

# Fighting Obesity: An Action Plan for Improving Health Outcomes in Sullivan County & the Region

## 2013-2014 Regional Fellows Presentation:

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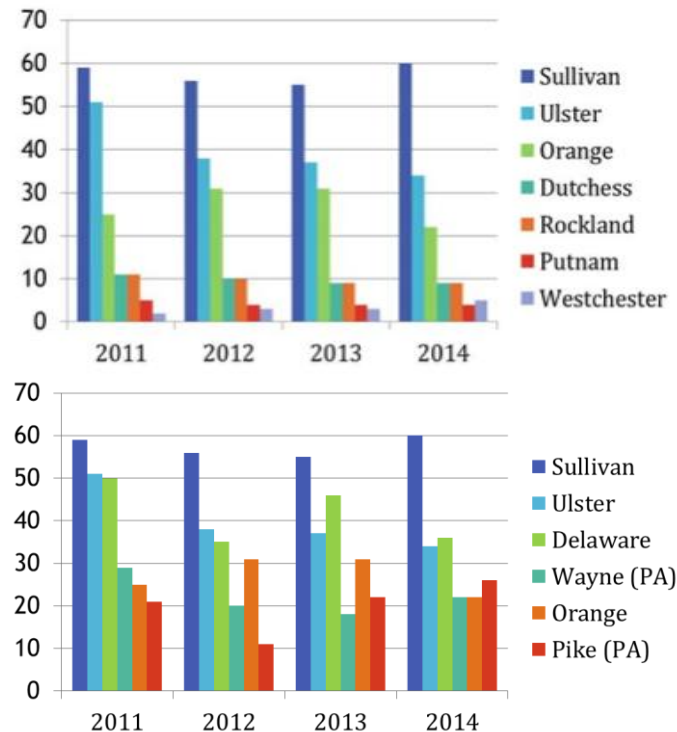
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# The Numbers: RWJF County Health Rankings

<u>Sullivan County vs. Hudson Valley</u>	Sullivan	Rockland	Orange	Ulster	Dutchess	Putnam	Westchester
<b>Health Outcomes</b>	61	3	23	29	11	4	7
<b>Premature Death</b> Years of potential life lost before age 75 per 100,000 population (age-adjusted)	7,799	4,329	5,774	6,159	5,266	4,491	4,441
<b>Health Factors</b>	60	6	21	29	9	4	5
<b>Adult obesity</b> % of Adults with BMI above 30	29%	24%	24%	27%	26%	31%	17%
<b>Food Environment Index</b> Index of factors that contribute to a healthy food environment	8.1	8.8	8.8	8.5	8.7	9.5	9.1
<b>Food Insecurity</b> Percent of people who do not have adequate access to food during the past year	12%	9%	10%	10%	9%	6%	10%
<b>Limited Access to Healthy Food</b> Percent of population who are low-income and do not live close to a grocery store	6%	5%	4%	6%	6%	5%	1%
<b>Access to Exercise Opportunities</b> Percent of the population with adequate access to locations for physical activity	61%	89%	74%	75%	85%	73%	98%
<b>Physical Inactivity</b> Percent of adults aged 20 and over reporting no leisure-time physical activity	26%	24%	25%	21%	22%	22%	20%



Robert Wood Johnson Foundation’s County Health Rankings measure “Health Outcomes” and “Health Factors” for every county in the US and rank them by state.

