Kaiser Permanente Fit + Smart Schools
A partnership for healthier schools, staff and students
October 2012

Southern California HEAL Meeting
Obesity Rates in California 1985 - 2009

Obesity Prevalence

1985: 8.9%
Obesity Rates in California 1985 - 2009

- 1985: 8.9%
- 2010: 24.7%
So... What is HAPPENING?
Genetic change? 
Less will power? 
Less informed? 
or… 
Have we built a toxic environment?
Soda & Junk Food are EVERYWHERE
Portion Distortion in Snack Foods

**Bagel**
- 1983: 3 Inches, 140 Calories
- 2003: 6 Inches, 350 Calories (2.0x)

**Muffin**
- 1984: 1.5 Ounces, 210 Calories
- 2004: 5 Ounces, 500 Calories (3.3x)

**French Fries**
- 1983: 2.4 Ounces, 210 Calories
- 2003: 6.9 Ounces, 610 Calories (2.8x)

**Chocolate Chip Cookie**
- 1984: 1.5 Inches, 55 Calories
- 2004: 3.5 Inches, 275 Calories (2.3x)

$10 Billion Spent Annually Advertising Unhealthy Food / Beverages to Children IOM, 2005
Physical Activity: Cars vs. Walking

Where have we come?
Physical Activity: walking or biking to work / school
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”
<table>
<thead>
<tr>
<th>Public Policy</th>
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<tr>
<td>Law or regulation <strong>formally adopted</strong> by an official government body (e.g. school board, city council)</td>
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<tr>
<td>- Requires public discourse</td>
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<td>- Has the force of law</td>
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<td>- Provides credibility</td>
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<td>- Sustainable / difficult to change</td>
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<th>Program</th>
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<td>Any other activity designed to achieve a desired objective</td>
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<td>- Decision made out of public view</td>
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<td>- Depend on motivated staff</td>
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<td>- Easily changed</td>
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Why Schools?

5 SOLUTIONS FOR CHANGING OUR COMMUNITIES

INTEGRATE PHYSICAL ACTIVITY EVERY DAY IN EVERY WAY.

STRENGTHEN SCHOOLS AS THE HEART OF HEALTH.

ON THEIR OWN, ANY ONE OF THESE FIVE SOLUTIONS MIGHT HELP SPEED UP PROGRESS IN PREVENTING OBESITY, BUT TOGETHER, THEIR EFFECT WOULD BE REINFORCED, AMPLIFIED, AND MAXIMIZED.

MARKET WHAT MATTERS FOR A HEALTHY LIFE.

EAT WELL!

FRESH PRODUCE AVAILABLE!

MAKE HEALTHY FOODS AVAILABLE EVERYWHERE.

ACTIVATE EMPLOYERS AND HEALTH CARE PROFESSIONALS.

MARKET
School Food Reforms (2001 – 2005)

Nutrition Standards
SB 19, 2001

Sodas, Junk Food
Oakland/ LAUSD, 2002-03

Soda Ban
SB 677, 2003

K-12 Food Standards
SB 12 - 2007

High School Beverages
SB 965 - 2007
Percent of California Students Overweight or Obese (2001-2010)

- 2001: 35.7%
- 2002: 36.0%
- 2003: 36.4%
- 2004: 38.0%
- 2005: 38.4%
- 2006: 38.4%
- 2007: 38.0%
- 2008: 38.0%
- 2009: 38.0%
- 2010: 38.0%
Successful Policy Reform

- Partnership Building
- Community, Mobilization
- Research State & Local Data
- Parent, youth and staff engagement
- Early Innovators
- Policy Maker Education
- Media Advocacy
Primary Goal
• Improved Health
• Productivity, academic achievement, schools census as co-benefits

Focus Areas
• Healthy Eating
• Active Living
• School Climate

Targets
• Students
• Staff and teachers
• School environment

Key Strategies
- Peer-to-peer learning
- Youth empowerment
- Parent & community engagement
- Staff as wellness champions
- District Leadership engagement
Tiered Model and Timeline

**Tier 1**
Ready-to-use Tools & Resources including a walking program

**Tier 2**
Intensive Consultation & Capacity Building

**Tier 3**
Unique Enhancements

* Lower Reach / Higher Intensity

* Higher Reach / Lower Intensity

Q4 2012: Walking program announcement
Q1 2013: Tools & resources launch

Q3 2013: Launch
### Tier One – Detail on Fire Up Your Feet

- KP becomes the national sponsor of the Fire up Your Feet program
- Safe Routes provides a walking-based program that can be available to all elementary and middle schools in KP’s footprint and others around the country
- Helps grow the safe routes to school movement through grassroots engagement
- Launches Spring 2013

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<tr>
<th>A bi-annual web-based competition including promotional collateral</th>
<th>Incentive grants and other incentive items for participants (Limited to KP schools with a focus on schools serving low income families)</th>
<th>Focus on using competitions for school fundraising</th>
</tr>
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<td>Field staff to conduct outreach (within KP’s footprint)</td>
<td>A partnership with the National PTA</td>
<td>Engage parents, schools and kids to support active transportation</td>
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- Engage parents, schools and kids to support active transportation
## Summary

### Key Messages

- Be strategic

- Engage stakeholders (youth, parents, policymakers, community leaders)

- Don’t be afraid to move out of your comfort zone – be bold.
Thank you!

peggy.e.agron@kp.org