outlines which special occasions or holidays and the frequency that foods that exceeding the established nutrition parameters may be allowed.

Allowable beverages for all grade levels: Water, Milk, Juice

School districts are strongly encouraged to utilize other forms of incentives or rewards that are not food-based.

Schools must provide the opportunity for moderate to vigorous physical activity for at least 30 minutes during each regular school day.

Encourage consistent and positive health messages between the home and school by disseminating health information and the provisions of this policy to parents/guardians

Staff are encouraged to serve as positive wellness role models.

All foods and beverages available for sale or given away to students on the school campus during the school day must meet the minimum nutrition standards.

5210 HEALTHY WASHOE IN THE WORKPLACE

1

EAT REAL
foods that come from
nature give you energy



3

REST UP
good sleep restores
your body and mind



2

MOVE MORE
it's a great way to
improve your health



4

DRINK WATER
it's the best choice



5210 HEALTHY WASHOE IN THE WORKPLACE

- ① Increase Healthy Eating at Work
 - Healthy meetings and celebrations
 - Healthy vending and smarter cafeterias
- ② Increase Movement at Work
 - Active meetings
 - Walking meetings
 - Stairwells and walking paths
- ③ Support Healthy Employees
 - Healthy lifestyle tips

5210 PROGRESS TO-DATE: WORKPLACE

Survey to assess
health and
wellness in the
workplace

Convene
business
stakeholder
group

Create healthier
workplace
environments

5210 WORKPLACE WELLNESS SURVEY

Overview

- 60 people responded, 9 of which are community partners
- Collected information on:
 - the community's interest in health and wellness
 - current health and wellness efforts in the workplace
 - incentives
 - recommendations on how to create a healthier workplace environment

5210 WORKPLACE WELLNESS

Next Steps

- Reaching out to the Reno + Sparks Chamber to convene a business group
- Develop a workplace program that fits the needs of organizations in Washoe County
- Pilot with Washoe County employees

5210 PROMOTIONS TO-DATE

Events

- Reno-Sparks Chamber of Commerce Alliance event 1/23
- Renown Pediatric Grand Rounds 2/6
- Family Health Festival 3/7
- Chronic Disease Summit 3/14
- Northern Nevada School Wellness Conference 3/16
- WCSD Expo 3/16
- **Upcoming**
- Governors Council Food Security 5/15

5210 HEALTHY WASHOE WEBSITE

Website will be a central hub for local organizations to learn about and get involved with 5210 efforts

Soon to be hosted on Health District Website

Outline

- Resources and toolkits
- Participating sites
- Community partners
- Advisory board members
- Contact information

FUNDING YEAR 2

Printing

Toolkits (30), Posters, Materials for TA

- \$ 2,000

Event Supplies

Swag and promotional materials

- \$ 2,000

Marketing

Video creation, website, material creation

- \$ 3,500

Program Coordinator

\$18/hr x 2080 hrs/yr. plus 25% benefits

- \$ 46,800
- AmeriCorps VISTA \$12,000 for initial person

WHAT CAN GFSC DO?

Ideas for funding – SNAP Ed, TNAF Ed

Could the state promote or support?

Get the word out!

Identify resources for reaching action plan goals – e.g. data analysis, marketing

“When you are bored you can do exercise to get your anger out. I also learned to eat healthy and grow up healthy.”

- Yahir, 9

“I run laps and drink more water and I am not eating too much cheppies (chips). I’ve been eating more fruits and vegetables.”

- Biririana, 10

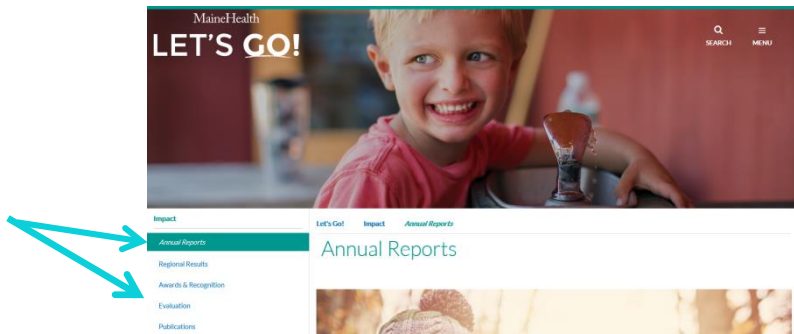
“The 5210 help me so much! Although screen time is hard it is always good to reduce it and help our brain to better develop. Before I would not do any physical activity nor eat healthy fruits and vegetables. At receiving the 5210, it gave me the perfect insight to what I needed to become more healthy. Following the 5210 had a great and helpful change to me. I appreciate the help of this outline my doctor gave me.”

- Adriana, 17

RESOURCES

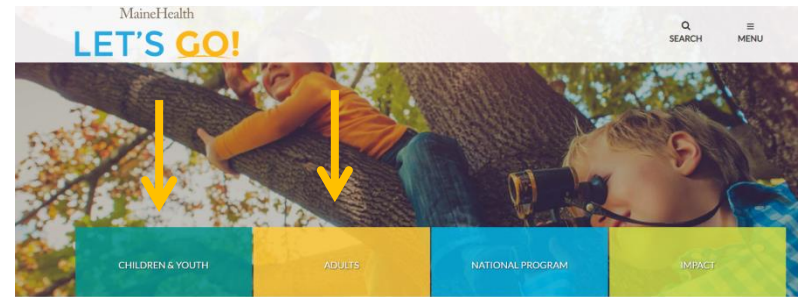
1. LET'S GO! Annual Reports:

<https://mainehealth.org/lets-go/impact/annual-reports>



2. LET'S GO! Toolkits and more information:

<https://mainehealth.org/lets-go>



3. Let's Move Holyoke: <http://realfoodfilms.org/video/5210-health-program/>

CONTACT INFORMATION

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