Building Through Collaboration: Empowering Communities to Drive Change that Facilitates Healthy Eating and Active Living

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Objectives

- To discuss existing literature on disparities related to childhood obesity
- To identify 4 strategies that facilitate sustainable changes to promote healthy eating and active living
- To describe the implementation of these strategies by CAN DO Houston to address childhood obesity in Houston/Harris County
Mission

To prevent and diminish childhood obesity in Houston and surrounding communities through physical activity, nutrition, and healthy minds by enabling the broadest collaboration of individuals, institutions, and organizations.
CAN DO Houston

- Holistic community-based approach to preventing and reducing childhood obesity
- Community-driven initiatives are delivered in schools, after-school, worksites, community centers, recreation parks, faith community, and home environments
- Physical activity, nutrition and healthy minds
Why Does It Matter?

- Childhood obesity in the United States affects about 12.5 million children and adolescents, which is almost triple the prevalence since 1980 (CDC, 2012)

- Minority and low-income children disproportionately impacted (Kumanyika, 2008)
  - Hispanic boys and both Hispanic girls and African American girls have demonstrated the greatest increase in prevalence


Why Does It Matter?

- Neighborhood features associated with increased levels of physical activity (Rahman, Cushing, & Jackson, 2011)
- Preventing and reversing obesity presents an opportunity to make a major impact on reducing health disparities
- This may be the 1st generation to live sicker and die younger than their parents

Easier Said than Done…

Early Life Experience

Economic Status

Health

Work

Income

Housing

Community

Race and Ethnicity

Education

Early Life Experience
Environments that support poor diet
Previous solution: Only individual responsibility

Achieve physical activity recommendations/
Meet dietary guidelines

Community Barriers

Traditional Approach
Better solution: Individual in healthier environment
Strategy #1: Connecting the Dots
CAN DO Houston Neighborhoods

Magnolia Park

Sunnyside

Northside

Fifth Ward

Independence Heights
QUESTION:

What would it take to make it easier for you to engage in healthy eating and active living?
CAN DO Houston is About Mobilizing & Coordinating Existing Resources

- Urban Farmer
- Healthy Living Matters/HCPHES
- Blue Cross & Blue Shield of Texas
- Coca Cola Minute Maid Foods
- Collaborative for Children
- Houston Academy of Nutrition & Dietetics
- Rice University Kinder Institute for Urban Research
- City of Houston Health & Human Services
- City of Houston Parks & Recreation
- Houston Independent School District
- Houston Food Bank
- East End Collaborative
- Steps 2 Sweat
- Go Healthy Houston Task Force
- Food Everywhere Coalition
- Urban Harvest
- UT School of Public Health
- Children at Risk
- American Heart Association
- Houston Police Department
- METRO
- University of Houston Texas Obesity Research Center
- Gateway to Care
- M.D. Anderson Cancer Center
- Latin Specialties
- Small Places, LLC
- Legacy Community Health Services
- P.U.S.H. to W.I.N.
- Recipe for Success
- And others......
Strategy #2: Community Engagement

- Healthy Lifestyle Program
- Health In Action
- Food Fairs
- Supporting and assisting with existing priorities/needs
» Locations
  > Near Northside, Sunnyside, Fifth Ward

» Impact/Benefit
  > Nutrition Education
  > Physical Activity Education
  > Food Demonstrations
  > Cooking Tips
  > Time Management Tips
  > Creating Demand
The Healthy Lifestyle Program
Health In Action

» Locations
  > Northeast Houston

» Impact/Benefit
  > Nutrition Education
  > Physical Activity Education
  > Food Demonstrations
  > Cooking Tips
  > Child Focused
Food Fairs

