



HEALTHY ACTIVE

ARKANSAS

Statewide Learning Network (SLN)

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The Future of Arkansas's Health: All Hands on Deck

Joseph W. Thompson, MD, MPH

President and CEO

Arkansas Center for Health Improvement



ARKANSAS CENTER FOR HEALTH IMPROVEMENT

**Statewide Learning
Network (SLN)
Regional Meeting**

About ACHI

Mission Statement

To be a catalyst for improving the health of Arkansans through evidence-based research, public issue advocacy, and collaborative program development.

Vision Statement

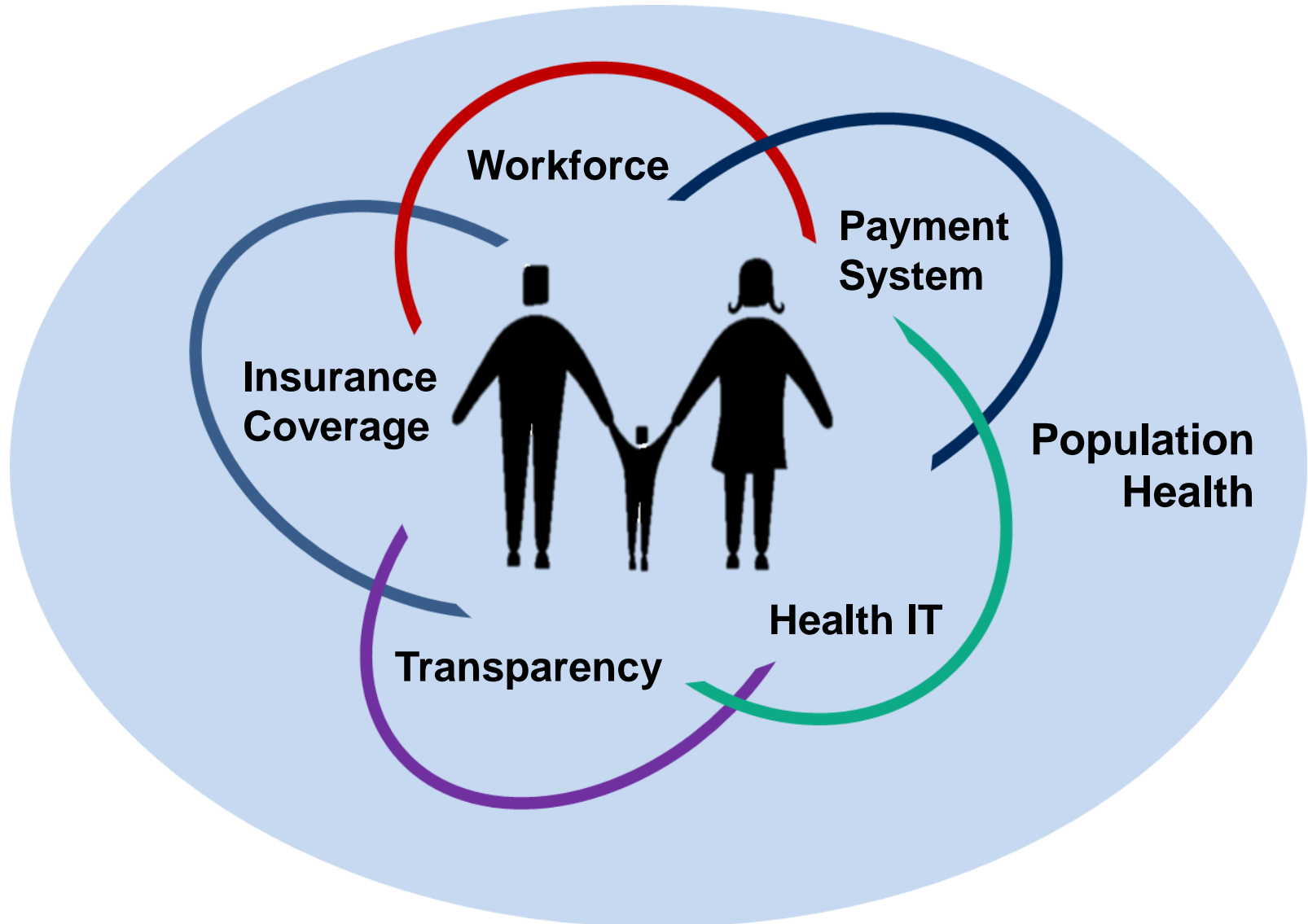
ACHI is a trusted health policy leader committed to innovations that improve the health of Arkansans.

Core Values

Trust, Innovation, Initiative, Commitment



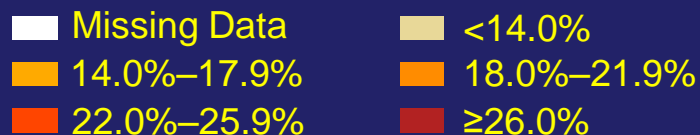
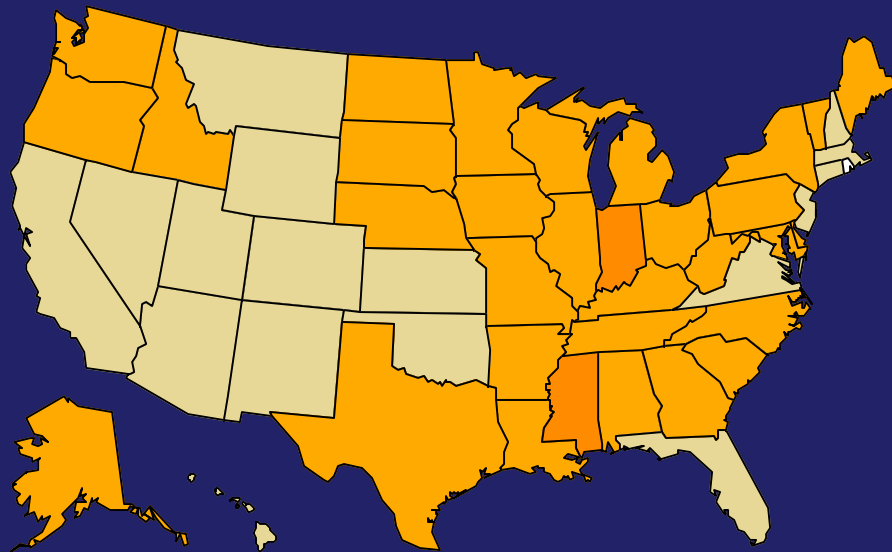
Arkansas System Transformation Strategy



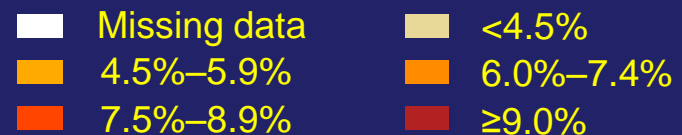
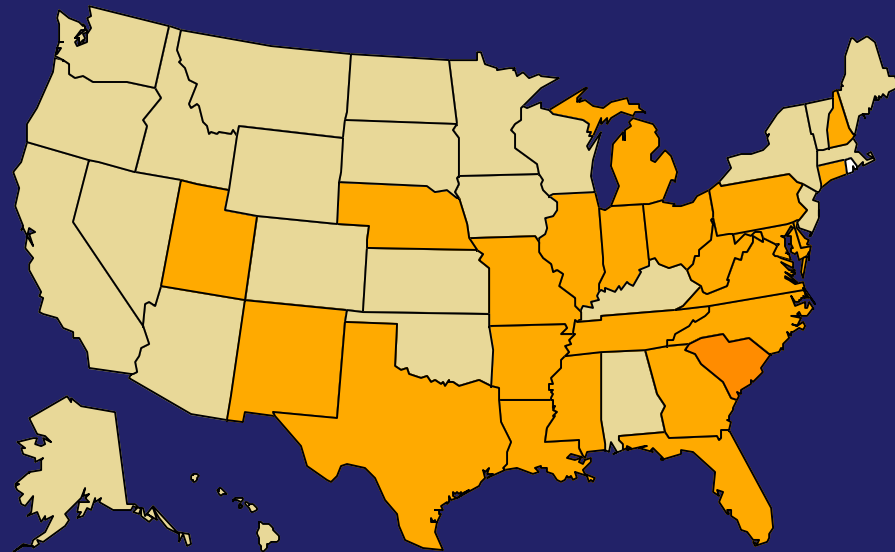
Age-Adjusted Prevalence of Obesity and Diagnosed Diabetes Among US Adults

1994

Obesity (BMI \geq 30 kg/m²)



Diabetes



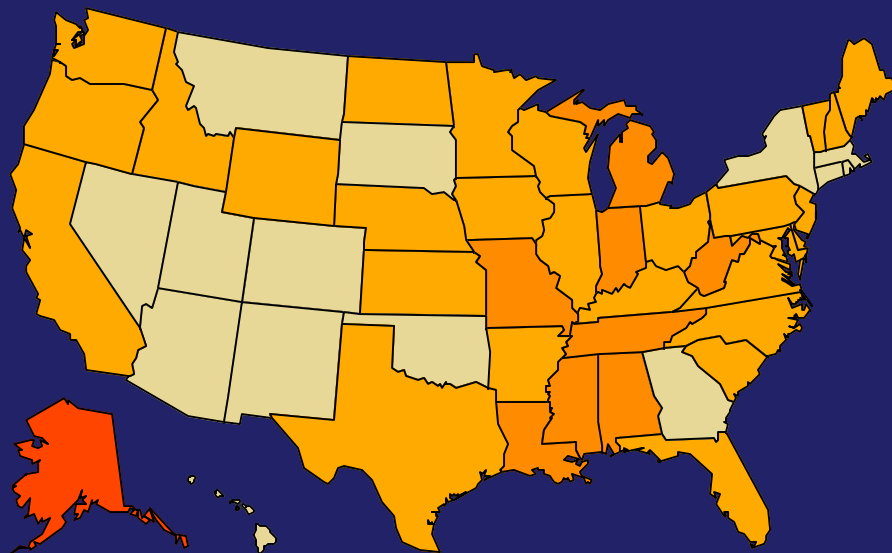
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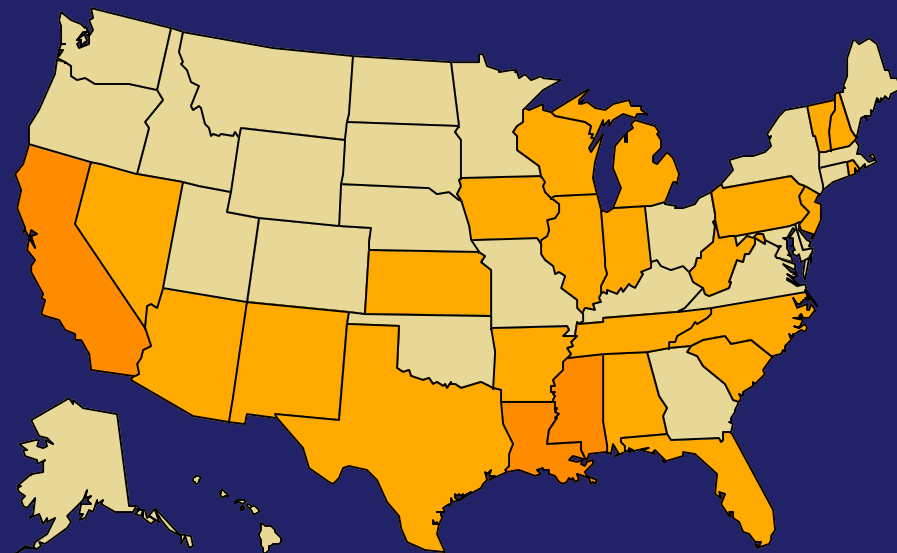
Age-Adjusted Prevalence of Obesity and Diagnosed Diabetes Among US Adults

1995

Obesity (BMI \geq 30 kg/m²)



Diabetes

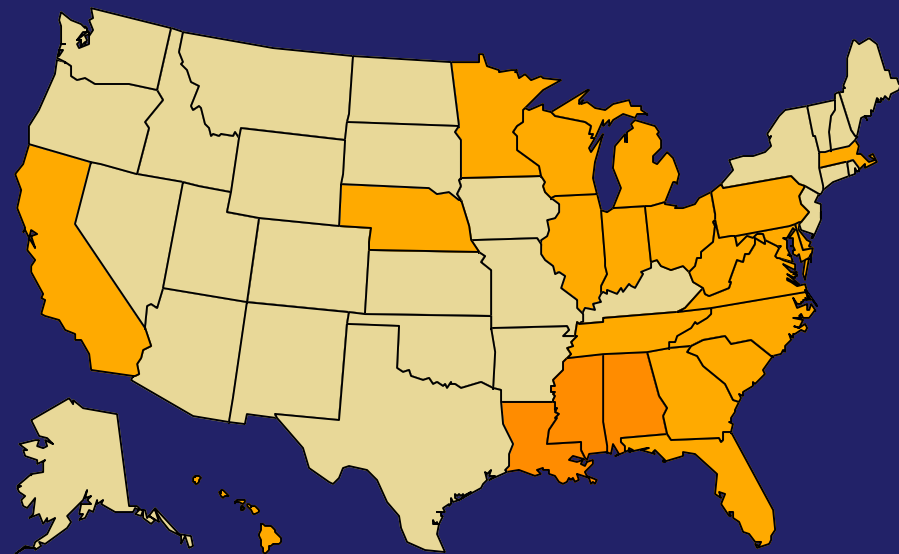


CDC's Division of Diabetes Translation. United States Diabetes Surveillance System available at <http://www.cdc.gov/diabetes/data>



1996

Diabetes

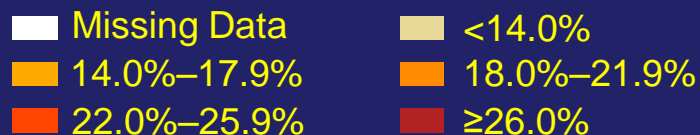
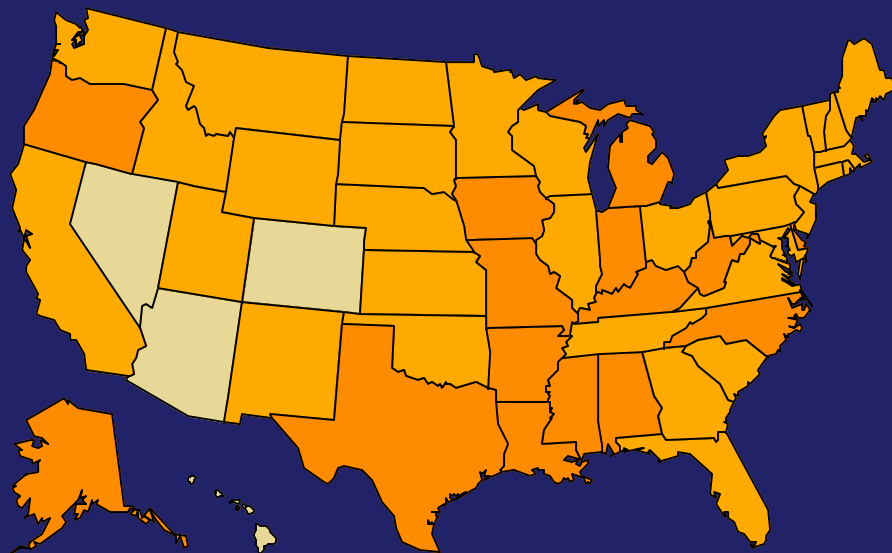


