

Charles County Partnerships for a Healthier Charles County: Chronic Disease Prevention Team

Community Health Resource Commission Base Grant Funding Final Report of Program Activities

Introduction:

Base funding was given to the Charles County Partnerships for a Healthier Charles County's Chronic Disease Prevention Team (CDPT) by the Maryland Community Health Resource Commission (CHRC) to initiate chronic disease and obesity prevention projects identified in the Charles County Health Improvement Plan and subsequent action plans.

The Partnerships for a Healthier Charles County's Chronic Disease Action Plan Objectives that were addressed include:

1. Heart Disease Mortality: Reduce the number of deaths from heart disease in Charles County from 228.5 per 100,000 to 211 per 100,000 or 7.5% improvement.

The primary strategy was to educate the community on health risk factors for Cardiovascular disease (to include obesity, exercise and nutrition) through an increased presence at community events.

2. Obesity: Increase the percent of adults who are at a healthy BMI from 29.4 to 30.4 (<25). Decrease the percent of children and adolescents who are obese from 13.3 to 11.2.

The identified strategies were to educate the community on healthy weight goals, to educate the community on the health benefits of improving nutrition and exercise, and to empower physicians with health education materials to address obesity as well as the other health risks associated with obesity. They also hoped to provide information on and enhance the current health and wellness programs in Charles County.

The Partnerships for a Healthier Charles County's Chronic Disease Prevention Team (CDPT) proposed the development of a comprehensive collection of educational materials and displays for targeted community outreach to women, children, minorities, and the medically underserved. The CDPT had a goal to increase their presence in the community in which they serve and to provide education by being a part of community events, i.e. health fairs, school functions and cultural/community outreach events. The vision was to have a display that could be used by any of the CDPT members when requested to be a part of a community event. The benefit of this project was to give the CDPT an opportunity to be more involved in the community. Previously the CDPT didn't have any materials if asked to be a part of community events and functions.

Community Outreach Activities/Events/Presentations Relating to these Objectives:

Preparation:

Prior to their debut at various community events, the CDPT purchased a display table cloth with their name on it, food models, pedometers, and educational materials and pamphlets on nutrition/portion control. Those materials were then made available to any CDPT member who was asked to participate in an event within the county. Below are descriptions of some of the community events where the new materials were used.

Judy Center's Harvest Fest 10/27/2012:

Theresa Osbourne, a member of the CDPT, participated in the Judy Center Event on 10/27/12 in Waldorf, MD. This event is held each year at one of our local community centers that is in one of the Judy Center school zones. Community partners that participate include: the Charles County Department of Health, Maryland extension service, the Charles County Sheriff's Dept., KinderCare Learning Center, and the Center for Children, Head Start, Social Services, and My Gym.

Each partner has a display table w/activity and prizes. There were tables of fall activities for children to do while their parents visited the partner tables. Also, face painting, door prizes and food. Donna Baily provided a wonderful healthy make and take treat. Each child receives a goody bag with a book, crayons, Halloween safety tips, JC brochure and our upcoming events. This bag is provided with Judy Center information and is used to collect their goodies from the partner tables. The tennis court is used to set up organized games such as; hoola-hoops, ring toss, bean bag toss, parachute, and games involving different kind of balls. The children receive a little prize for participation of each game.

CDPT members displayed the new food models and distributed nutrition brochures purchased through the CHRC grant. The pedometers were a big hit as well as the food model. At least 2 moms commented on the actual size of a portion. I believe they were amazed of how small a portion size is and touching/feeling/holding the examples made them more aware of how to size up the portion. The recipe cards were collected by some of the parents.

This year the event was held at the Bannister Community Center in Waldorf on Oct. 27th and 11-1pm. The targeted families were birth - thru Kindergarten but others did attend. They had approximately **85** children and **46** adults.