» Locations
  > Independence Heights, Fifth Ward

» Impact/Benefit
  > Food access
  > Creating demand
Bruce Elementary

IHCAC
Coalition Building

War on Drugs

INDEPENDENCE HEIGHTS
SUPER NEIGHBORHOOD #13

F.E.C.
Food everywhere coalition

T. Leon Preston, II
Senior Pastor

Yale Street Baptist Church
Strategy #3: Environmental Change

- Community & School Gardens
- “Briscoe-CAN DO” Walking School Bus
- Mobile Produce Unit
  - Food Fairs
- Healthy Corner Stores
» Locations
  > Near Northside, Sunnyside, Magnolia Park, Fifth Ward, Independence Heights

» Impact/Benefit
  > Food access
  > Restoring community
  > Facilitating behavior
  > Creating demand
  > Academic performance
School-Based Garden Program at Berry Elementary
School-Based Garden Program at Betsy Ross Elementary
» Location
  > Magnolia Park

» Impact/Benefit
  > Physical Activity Access
  > Creating demand
  > Safe Space for After School Activities
  > Healthy Snacks

“Briscoe-CAN DO” Bus
CAN DO Bus – Briscoe Elementary
» Location
  > Magnolia Park

» Impact/Benefit
  > Access to physical activity and existing resources
  > Creating demand

“Briscoe-CAN DO” Walking School Bus
» Locations
  > Fifth Ward

» Impact/Benefit
  > Food access
  > Creating demand

Mobile
Produce
Unit
The Fifth Ward Mobile Produce Unit
Healthy Corner Store Network

- Implementation
  - Sunnyside & Pasadena (6 stores)
  - Low prices
  - Weekly delivery
  - Marketing
  - Cooking demonstrations & sampling

- Partnership
  - HCPHES & HLM
  - HDHHS
  - Urban Farmer & Food Everywhere Coalition
  - Urban Harvest
  - Planted: Houston
  - Houston Food Bank
Houston and Pasadena Healthy Corner Store Networks!
Houston and Pasadena Healthy Corner Store Networks!
Healthy Corner Store Networks:

Samples and Food Demos!
"Let’s Move"

» Locations

> Magnolia Park
> Independence Heights (beginning Summer 2015)

» Impact/Benefit

> Physical Activity Access (4d/wk)
> Creating demand
> All ages
> Food Demonstrations
> Nutrition Education
> Maximizing existing resources
Let’s Move in Magnolia Park

CAN DO Houston on Channel 39 Newsfix
Strategy #4: Policy Change

- Leadership & Advocacy Training
Leadership and Advocacy Training

- 8-module curriculum
- Weekly sessions for 2 hours
- Community generated class project
- Key focus areas: community organizing, public speaking, media advocacy, research & the policy making process, partnerships/collaborations
Leadership and Advocacy

- Healthcare costs
- Sedentary behavior
- Diabetes
- HTN
- Decreased productivity
- Decreased life expectancy
- Adult obesity
- Bullying
- Poor self-esteem/image
- Childhood obesity
- Lack of access to unhealthy food (cheaper)
- Lack of education
- Lack of P.A. (sedentary)
- Poor access to spaces
- Lack of resources
- Incentivize grocers to offer better options
- Limited profitability for grocers
- SES; poverty
- Child obesity
- Incentivize grocers to offer better options
- Lack of resources
Leadership and Advocacy
The Opportunity of Policy

- Focus on the conditions in the communities in which these disparities exist to ensure equal opportunities for healthy lifestyles.
- Many environmental factors determine if the healthy choice is the easy choice.
- Local public officials are in the best position to address childhood obesity through policy.
Leadership & Advocacy Training

» Locations
  > Sunnyside
  > Fifth Ward
  > Near Northside
  > Northeast Houston
  > Pasadena

» Impact/Benefit
  > Increased civic engagement
  > Increased demand for equity
  > Building community
  > Improved leadership

Leadership & Advocacy Training
Conclusion

- Community engagement is critical
  - Meet people where they are (i.e. programming)
- Environmental and policy changes facilitate the opportunity for behavior change
  - This must be informed by the people that are impacted
- Both built environment and individual-level factors are necessary for greater and more sustainable impact
- Focused, multidisciplinary, and collaborative efforts are necessary


Contact Information

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