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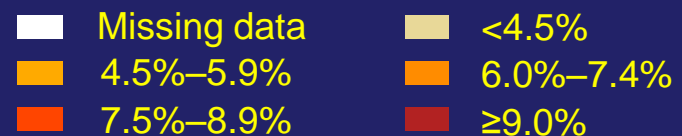
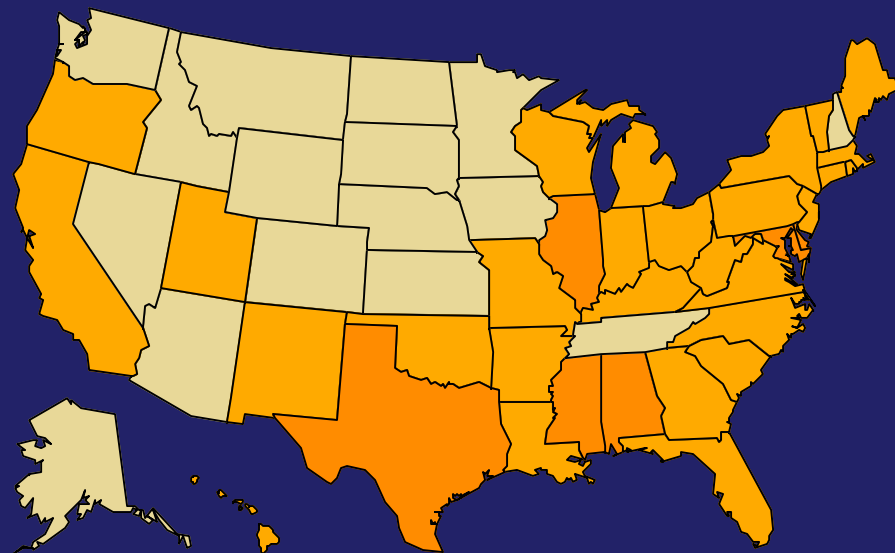
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1997

Obesity (BMI \geq 30 kg/m²)



Diabetes



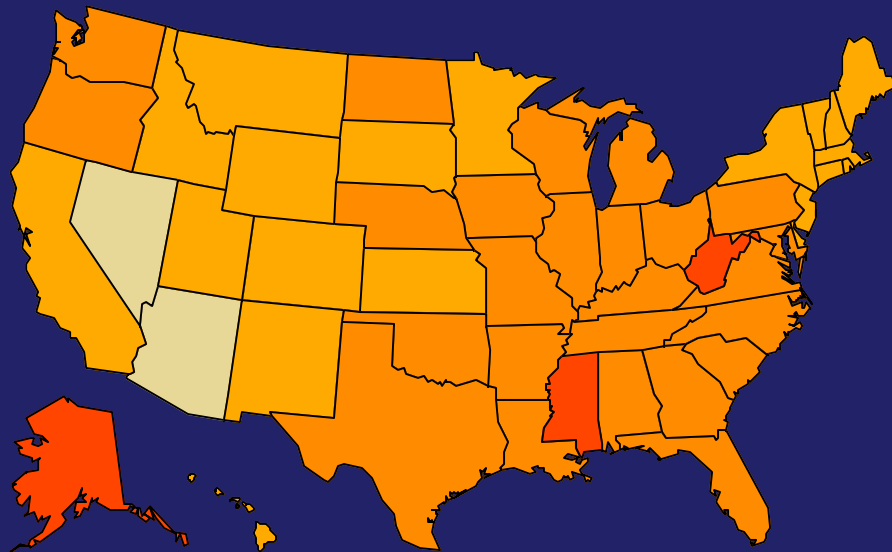
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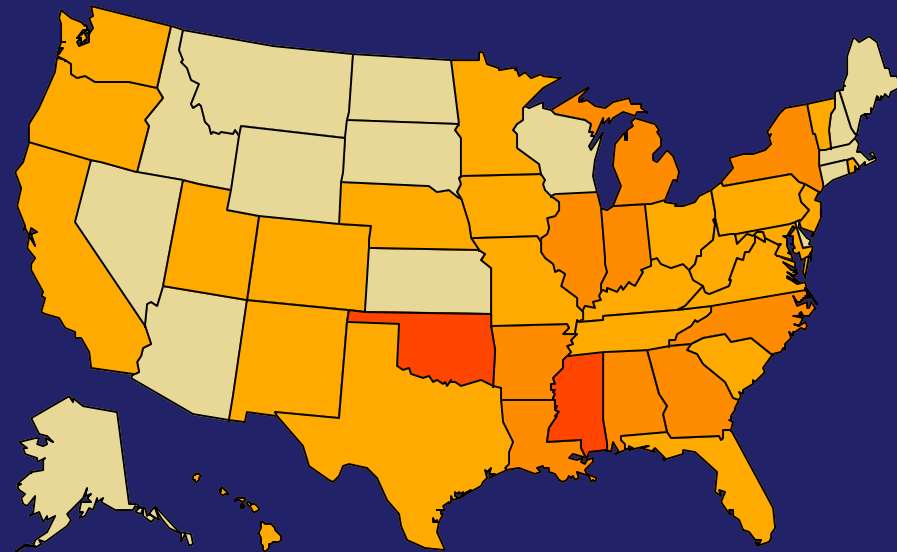
Age-Adjusted Prevalence of Obesity and Diagnosed Diabetes Among US Adults

1998

Obesity (BMI ≥ 30 kg/m²)



Diabetes



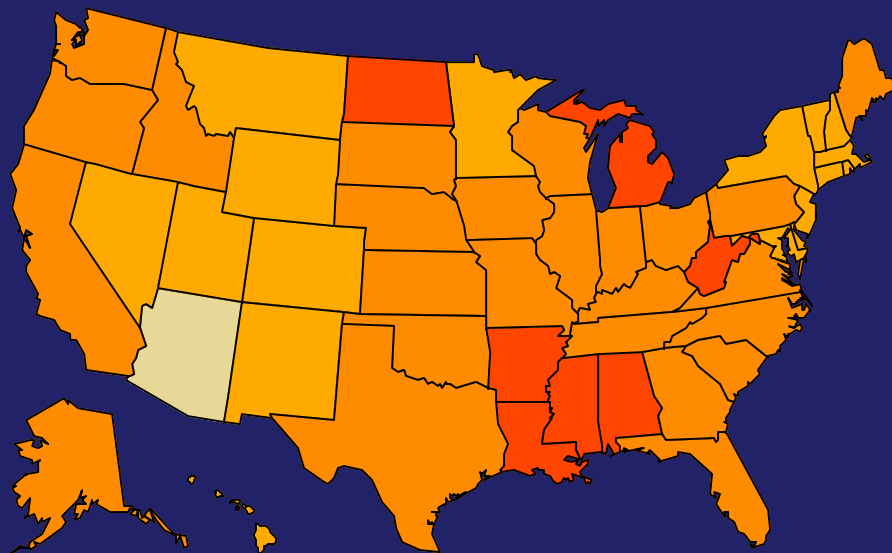
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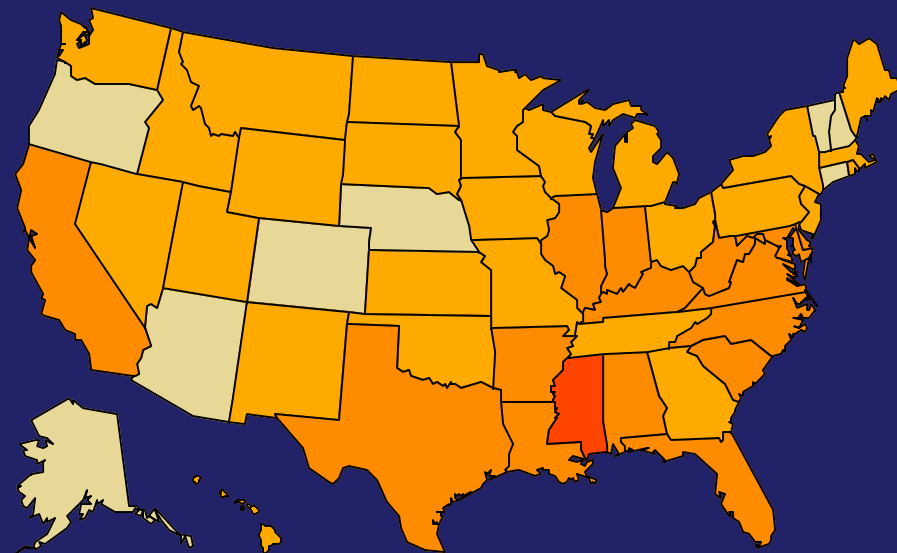
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1999

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Diabetes



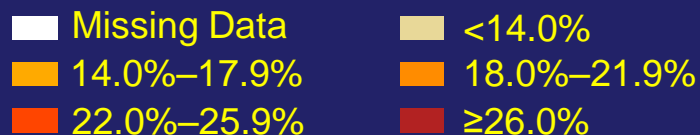
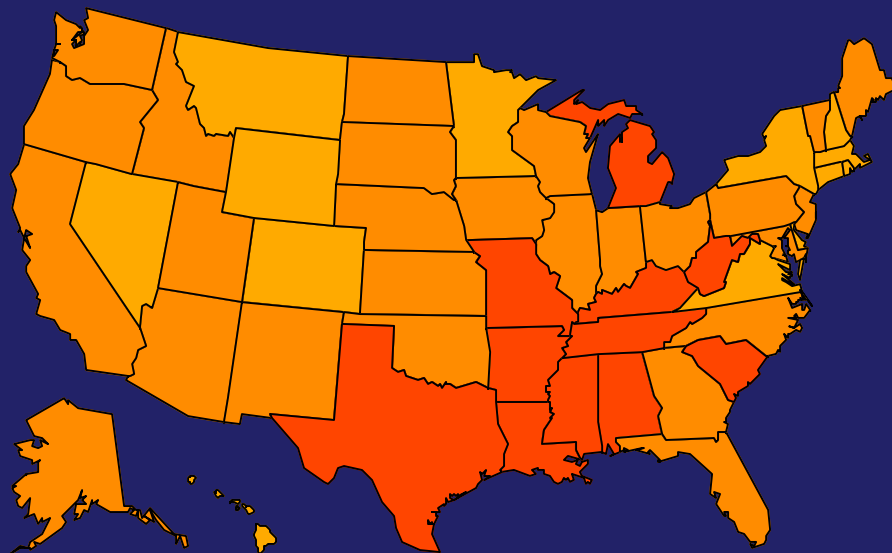
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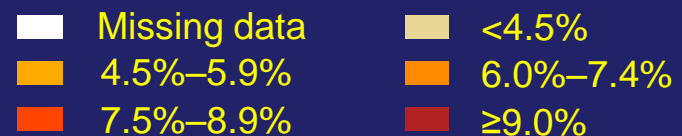
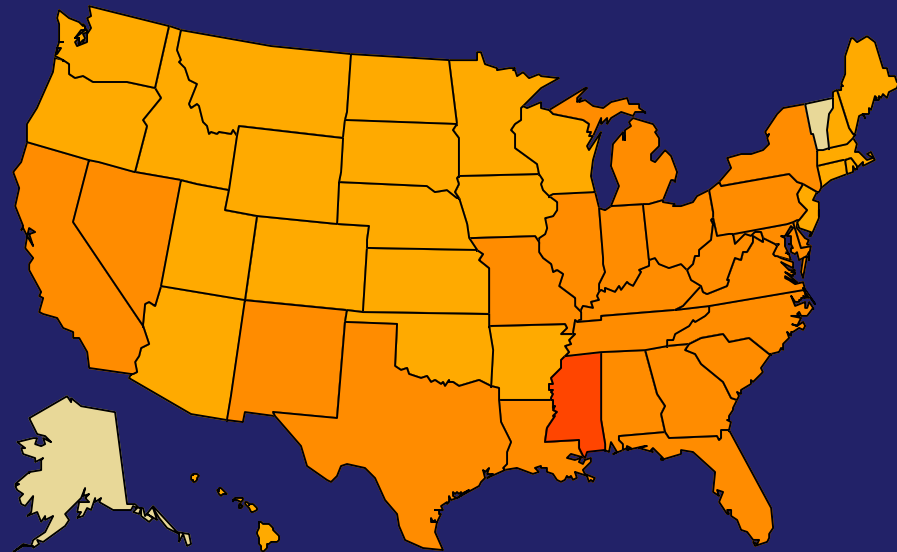
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2000

Obesity (BMI \geq 30 kg/m²)



Diabetes



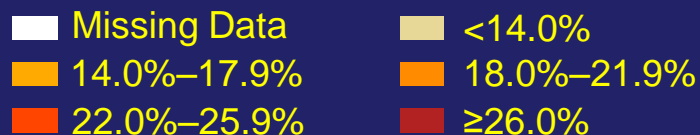
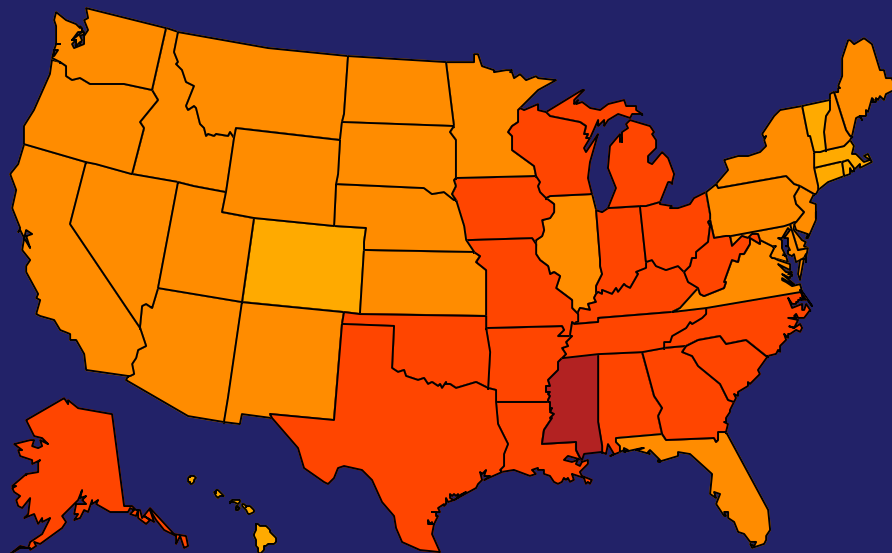
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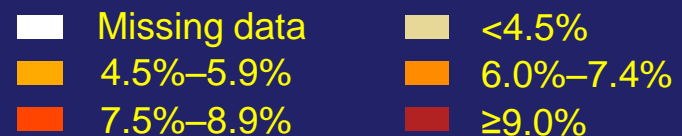
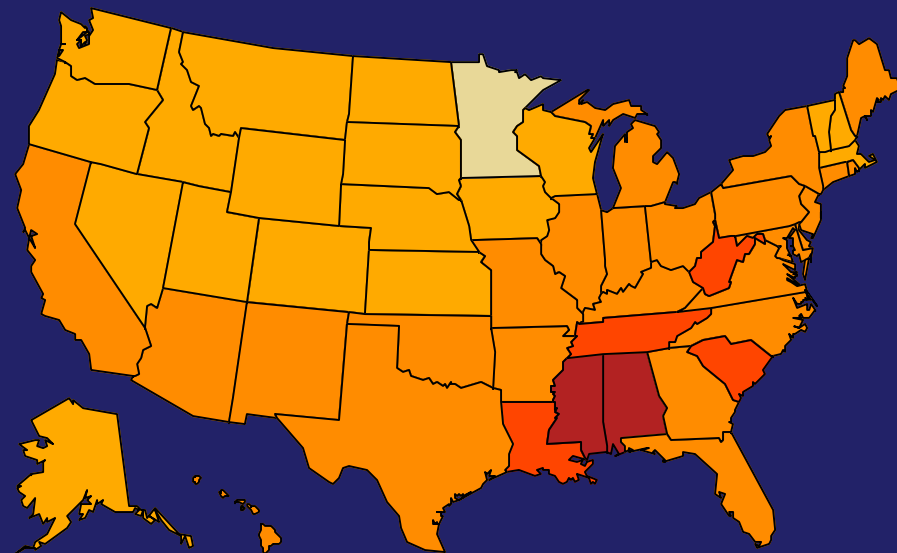
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2001