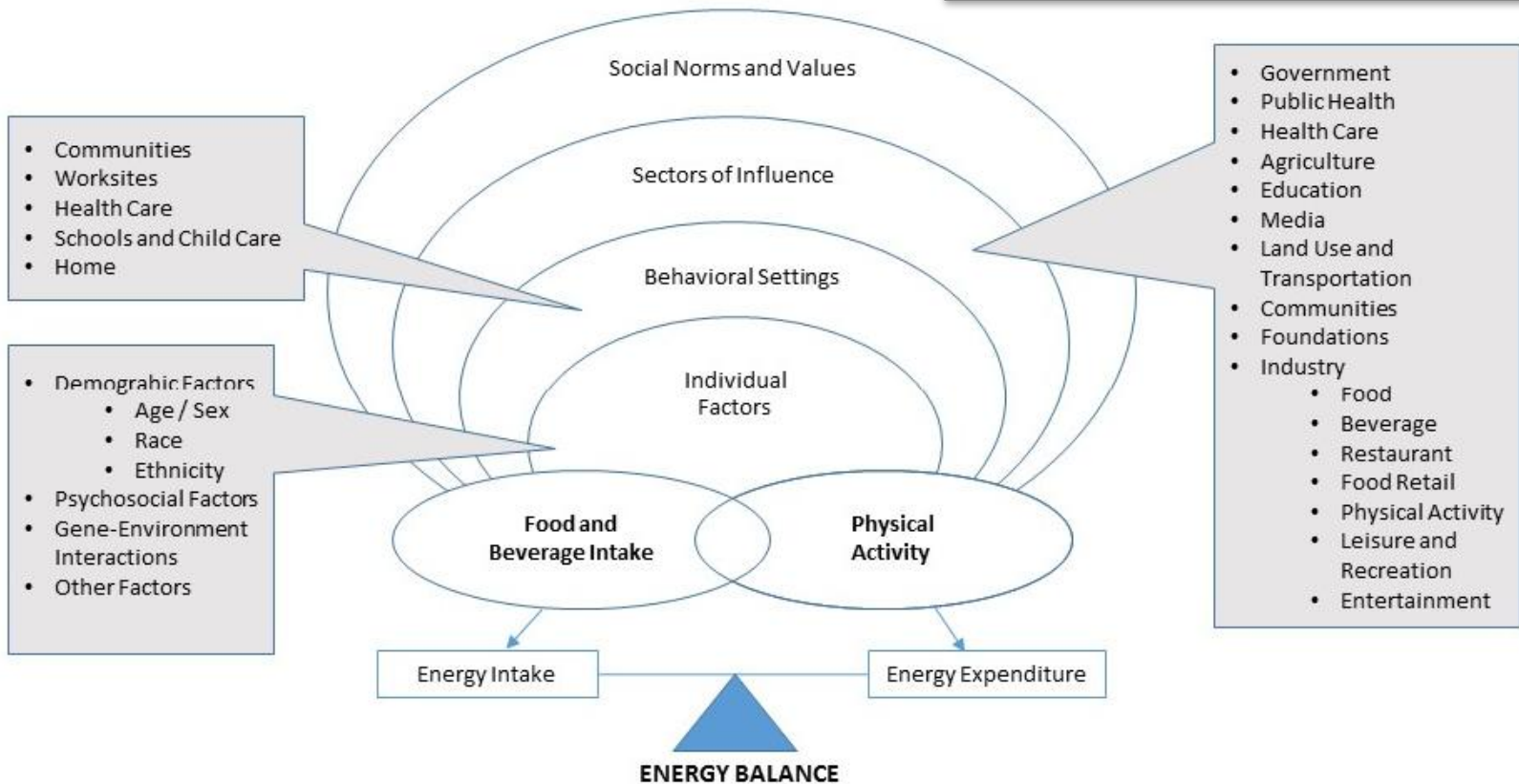
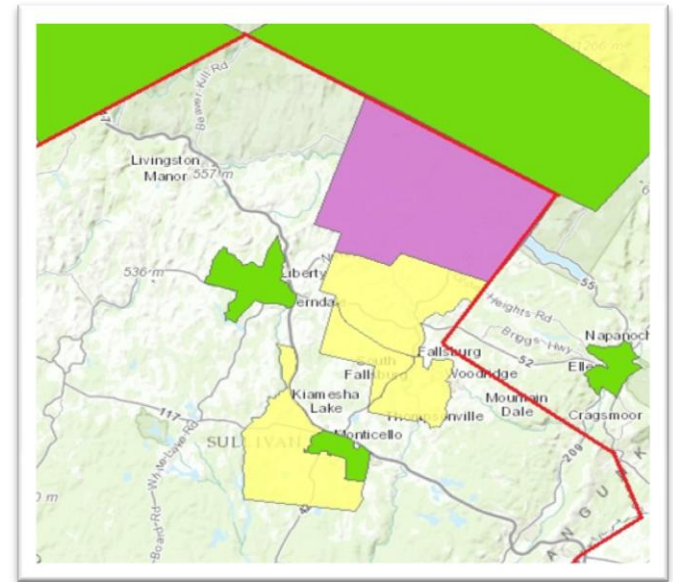
# Why Obesity?