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Diabetes



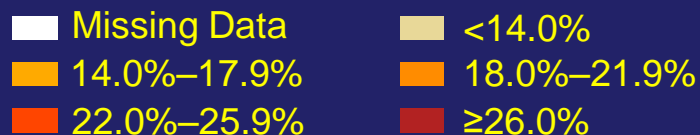
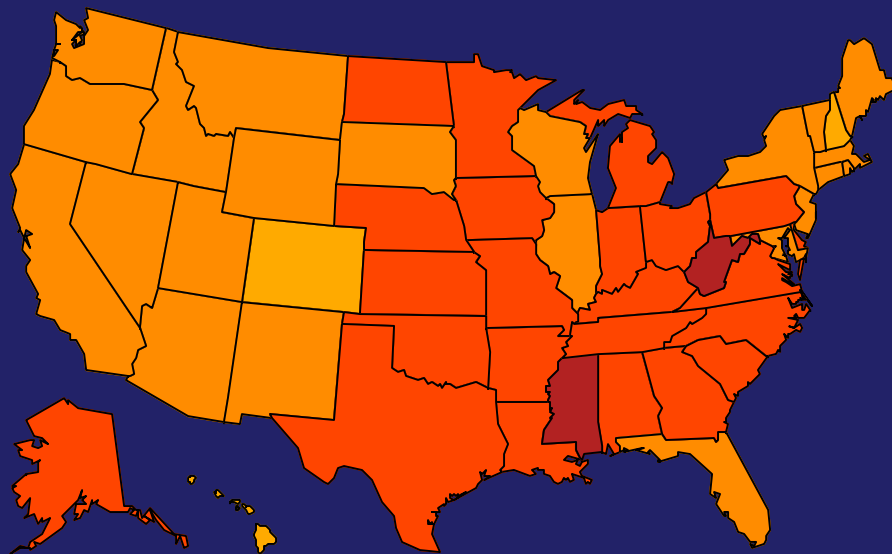
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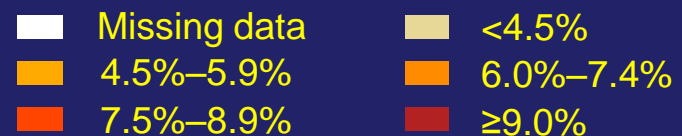
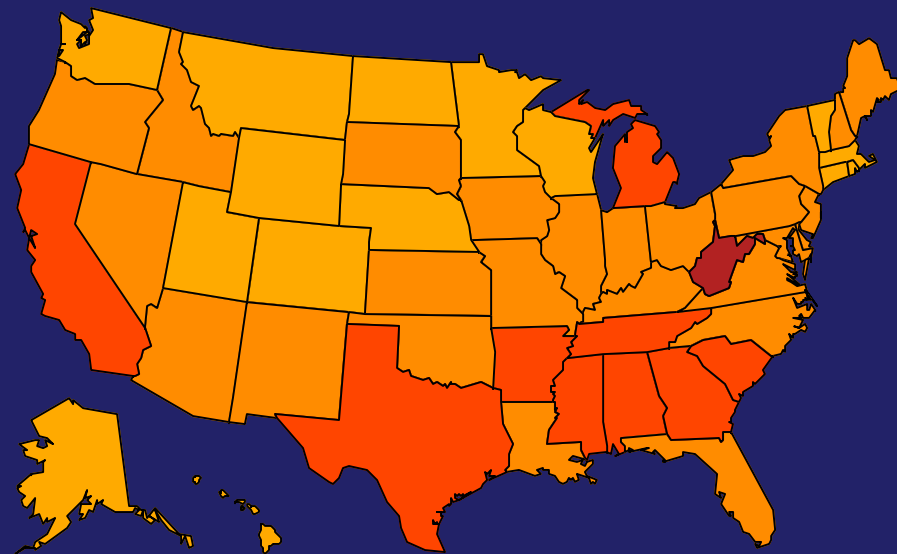
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2002

Obesity (BMI \geq 30 kg/m²)



Diabetes



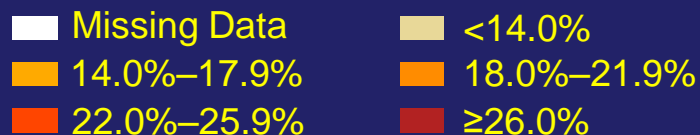
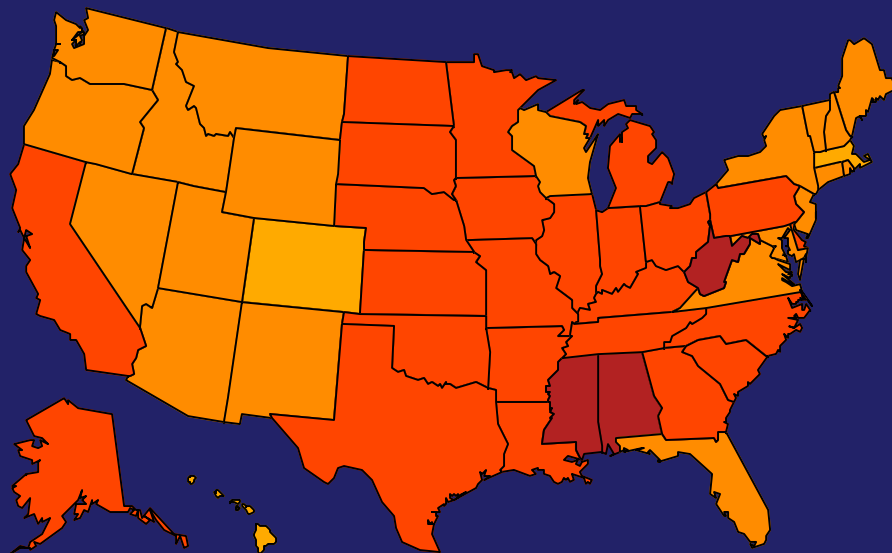
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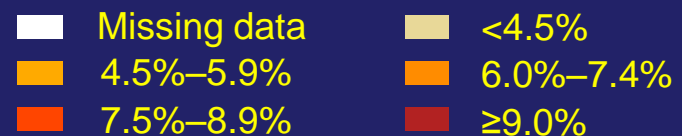
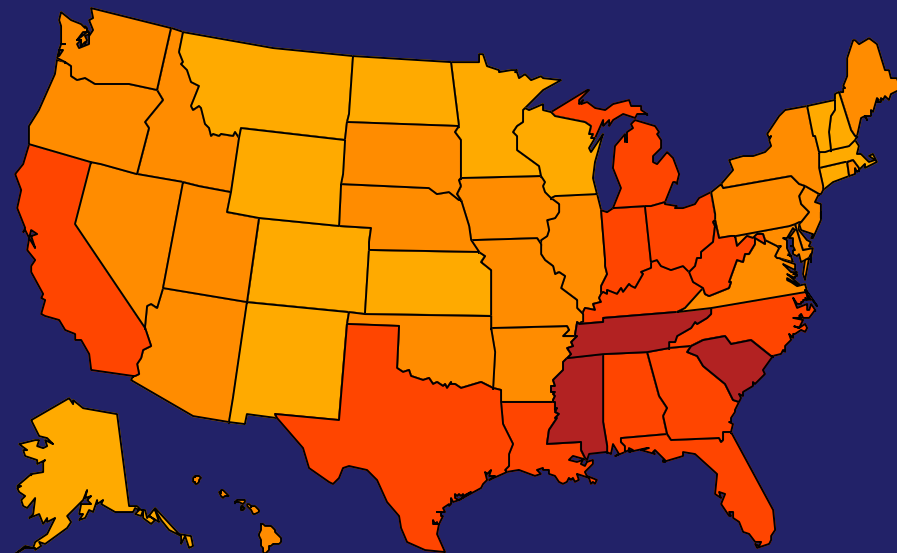
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2003

Obesity (BMI \geq 30 kg/m²)



Diabetes



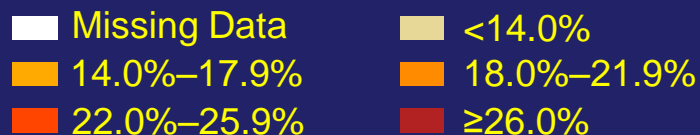
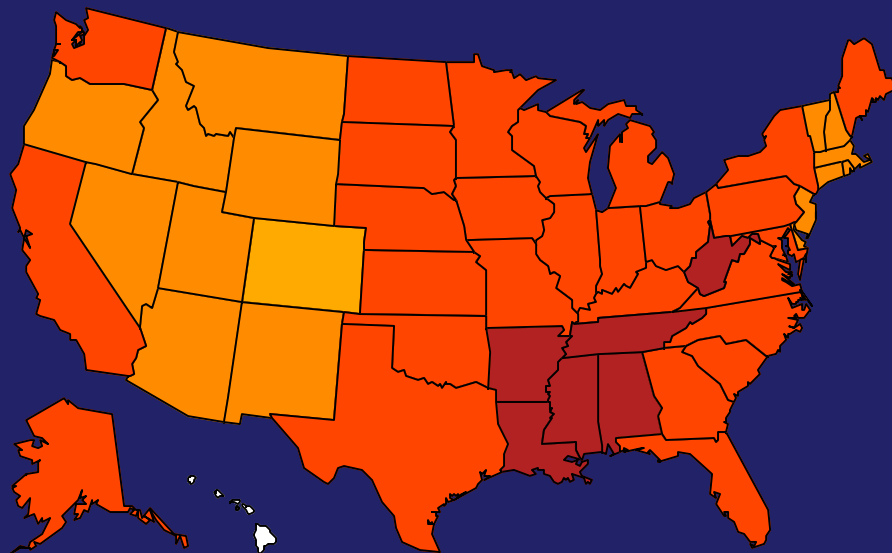
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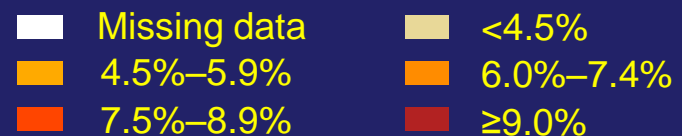
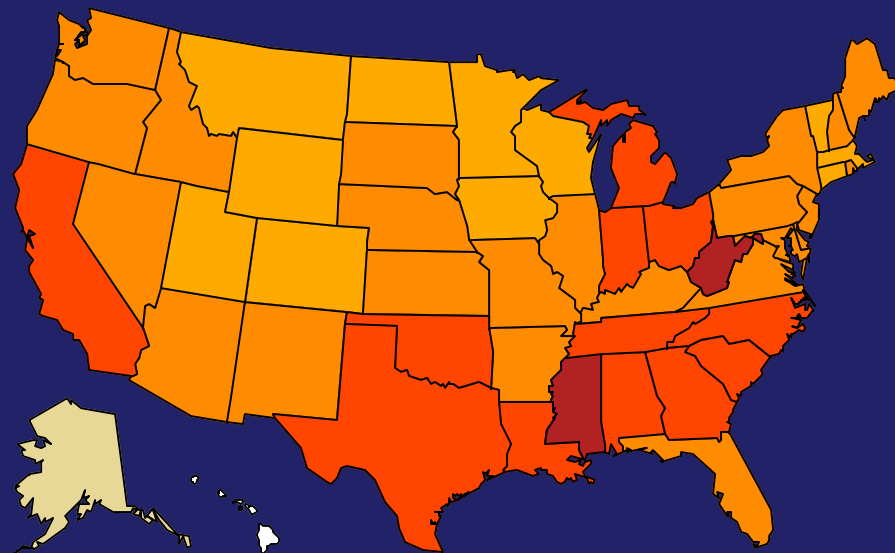
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2004

Obesity (BMI \geq 30 kg/m²)



Diabetes



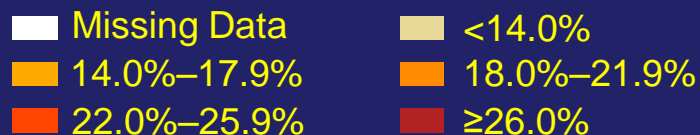
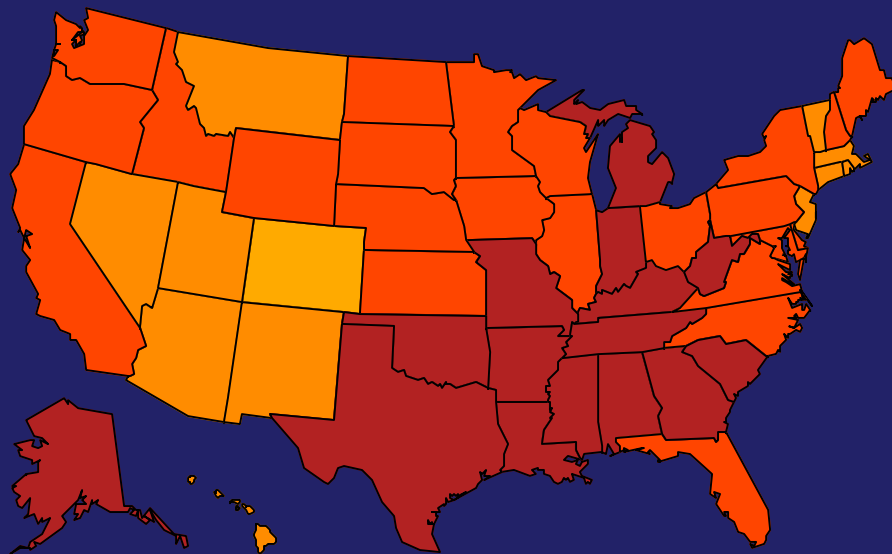
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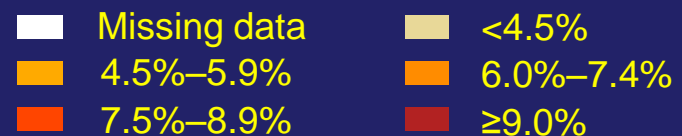
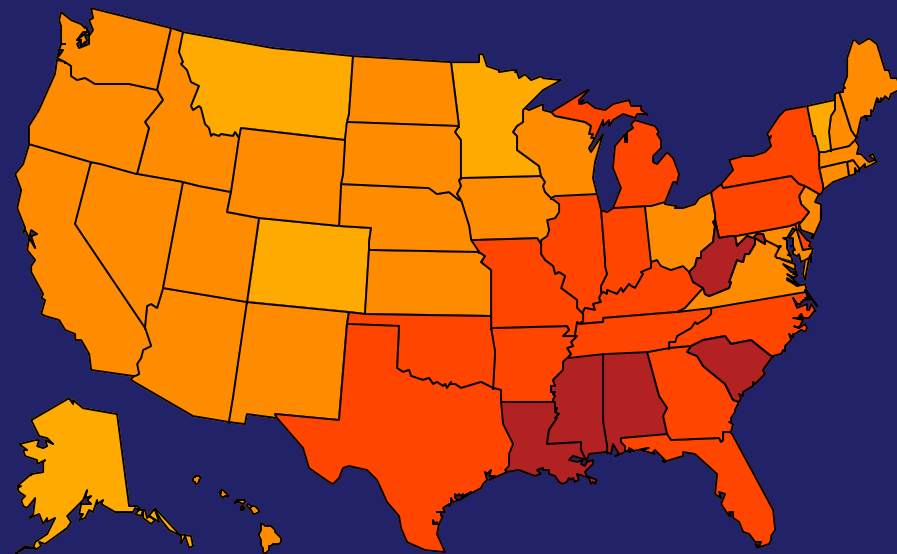
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2005

Obesity (BMI \geq 30 kg/m²)



Diabetes



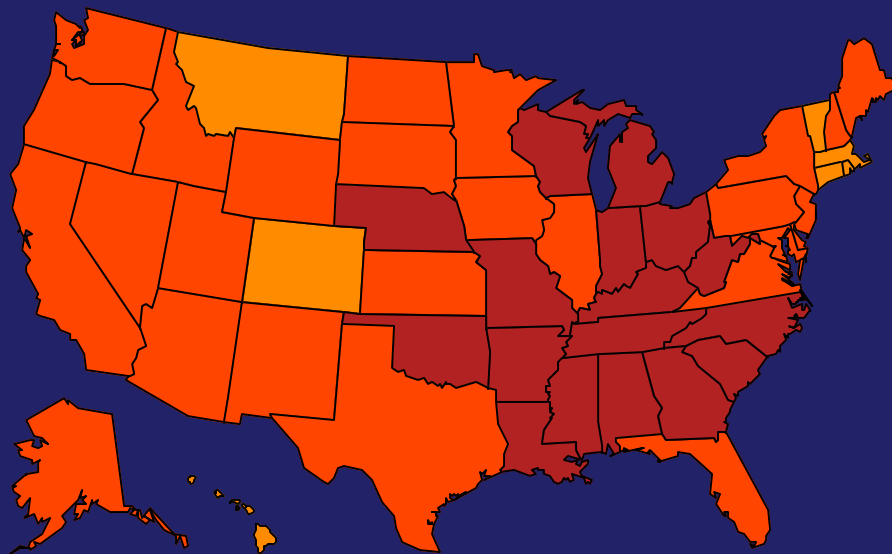
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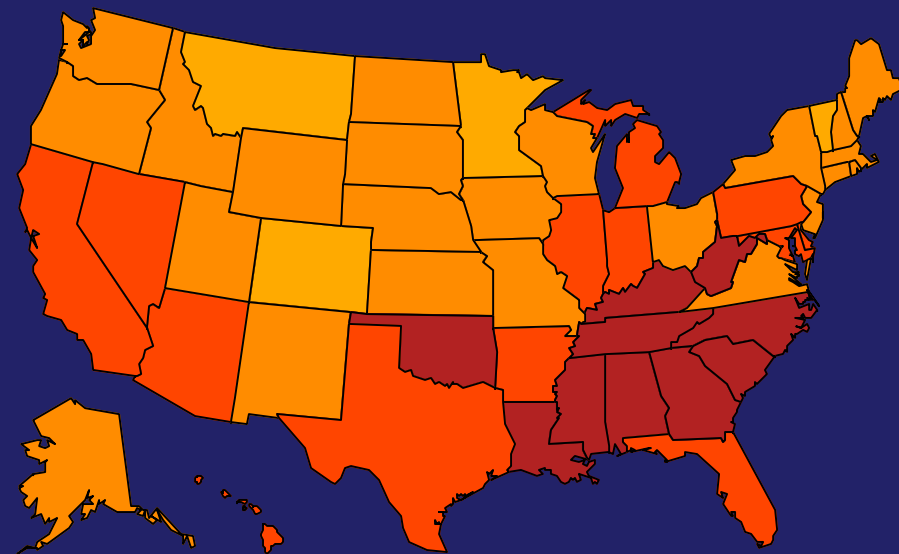
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2006

Obesity (BMI \geq 30 kg/m²)



Diabetes



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4.5%–5.9%	6.0%–7.4%
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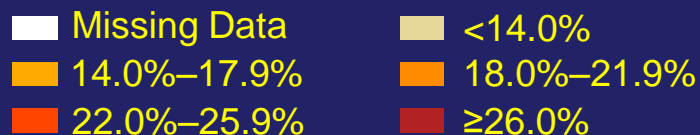
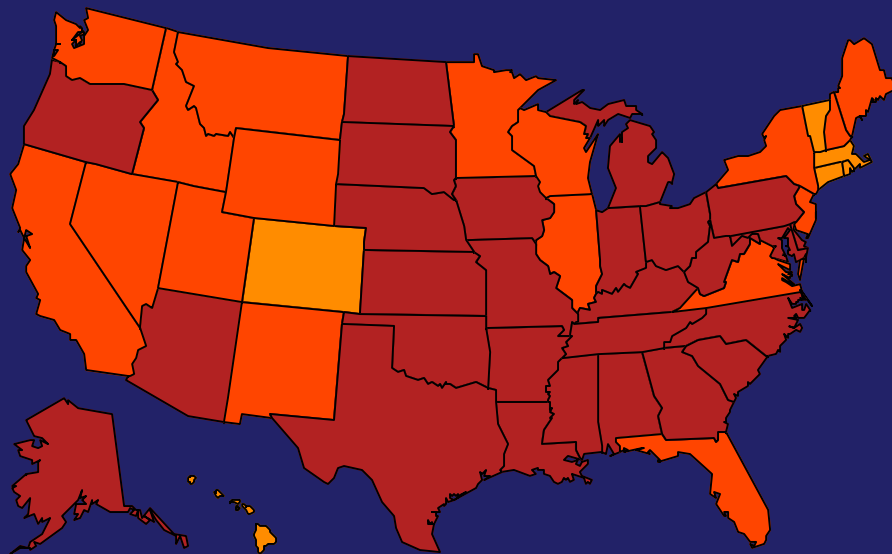
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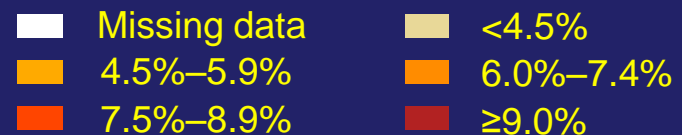
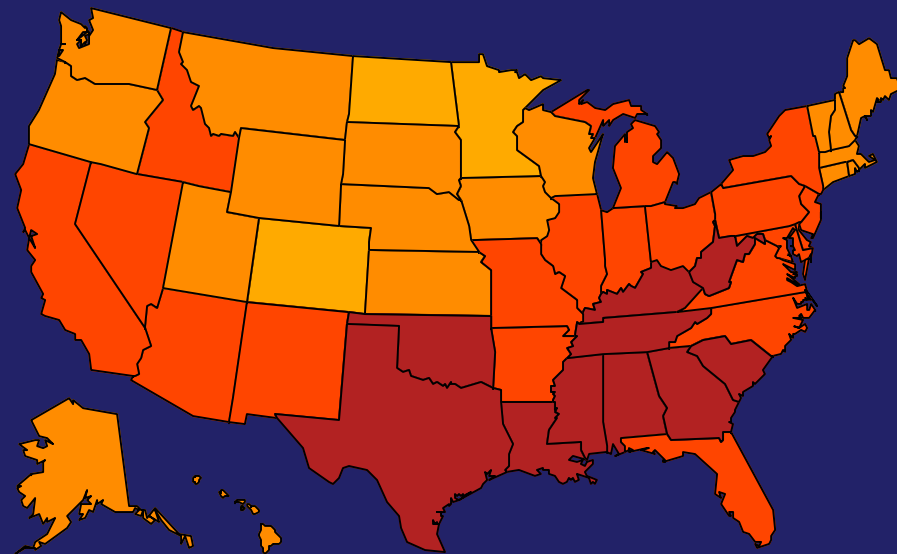
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2007

Obesity (BMI \geq 30 kg/m²)



Diabetes



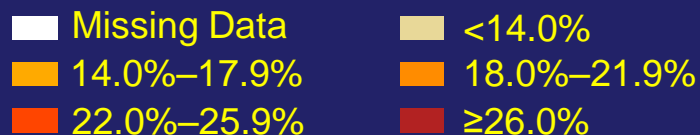
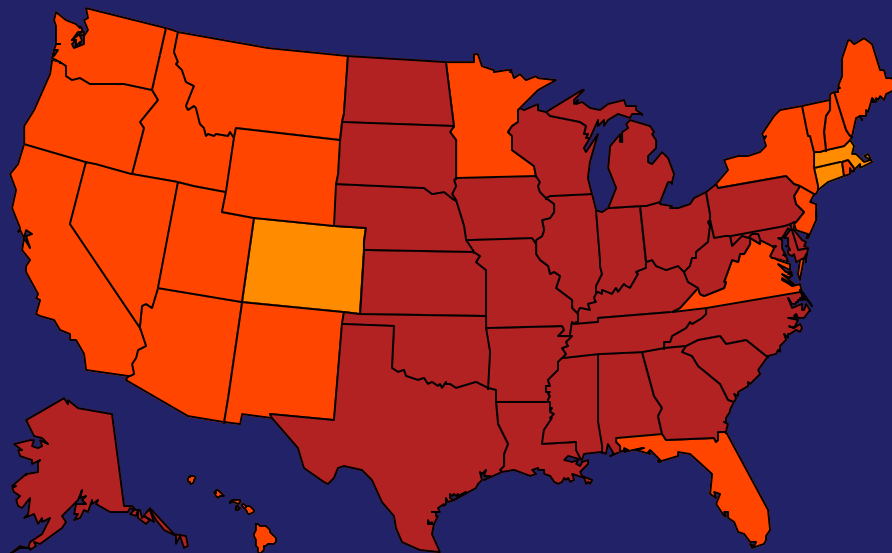
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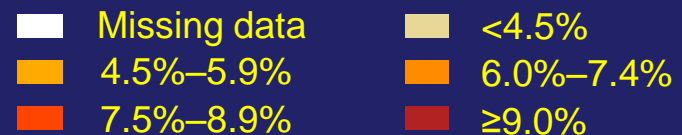
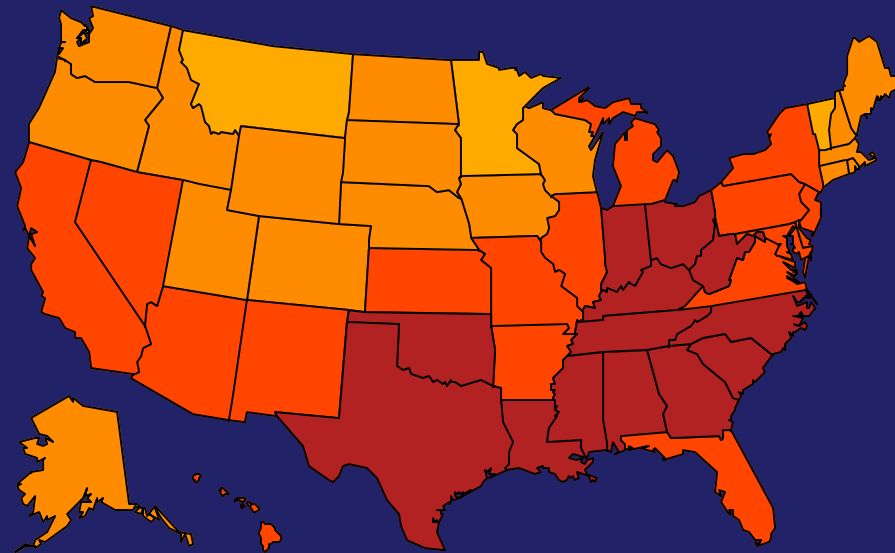
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2008

Obesity (BMI \geq 30 kg/m²)



Diabetes



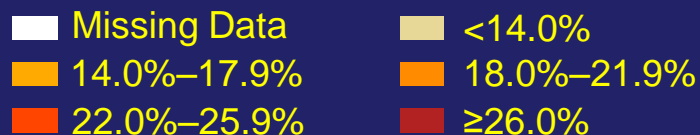
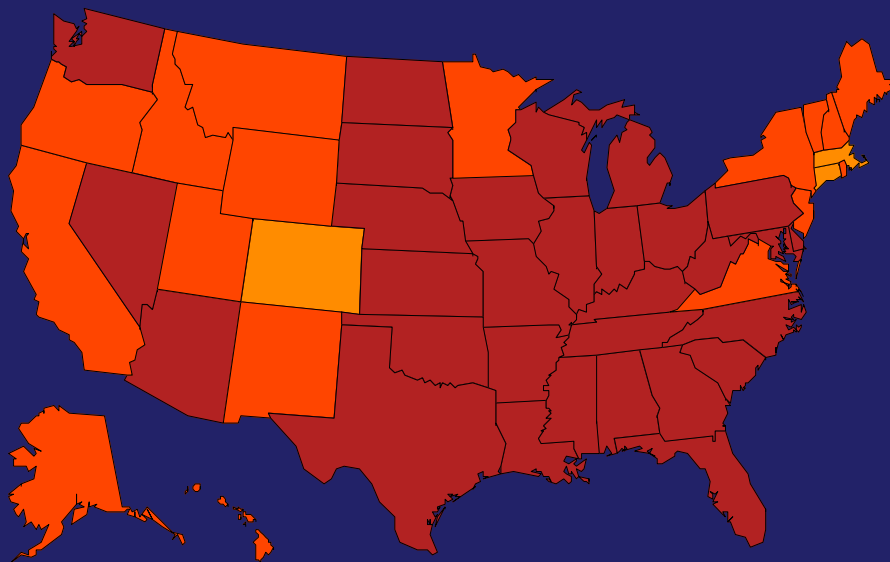
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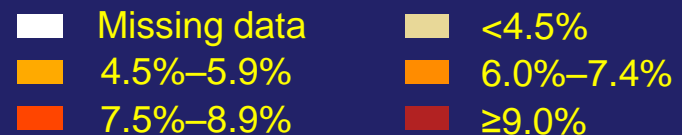
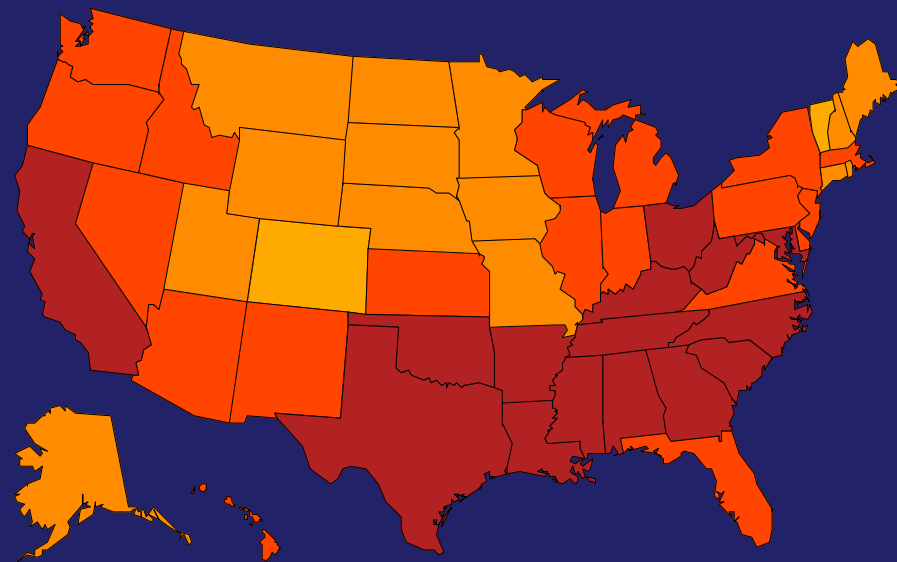
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2009

Obesity (BMI \geq 30 kg/m²)