## Link to Chronic Disease, An Economic Imperative

1. Sullivan County **ranks highest in chronic disease** prevalence, specifically diabetes, coronary heart disease, congestive heart failure and cardiovascular disease, leading to stroke, in the 7-county Mid-Hudson Region.
2. Sullivan County Public Health Services' 2013 Community Health Assessment (CHA) identified “primary health issues” as **nutrition, physical inactivity** and **chronic diseases** such as **diabetes, heart disease and cancer**. Each of these health issues has a connection to obesity.
3. **Obesity and overweight** are currently the **second leading cause of preventable death** in the United States and may soon overtake tobacco as the leading preventable cause of death.
4. Three-quarters of every dollar spent in the US on healthcare is used to treat chronic disease. According to CDC, by 2008 estimated cost of medical care related to obesity in US had doubled to \$147 billion in 10 years
5. Estimated annual cost of treating obesity related illnesses in New York State is upwards of \$6.7 billion annually. Without a change in upward trend, we will see a 14.8% increase in that cost in New York.

# Causes of the Obesity Epidemic: CDC's Social Ecological Model, Individual & Environmental Factors

USDA Designated Food Deserts in the Borscht Belt:  
Liberty, Monticello, Fallsburg & Ellenville (Ulster County)



# Finding Solutions:

## Striking a Balance,

## What is Working Locally, Nationally and in the Region?

- ✓ ***Sullivan County Wellness Committee:** Changes in School Cafeteria offerings (through grants and training) and Workplace Wellness Programs*
- ✓ ***Healthy Communities Initiative (CDC)** supports obesity prevention by addressing environmental changes, policies and systems in communities around the US.*
- ✓ ***RWJF: Alliance for a Healthier Generation** focuses on lowering childhood obesity rates with nutrition and exercise programs*
- ✓ ***National School Lunch Reform:** Improved nutritional standards, various farm to school programs, cash reimbursements for meals and healthier foods being served to kids.*
- ✓ ***Poughkeepsie** is using grants funds in a program to train health education specialists, coaches and mentors for building public awareness about healthy eating habits.*
- ✓ ***Kingston**-area convenient stores host fresh produce from Midtown Farmer's Market and Cornell Cooperative Extension through Fresh Connects grant. Summer 2014, Midtown Farmer's market will have mobile carts of produce in dispersed locations.*
- ✓ ***"Food Hubs"** in Kingston, Woodstock, Poughkeepsie, New Paltz bridge the gap between farmer and the consumer.*



# Recommendations for Action

## Collaboration & Cooperation to Rebuild Healthy Communities

- ✓ *Create a champion to lead and motivate coalition*
- ✓ *Local government to support policies and programming to improve land use and zoning for recreation and accessibility of farm markets*
- ✓ *Collaboration of municipalities and county agencies to create short and long term goals*
- ✓ *Create a food “oasis” by incentivizing access to healthy foods in food desert areas through subsidies*
- ✓ *Healthcare providers will work together to improve access to healthcare for residents*
- ✓ *Support technology-counseling for family health*
- ✓ *Schools and workplaces/businesses can join their counterparts to promote wellness behaviors*
- ✓ *Community Advisory group to collaborate with grants, funds, public and private sectors*

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