Diabetes



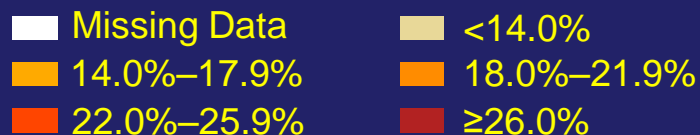
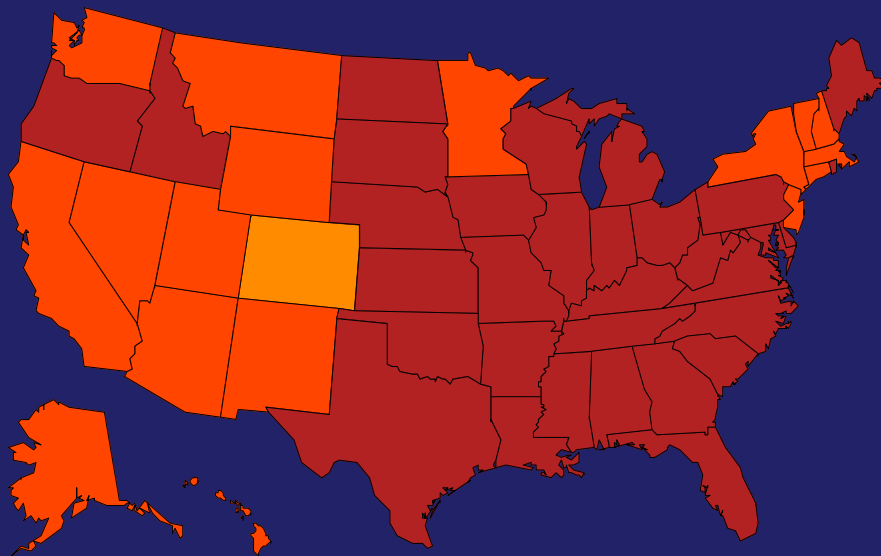
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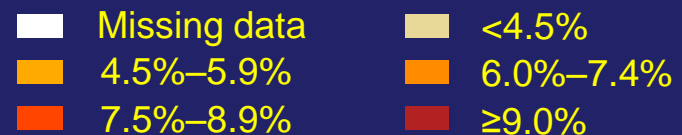
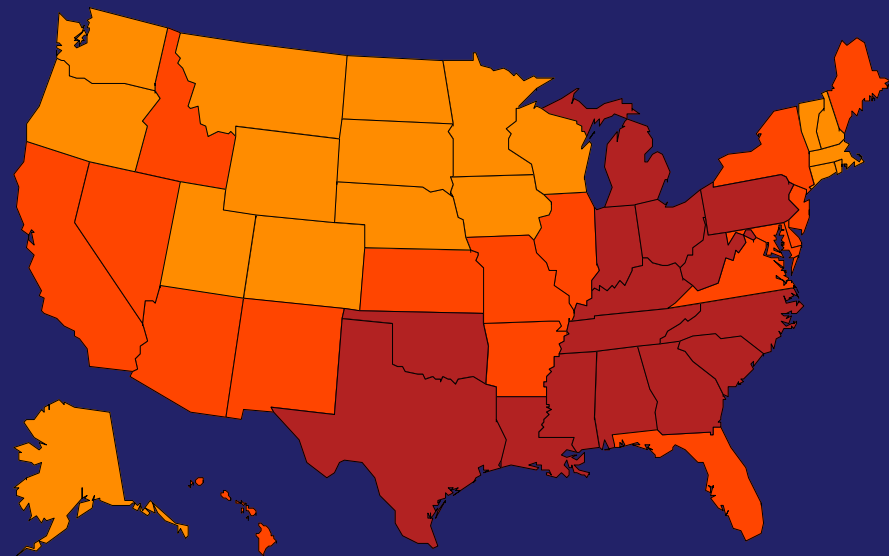
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2010

Obesity (BMI \geq 30 kg/m²)



Diabetes



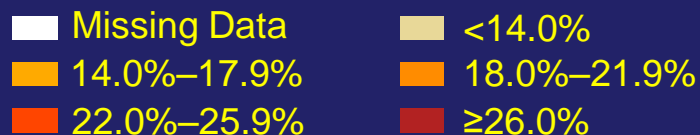
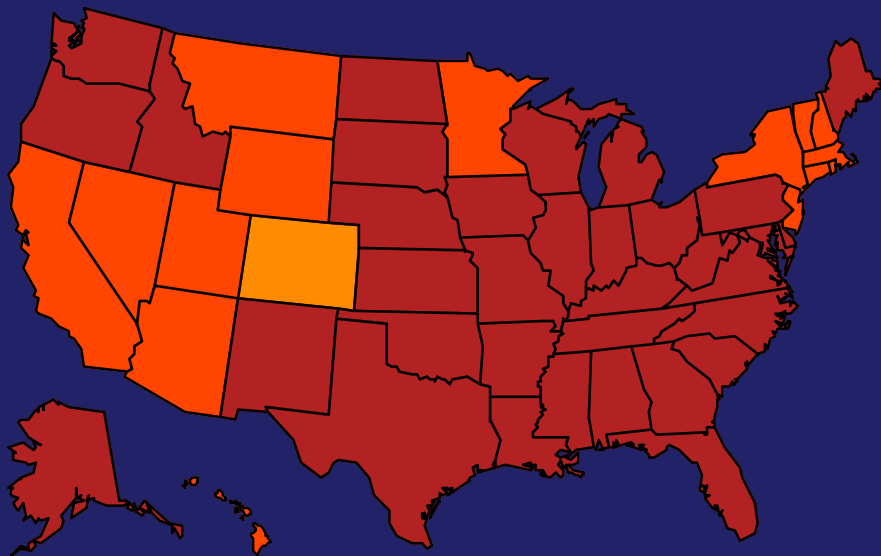
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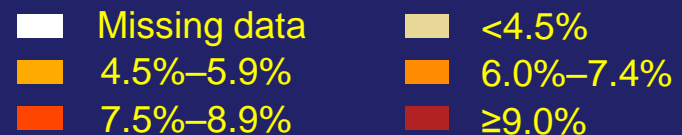
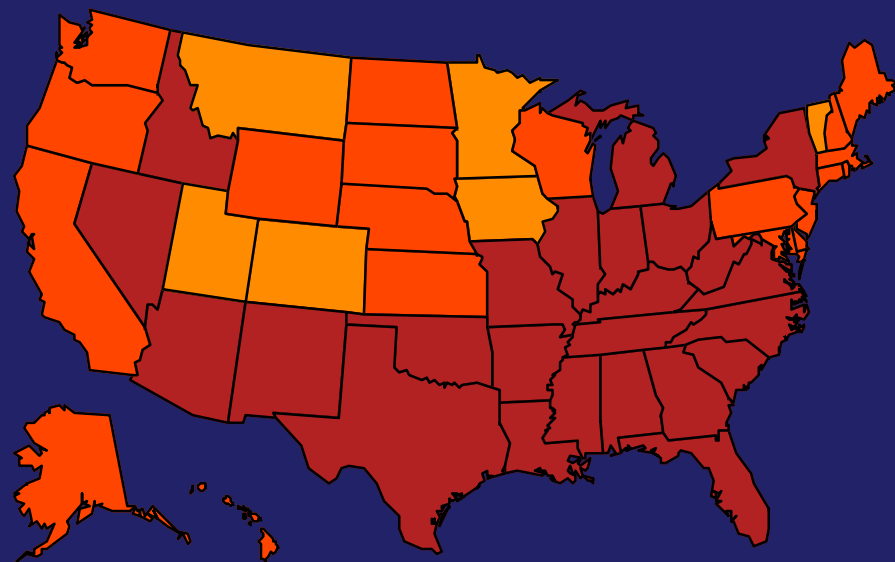
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2011

Obesity (BMI \geq 30 kg/m²)



Diabetes



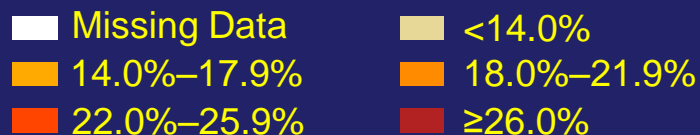
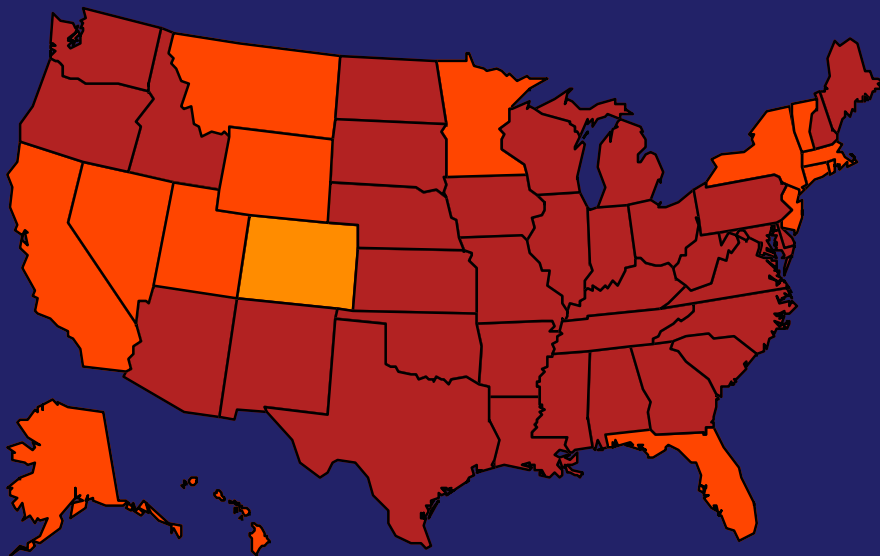
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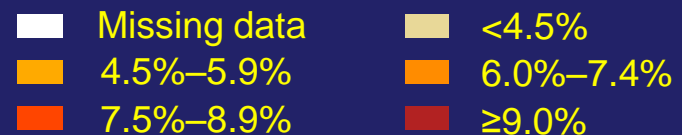
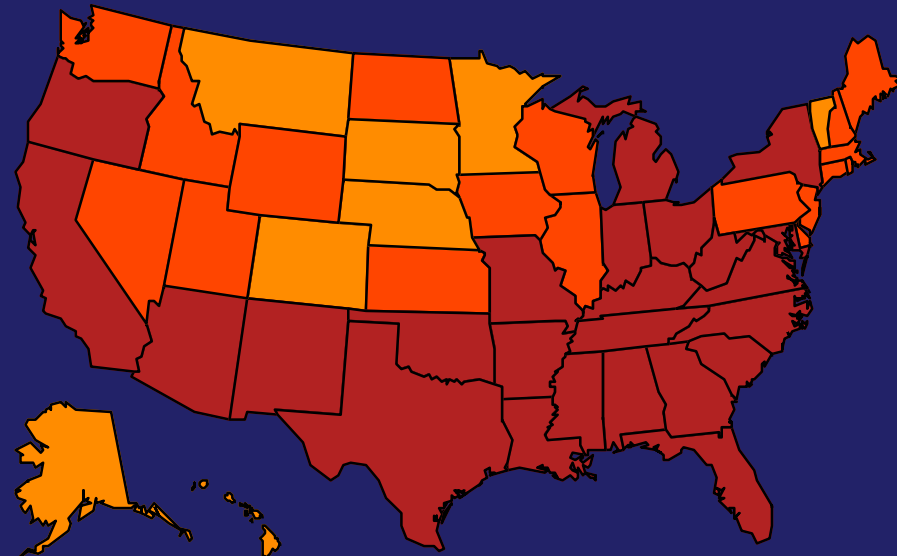
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2012

Obesity (BMI \geq 30 kg/m²)



Diabetes



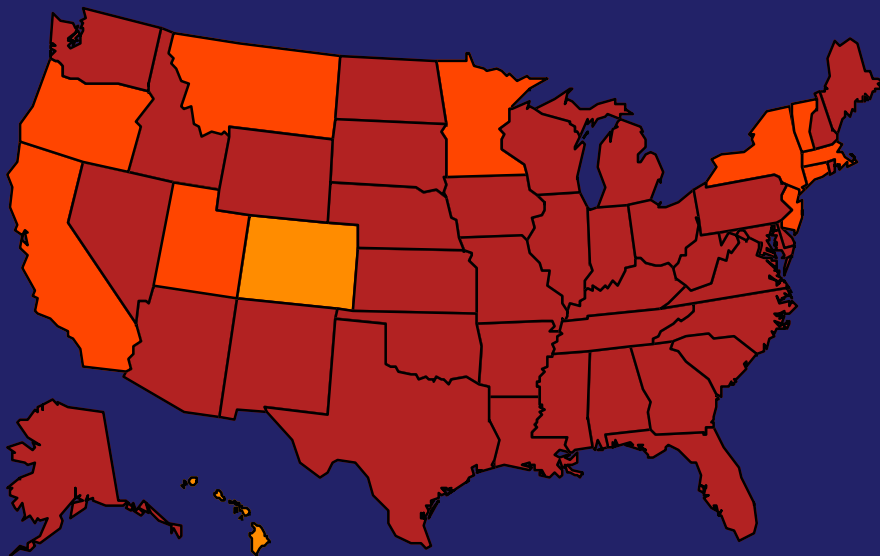
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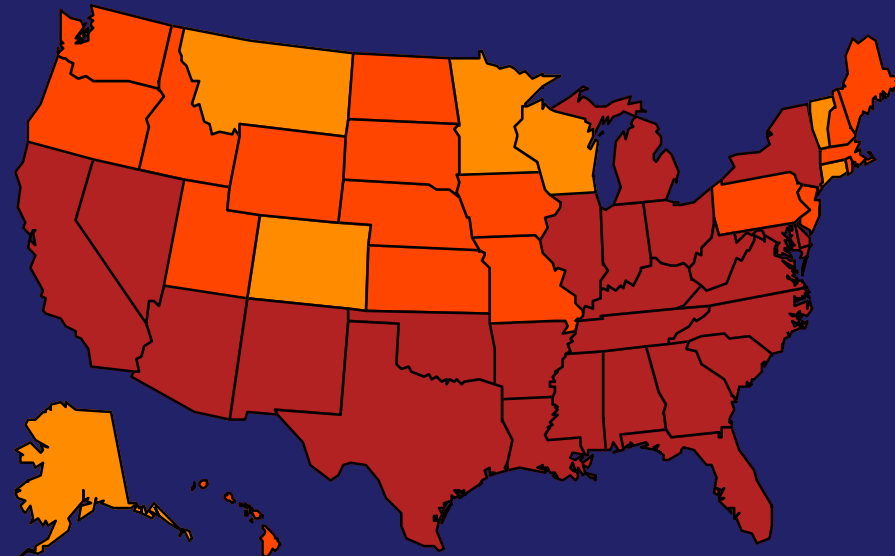
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2013

Obesity (BMI \geq 30 kg/m²)



Diabetes



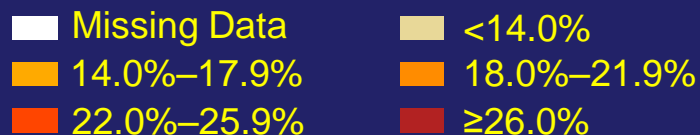
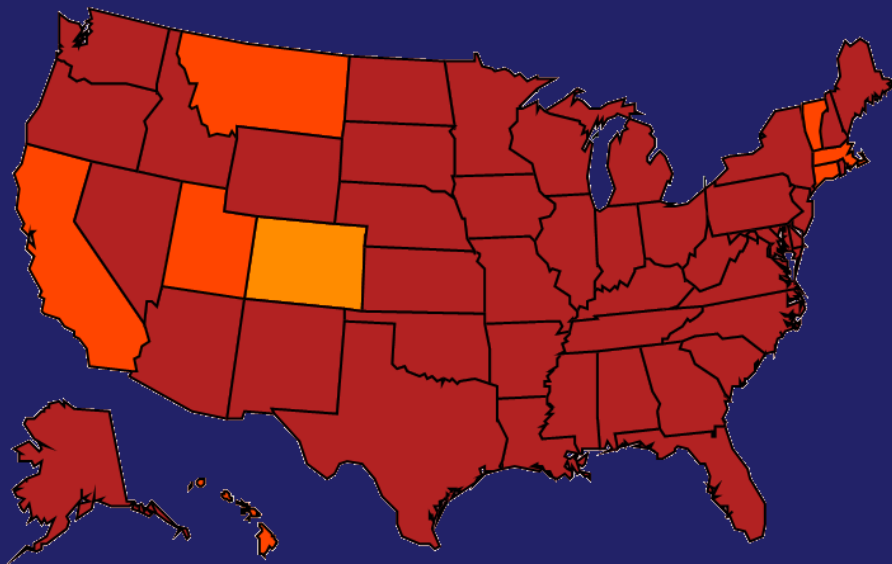
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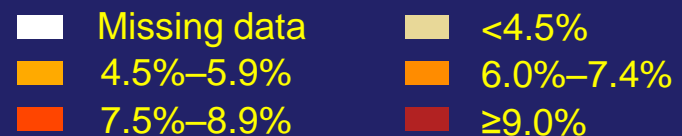
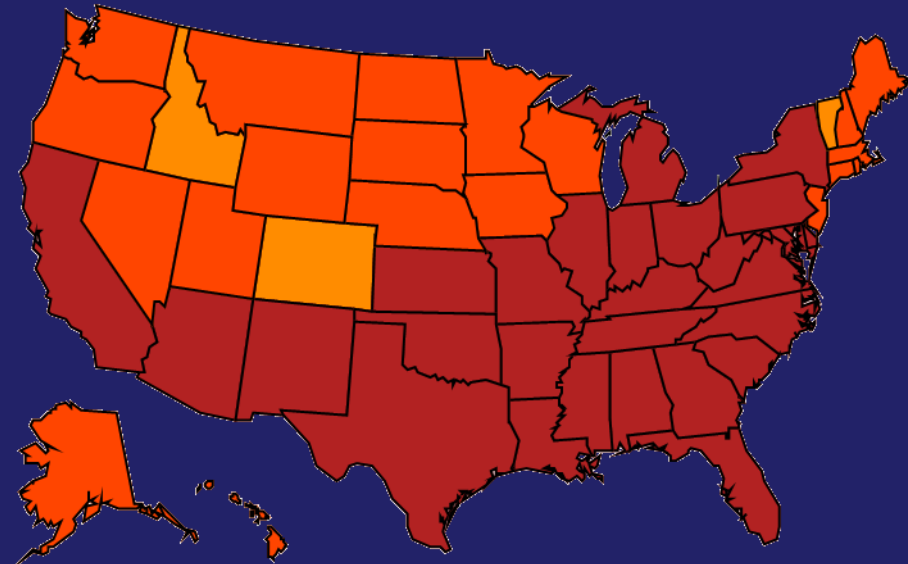
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2014

Obesity (BMI \geq 30 kg/m²)



Diabetes



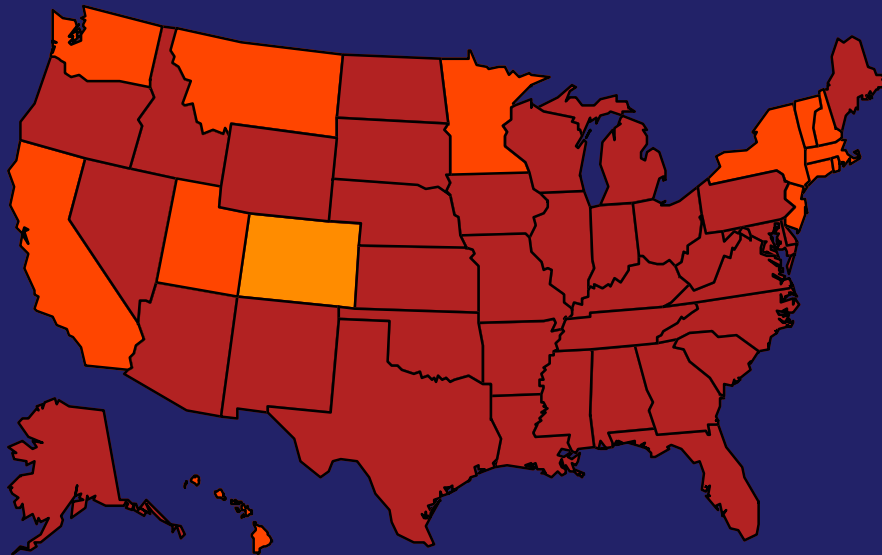
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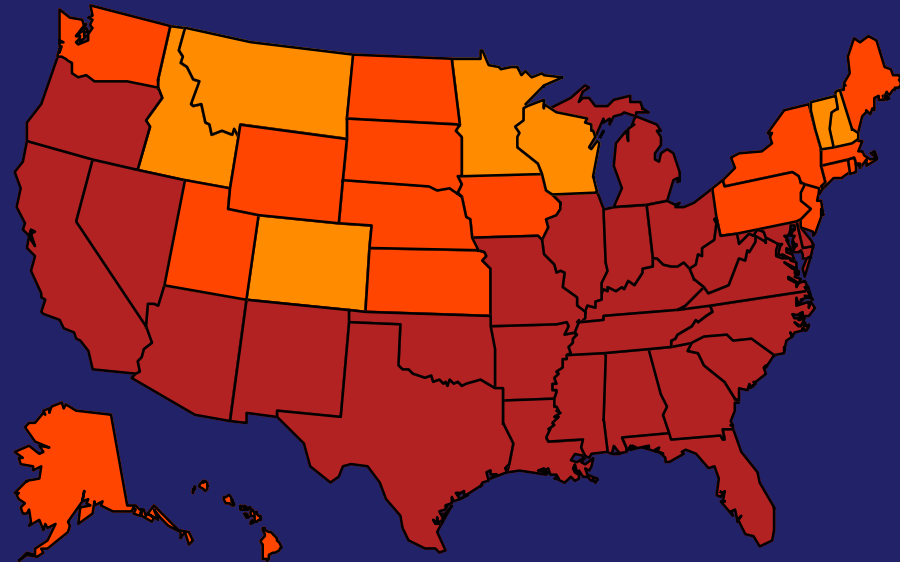
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2015

Obesity (BMI \geq 30 kg/m²)



Diabetes

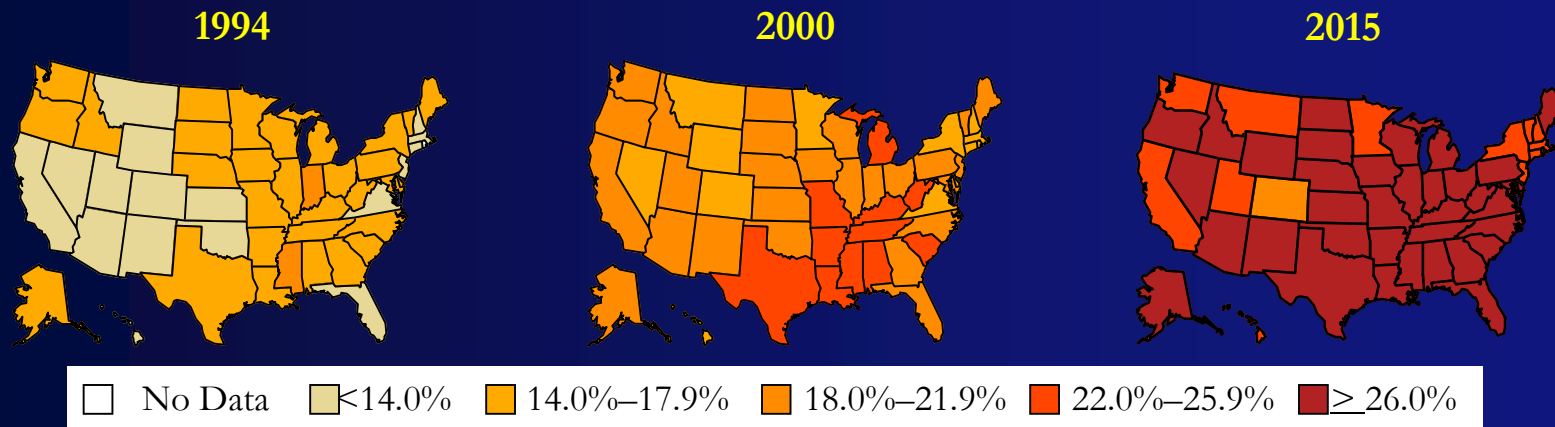


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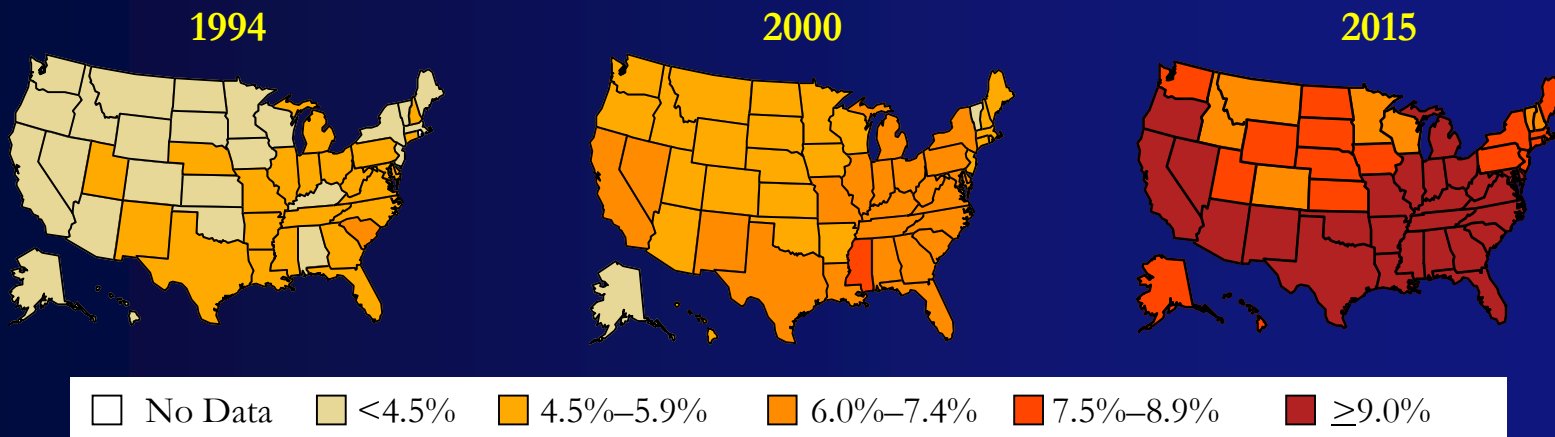


Age-adjusted Prevalence of Obesity and Diagnosed Diabetes Among US Adults

Obesity (BMI ≥ 30 kg/m²)



Diabetes

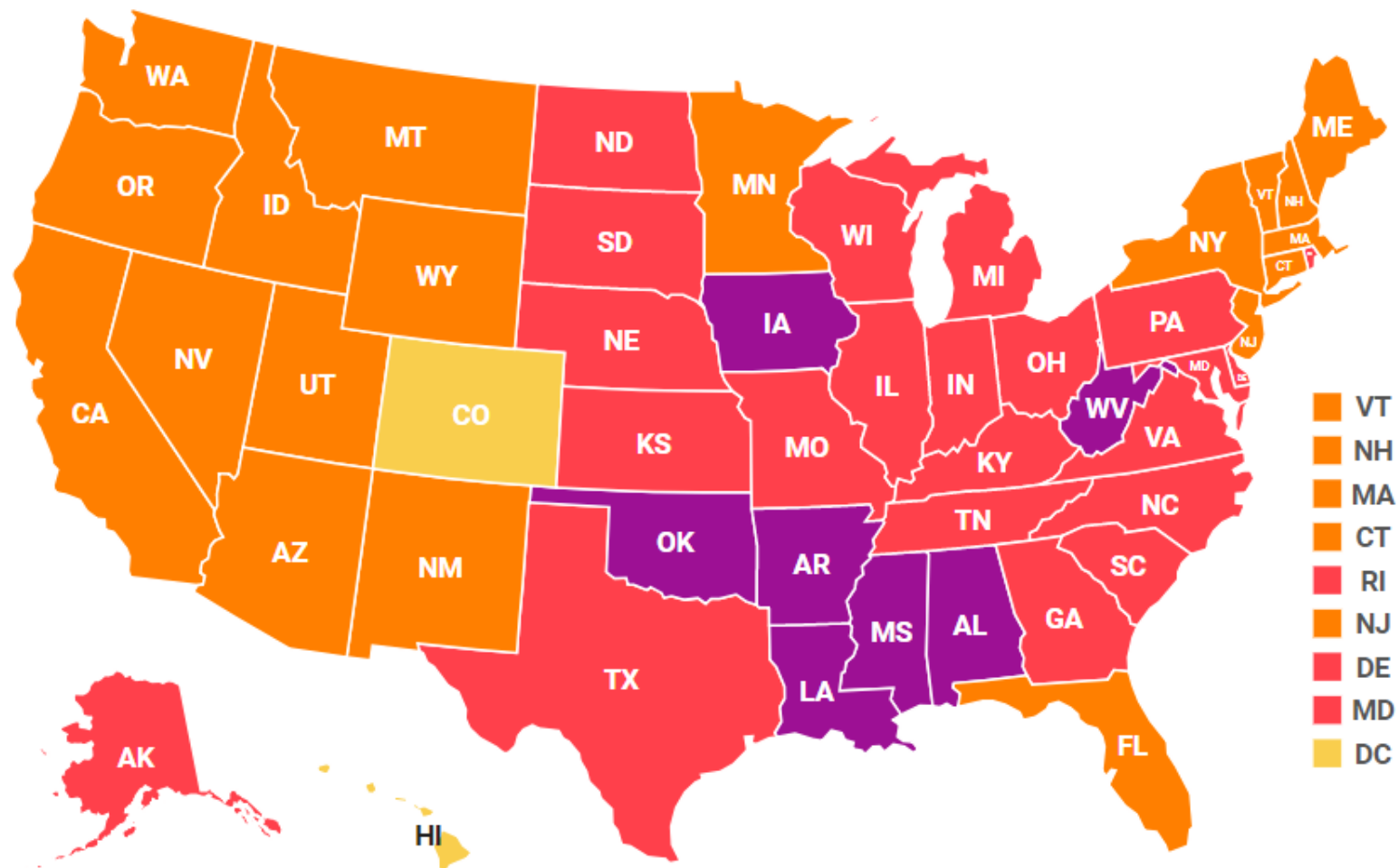


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Adult Obesity Rate by State, 2017

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

0 - 9.9% 10 - 14.9% 15 - 19.9% 20 - 24.9% 25 - 29.9% 30 - 34.9% 35%+



Source: Trust for America's Health: <https://stateofobesity.org/adult-obesity/>

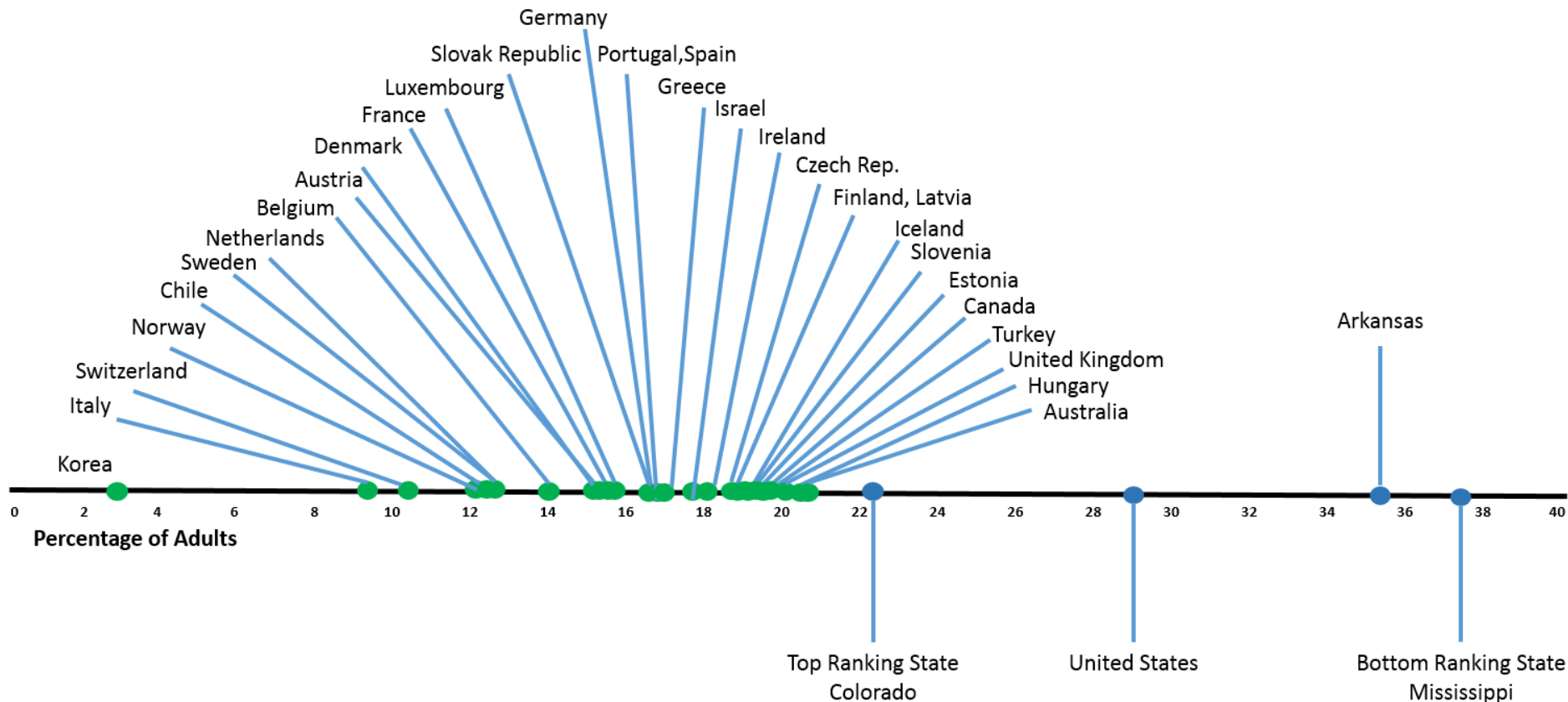
Obesity Prevalence in U.S. States and All Arkansas Counties



Source: America's Health Rankings, United Health Foundation "A call to action for individuals and their communities—Annual Report 2017"; County Health Rankings, "Health Factors—Adult obesity in Arkansas 2017."



Obesity Prevalence in OECD Countries; Top & Bottom Ranking U.S. States



Source: America's Health Rankings, United Health Foundation "A call to action for individuals and their communities—Annual Report 2017."

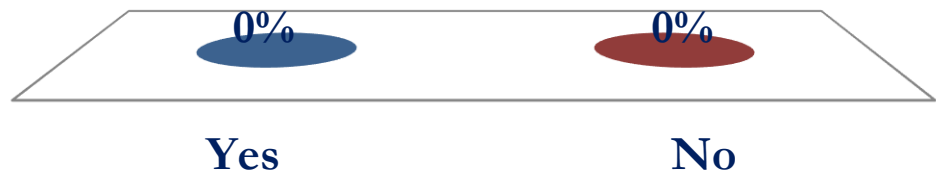


Audience Poll #1:

Do you know your own BMI?

A. Yes

B. No



Measuring BMI

Weight (lbs.)

120 130 140 150 160 170 180 190 200 210 220 230 240 250 260 270 280 290 300

Height	5'0"	23	25	27	29	31	33	35	37	39	41	43	45	47	49	51	53	55	57	59
	5'2"	22	24	26	27	29	31	33	35	37	38	40	42	44	46	48	49	51	53	55
	5'4"	21	22	24	26	28	29	31	33	34	36	38	40	41	43	45	46	48	50	52
	5'6"	19	21	23	24	26	27	29	31	32	34	36	37	39	40	42	44	45	47	49
	5'8"	18	20	21	23	24	26	27	29	30	32	34	35	37	38	40	41	43	44	46
	5'10"	17	19	20	22	23	24	26	27	29	30	32	33	35	36	37	39	40	42	43
	6'0"	16	18	19	20	22	23	24	26	27	29	30	31	33	34	35	37	38	39	41
	6'2"	15	17	18	19	21	22	23	24	26	27	28	30	31	32	33	35	36	37	39
	6'4"	15	16	17	18	20	21	22	23	24	26	27	28	29	30	32	33	34	35	37



Diabetes Pathway

Obesity and physical inactivity

Glucose elevations

Insulin insufficiency

Metabolic abnormalities

Diabetes

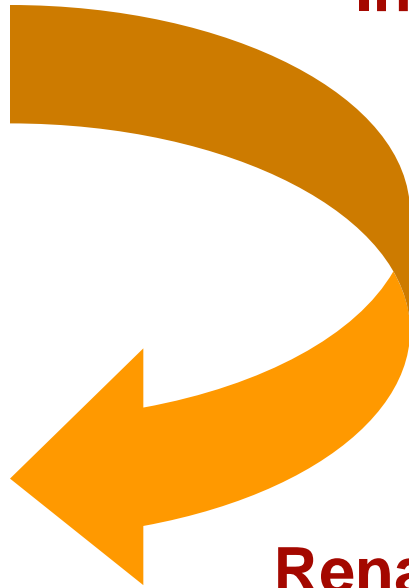
Amputations

Renal dialysis

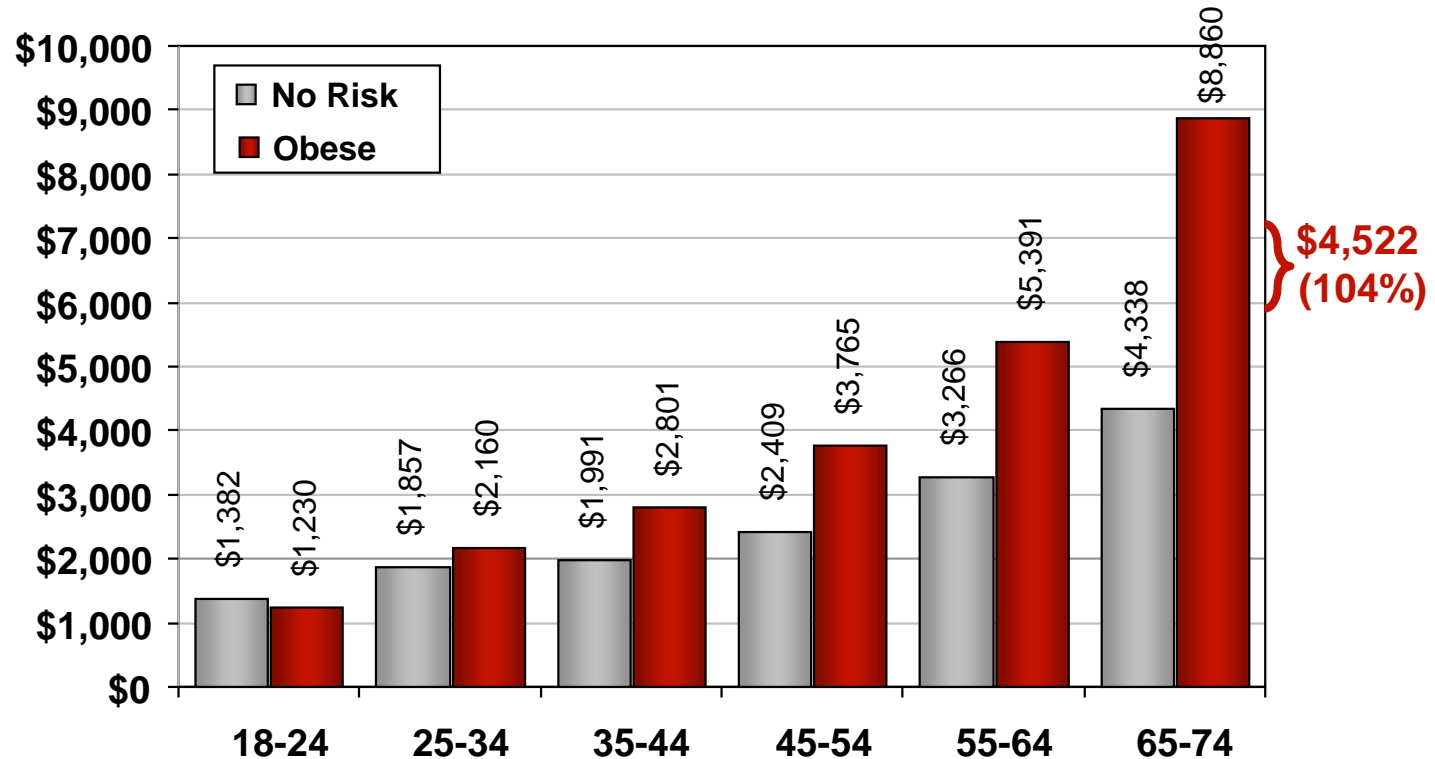
Renal failure

Heart attack

Cardiac death



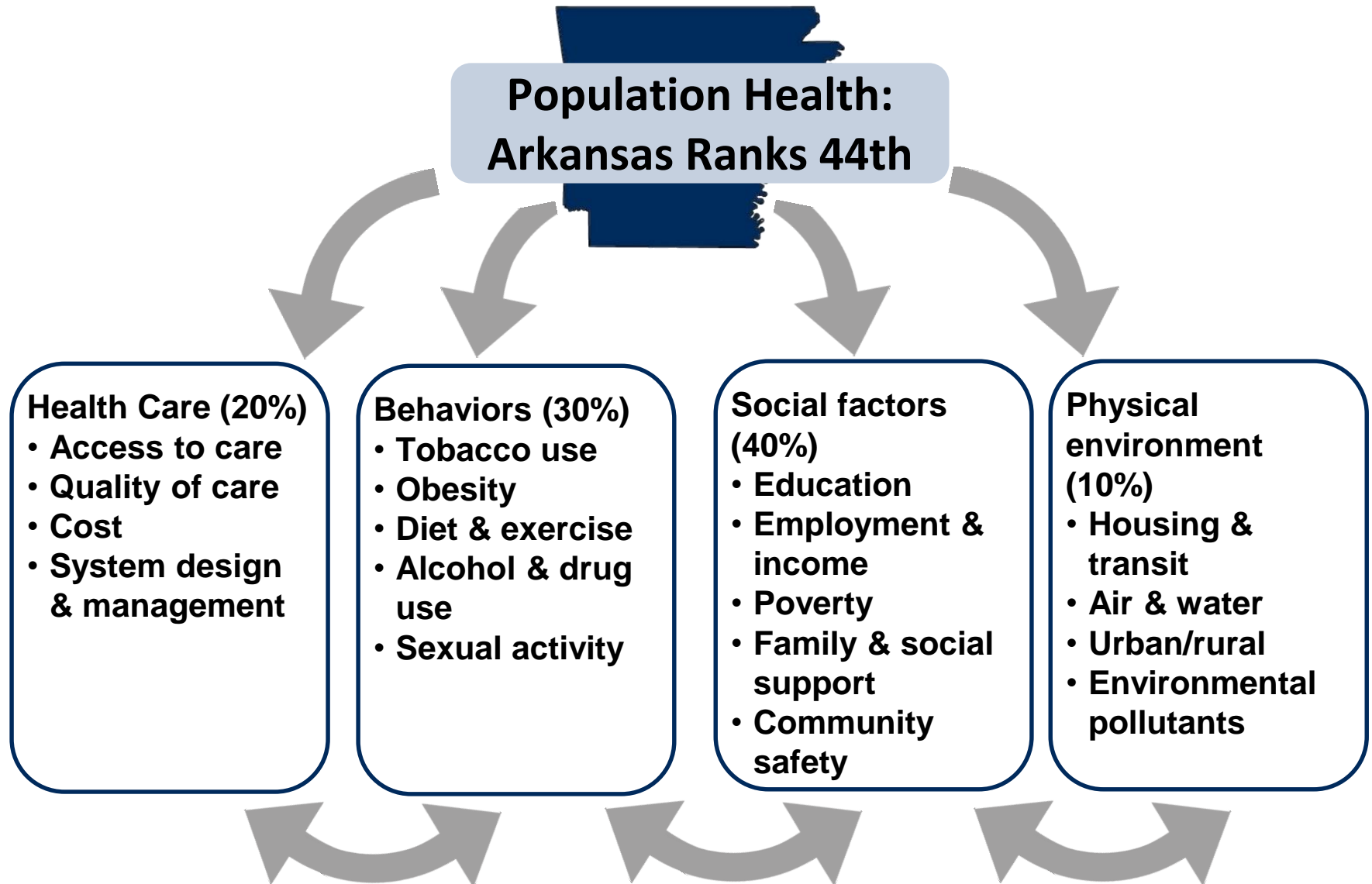
Average Annual Total* EBD Costs Linked to Obesity Compared with No Risk by Age Group



*Includes medical (inpatient and outpatient) and pharmacy costs for state employees. ACHI Analyses 2008.



Contributors to Health and Illness





HEALTHY ACTIVE

ARKANSAS

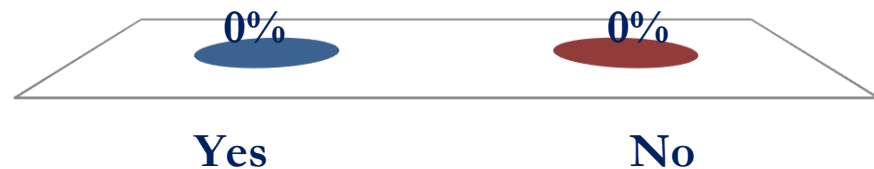
A 10-Year Plan for Arkansas

Audience Poll #2:

Had you heard of Healthy Active Arkansas before someone contacted you about this event?

A. Yes

B. No



Healthy Active Arkansas: 10-Year plan

- Framework to encourage and enable healthier lifestyles
 - Physical and Built Environment
 - Nutrition Standards in Government, Institutions & Private Sector
 - Nutrition Standards in Schools – childcare through college
 - Physical Education and Activity in Schools – childcare through college
 - Healthy Worksites
 - Access to Healthy Foods
 - Sugar-Sweetened Beverage Reduction
 - Breastfeeding
 - Public Marketing Campaign





Healthy Active Arkansas

- Launched by Gov. Hutchinson in 2015
- Board of Directors
 - Arkansas Blue Cross Blue Shield
 - Arkansas Center for Health Improvement
 - Arkansas Children's Hospital
 - Arkansas Coalition for Obesity Prevention
 - Arkansas Department of Health
 - Arkansas Department of Human Services
 - Arkansas Minority Health Commission
 - Arkansas Surgeon General
 - Baptist Health
 - CHI St. Vincent
 - Governor's Office
 - University of Arkansas for Medical Sciences (UAMS)
 - Winthrop Rockefeller Institute
- Operations and Communications Teams
 - www.healthyactive.org



Healthy Active Arkansas Progress and Partner Accomplishments





- **Free Cooking Matters Classes**
 - Hosted by Ark. Coalition for Obesity Prevention
- **Good2Go School Breakfast Program**
 - A partnership between Ark. Hunger Relief Alliance, No Kid Hungry, Baptist Health, and Little Rock School District
- **Farm to Institution Procurement Training and Local Conversations Events**
 - Hosted by Ark. Agriculture Dept. and Ark. Farm to School Team
- **Baby-Friendly Arkansas Summit**
 - Hosted by Baptist Health and Healthy Active Arkansas
- **Rethink Your Drink: Choose Water!**
 - HAA's grant for schools



2017 CapitolGO! Steps Challenge

Capitol GO! Challenge Weekly Update



Team	Average Steps Per Participant	Top Performers
GOVERNOR'S OFFICE	 4,556	Amy Fecher
HOUSE	 5,140	Rep. Richard Womack
SENATE	 6,743	Sen. Larry Teague
		supported by: 

2018 CapitolGO! Healthy Hydration Challenge



Healthy Active Arkansas 10-Year Plan

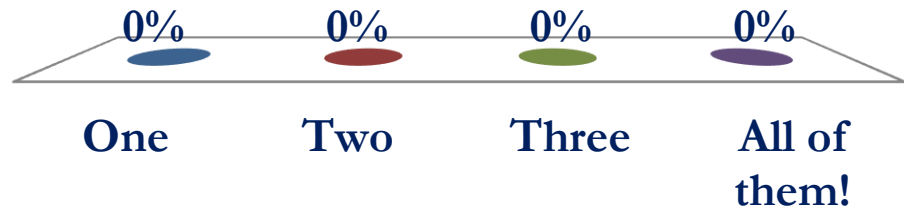
- Framework to encourage and enable healthier lifestyles
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 - Nutrition Standards in Schools – childcare through college
 - Physical Education and Activity in Schools – childcare through college
 - Healthy Worksites
 - Access to Healthy Foods
 - Sugar-Sweetened Beverage Reduction
 - Breastfeeding
 - Public Marketing Campaign



Audience Poll #3:

In how many of the Healthy Active Arkansas priority areas can you make a change in your community?

- A. One
- B. Two
- C. Three
- D. All of them!





HEALTHY ACTIVE

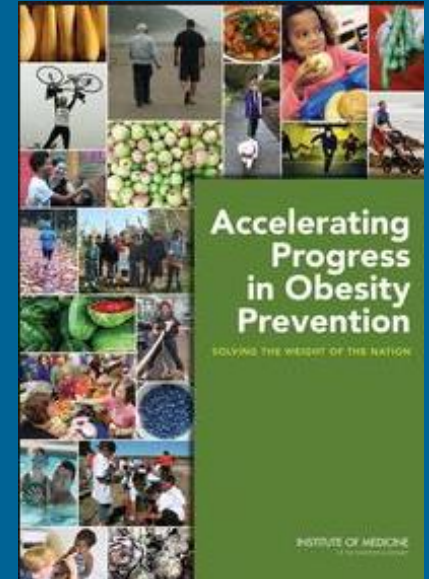
ARKANSAS

A 10-Year Plan for Arkansas

Statewide Learning Network (SLN) Regional Meeting

Healthy Active Arkansas 10-Year Plan

- Overarching goal: increase the percentage of adults, adolescents, and children at a healthy weight
- Reducing BMI of Arkansans by only 5% will:
 - Prevent thousands of cases of diabetes, stroke, coronary heart disease, hypertension, and cancer
 - Lead to savings of more than \$2B in 10 years
- 2-, 5-, 10-year goals in each priority area
- Why it matters and what you can do



Healthy Active Arkansas Priority Leads

- **Physical and Built Environment**
 - Casey R. Covington, PR, AICP, Deputy Director, Metroplan
- **Physical Education and Activity in Schools – Early Child Care Through College**
 - Brett A. Stone, PhD, Dean, Division of Education, Business, and Communications, The University of the Ozarks
- **Access to Healthy Foods**
 - Emily English, MPS, MPH, Program Administrator, Childhood Obesity Prevention Research Program, UAMS
 - Janie Ginocchio, MPA, Lead Policy and Program Analyst, Arkansas Foundation for Medical Care



Healthy Active Arkansas Priority Leads

- **Nutritional Standards in Schools – Early Child Care Through College**
 - Elizabeth Butler, MS, RD, LDN, Arkansas School Nutrition Association
 - Patty Barker, No Kid Hungry Campaign Director, Arkansas Hunger Relief Alliance
- **Sugar-Sweetened Beverage Reduction**
 - Carole Garner, MPH, RDN, LD, Senior Policy Analyst, ACHI
- **Nutritional Standards in Government, Institutions and the Private Sector**
 - Jennifer Conner, DrPH, MPH, MAP, Regional Program Associate - Obesity Reduction, UA Division of Agriculture
 - Deven Daehn, MS, CPC, Director Community Impact, American Heart Association - Northwest Arkansas



Healthy Active Arkansas Priority Leads

- **Healthy Worksites**
 - Christina Clark, Chief of Staff for the Chancellor, UAMS
 - Jackie Bracey, TRS Wellness
- **Breastfeeding**
 - Jessica Donahue, RN, Baptist Health Expressly for You
 - Becky Sartini, Assistant Director of Nursing, NICU, UAMS
- **Marketing**
 - Marisha DiCarlo, Director of Communications, Arkansas Department of Health



Success Stories



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ARKANSAS

Priority Area: Physical and Built Environment



Encourage all stakeholders to create livable places that improve mobility, availability, and access within the community where they live, work, and play.



What Can You Do?

- Check the walkability of your community including access for strollers and physically disabled pedestrians
- Provide marked bike lanes on streets
- Highlight cross walks
- Develop Safe Routes to School
- Require sidewalks and green space in housing development plans
- Create a master community, parks, trails, and recreational facilities plan



Sources:

- US Department of Health and Human Services, US Public Health Service, and US Surgeon General. (2017). Step it up! Everyone can help make your communities more walkable. Retrieved from <https://www.cdc.gov/physicalactivity/walking/call-to-action/pdf/infographic.pdf>



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Priority Area: Physical Education and Activity in Schools – Early Child Care Through College



State and local governments, early child care providers, school districts, and colleges ensure that all students have opportunities for daily physical activity and quality physical education that promotes healthy lifestyles.



What Can You Do?

- Ensure compliance with appropriate state and federal standards for physical activity
- Create a mindset that promotes lifelong physical activity
- Integrate physical activity with learning
- Participate in GoNoodle movement breaks



Sources:

* (2016 May). Arkansas department of education rules governing nutrition and physical activity standards and body mass index for age assessment protocols in Arkansas public schools. Retrieved from <http://www.sos.arkansas.gov/rulesRegs/Arkansas%20Register/2016/june2016/005.23.16-010.pdf>

** CDC. (2015, June 4). Physical activity basics. Retrieved from <https://www.cdc.gov/physicalactivity/basics/index.htm>



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Priority Area: Access to Healthy Foods



State and local governments and other stakeholders will promote education, public policies, and access to affordable healthy foods for all Arkansans.



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What Can You Do?

- Start / expand (mobile) farmers market
- Participate in Farm to School
- Start / expand school, community gardens
- Increase participation in nutrition assistance programs
- Challenge local churches to have healthy potlucks
- Work with local champions to offer Cooking Matters courses



Fresh2You
Mobile Market



Priority Area: Nutritional Standards in Schools – Early Child Care Through College



State and local governments, early child care providers, school districts, and colleges will provide food and beverages that align with the Dietary Guidelines for Americans and promote health and learning.



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What Can You Do?

- Try school meals
- Join your school's wellness committee
- Encourage your school to apply for the Fruit and Vegetable Program
- Support Farm to School



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Priority Area: Sugar-Sweetened Beverage Reduction



Decision-makers in the business community/private sector, nongovernmental organizations, educational institutions, and at all levels of government will adopt comprehensive strategies to reduce overconsumption of sugar-sweetened beverages in worksites, public places, recreational facilities and schools.

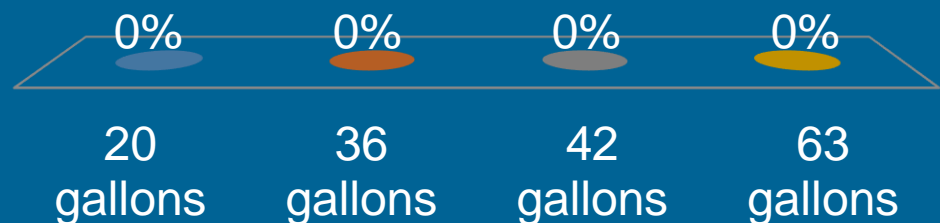


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Audience Poll:

How many gallons of sugary drinks does the average American drink each year?

- A. 20 gallons
- B. 36 gallons
- ✓ C. 42 gallons
- D. 63 gallons



What Can You Do?

- Create policies about healthy beverage choices in meetings, catered events, vending machines, and snack bars
- Focus beverage marketing on healthier choices
- Retrofit drinking fountains into water-filling stations
- Encourage employees to bring and refill water bottles
- Ensure concessions offer water at prices below sugary drinks
- Initiate 'Soda Free Summer' campaign
- Action Areas
 - Licensed day care centers
 - Schools
 - Worksites
 - Public Places
 - Recreational Facilities



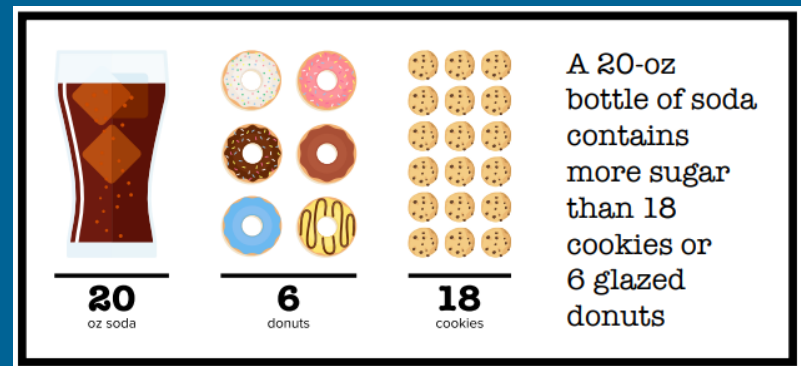
What Can You Do?

- Use HAA Rethink Your Drink Educational Campaign Toolkit:
 - Step-by-step action plan
 - Educational activities, events, and ideas guide
 - Tools and activities for various audiences
 - Social media messages
 - Educational messages, handouts and infographics



What Can You Do?

- Use HAA Rethink Your Drink Educational Campaign Toolkit (continued)



About 3.3 miles to burn off a 20 oz. 240 calorie soda

What Can You Do?

- Use HAA Rethink Your Drink Educational Campaign Toolkit (continued)

Commit to being a healthier you and keep track of your **Soda Free Days!**
Instructions: Log each day that you are soda free on the tracker below.

	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
Week of _____							
Week of _____							
Week of _____							
Week of _____							
Week of _____							
Week of _____							
Week of _____							
Week of _____							
Week of _____							

THE HAPPY FACE GAME!



What Can You Do?

- Use HAA Rethink Your Drink Educational Campaign Toolkit (continued)

Become a label reader and beware of sugar's many names and also pay attention to portion sizes.

NUTRITION FACTS FOR 20 OUNCE SODA

Serving Size: 1 bottle

Servings Per Container: 1

Amount Per Serving

Calories 240

% Daily Value

Total Fat 0 g 4%

Saturated Fat 0 g 0%

Trans Fat 0 g

Cholesterol 0 mg 0%

Sodium 75 mg 3%

Total Carbohydrate 65 g 22%

Sugars 65 g

Protein 0 g

Ingredients: Carbonated water, **high fructose corn syrup**, caramel color, phosphoric acid, natural flavors, caffeine

COMMON NAMES FOR SUGAR:

Sugar comes in many forms. Here are some common words for sugar in the ingredients list:

- High fructose corn syrup
- Brown sugar
- Cane juice
- Corn syrup
- Dextrose
- Fruit juice concentrates
- Fructose
- Glucose
- Honey
- Maltodextrin
- Maple syrup
- Molasses
- Powdered sugar
- Raw sugar
- Sucrose

To find out how much sugar is in a package of food, first check the "Nutrition Facts" panel on the package.

Look for the word "Sugars" to see how much sugar is in the food per serving. To find the hidden forms of sugar, check the "Ingredients."

H2O = 0 TEASPOONS OF SUGAR

Priority Area: Nutritional Standards in Government, Institutions and the Private Sector



Ensure uniform access to healthy foods and beverages to consumers in government, institutional, and private sector settings.



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What Can You Do?

- Implement a No Dumping food policy
- Send gift baskets with only healthy foods
- Utilize the National Alliance for Nutrition and Activity's Healthy Meeting Toolkit
- Implement Health and Sustainability Guidelines for Federal Concessions and Vending Operations
- Generate a culture of and a demand for healthier foods



Priority Area: Healthy Worksites



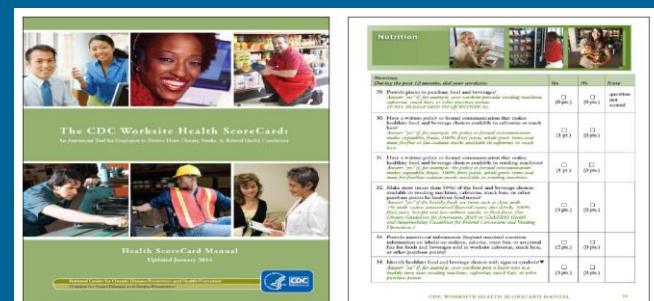
Worksites will establish healthy environments that promote good health through prevention, reduce health care costs associated with chronic illness and disability, and improve employee productivity.



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What Can You Do?

- Do a worksite wellness assessment
 - CDC Worksite Health Scorecard
- Sponsor employees who participate in 5k runs
- Establish wellness programs, increase employee participation
- Use a standing desk
- Go on walking meetings
- Take a 15-min walking break
- Participate in the Blue & You Fitness Challenge



Priority Area: Breastfeeding



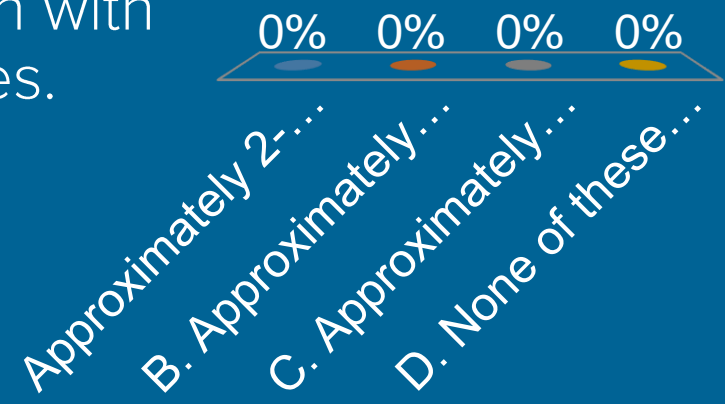
Women, health service providers, employers, communities, and other key stakeholders will adopt, implement, and monitor policies that support and increase the proportion of mothers who initiate and continue optimal breastfeeding practices.



Audience Poll:

According to the USDA, on average, how long and how often does a nursing mother need to pump during a typical 8-hour workday?

- A. Approximately 2-4 sessions, each with a duration of about 5-10 minutes.
- ✓ B. Approximately 2-4 sessions, each with a duration of about 10-25 minutes.
- C. Approximately 2-4 sessions, each with a duration of about 45-60 minutes.
- D. None of these are accurate.



What Can You Do?

- Review your business policy around breastfeeding
- Help distribute Breastfeeding Welcome Here signs to businesses willing to display them in your community
- Present Arkansas Breastfeeding Helpline Signs to your local healthcare providers and ask them to display
- Attend or volunteer at local LLL meetings or other support groups in your community
- Set up a display bulletin board of breastfeeding information at your local library, school, or daycare for world breastfeeding week

Source:

* CDC. (2017, February 27). Get the facts: sugar-sweetened beverages and consumption. Retrieved from <https://www.cdc.gov/nutrition/data-statistics/sugar-sweetened-beverages-intake.html>



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Priority Area: Marketing



Develop and implement a robust, sustained, and culturally appropriate targeted communications and marketing program aimed at changing norms and behaviors with respect to physical activity and nutrition.



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What Can You Do?

- Write a letter to the editor



Follow Along on Social Media



@HealthyActiveAR

Next Steps

- Find an Action Plan packet and today's PowerPoint presentation online at www.achi.net
- Engage in your action plans and spread the word





HEALTHY ACTIVE

ARKANSAS

Statewide Learning Network (SLN)

Tag and follow us on social media!



@HealthyActiveAR

#HAASLN

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