Charles County Fair- 9/14/12:

In 2011, the Charles County Community Health Needs Assessment was completed. The assessment revealed that 2/3 of Charles County adults are considered overweight or obese about (70.6) of the population. Childhood obesity is an emerging issue in the US, Maryland and Charles County as well. The CDPT was tasked with increasing the number of adults who are at a healthy BMI, decrease the percent of children and adolescents who are obese and increase the percentage of Charles County adults who meet vigorous physical activity. The Charles County Fair sponsors a kid day at the fair with a mission to provide education through various types of learning. On that day Charles County schools are closed and admission for the fair for children is free. The CDPT team with collaboration with Civista Health thought this would be a great way to reach a large population of children and their parents that day with a interactive rock n' roll nutrition show on the main stage, providing 60 minutes of healthy messages to children and their families. Jump with Jill is a live rock 'n roll concert about nutrition for school aged children. The interactive experience not only makes eating breakfast and drinking water cool, but helps increase retention of these important health messages through music and dance. Created by a registered dietitian and musician, the show has been performed nearly 600 times for almost 100,000 kids all over the United States. The songs performed in the show are hit tracks from the show's soundtrack, Get Me Goin'. The topics covered include respecting your body, eating breakfast,

drinking more water, getting enough calcium, getting lots of exercise, examine food packages more closely, and eating more foods with less sugar. The show was educationally sound and was full of rock n' roll. There was over 1,200 in the attendance for that show that day, with more than half of that number being children with their parents, grandparents or their daycare provider.

In addition to the rock n' roll nutrition show, the CDPT team provided an exhibit at the fair with the newly purchased food models, pamphlets on how to read food labels and education about food proportion sizes to **over 2,000 people from 9 am-3:30 pm**. Over **200 surveys** were collected asking parents what they need to make good food choices and how they currently view their current eating habits.

Over 1,000 people attended the Jump With Jill show that afternoon, each set of bleachers held 500 seats, which were full to capacity with parents, grandparents, daycare providers, children as young as 6 months to age 15. A total of 21 Elementary Schools received the promotion of the Jump with Jill flyer a total of **11, 727 flyers** were given to students.

Fair Survey to Parents Attending the Jump With Jill Event:

The Partnerships for a Healthier Charles County's Chronic Disease Prevention Team has identified childhood obesity as a priority for intervention. In order to determine the public opinion and readiness for change, a short survey regarding eating habits and food choices was developed. The survey was administered at the Charles County Fair on Fair Day when Charles County public school students are given the day off to attend the fair. On that day, Civista Health also sponsored a Jump With Jill event. It was hypothesized that the survey would capture the opinions of parents who were there with their children to attend the events.

A total of 224 surveys were completed at the Charles County Fair by various members of the subcommittee. Results of those completed surveys are presented below.

Results:

Question 1: Do you feel that you and your family make healthy food choices?

The overwhelming majority of individuals surveyed (75%) reported they DO make healthy food choices for themselves and their families. This is contradictory to 2010 Charles County BRFSS data which estimates that approximately 70% of Charles County residents are overweight or obese. It would be hypothesized that if $\frac{3}{4}$ of the population are making healthy food choices that more individuals would be at a healthier weight. This is a limitation of self-reported data. Either people are not being truthful or those surveyed are not representative of the general population. For example, those individuals attending a Jump with Jill may be more physically active than individuals who chose not to attend the free event.

Question 1:	Number	Percentage
Yes	167	75%
No	40	18%
Sometimes	10	4%
Most of the time	7	3%

Question 2: Would you like to receive information on how to shop for and cook healthier for your family?

Approximately two-thirds of the surveyed population reported that they would like additional information on healthy shopping and cooking.

Question 2:	Number	Percentage
Yes	145	65%
No	71	32%
Unknown/Blank	8	3%

Question 3: What else do you need to make healthy food changes?

Survey participants were given four options for this question as well as an “other” option with a write-in. The four options were: more education from your doctor, more healthy foods in your local stores, information on cooking healthy foods, and information on affordable exercise programs and safe places to exercise.

The most commonly chosen answers were more healthy foods in your local stores (51%) and information on cooking healthy foods (53%).

Question 3:	Number	Percentage
More education from your doctor	48	21%
More healthy foods in your local stores	115	51%
Information on cooking healthy foods	118	53%
Information on affordable exercise programs and safe places to exercise	91	41%
Other	19	8%

Additional options written in:

- Healthy recipes in local newspaper
- Better produce in our local stores

- Fast food caloric and nutritional facts available in stores
- More farmers markets
- Meal planning (2)
- Healthier fast food options
- Guidance in selecting healthy foods for my family (2)
- More affordable healthy food choices (5)
- More stores like Wegman's and Trader Joe's
- More motivation to change (2)
- More time for healthy food shopping (2)
- Recipes for fast yet healthy dishes

St Charles Town Centre Mall Banner:

A large banner was hung in the St. Charles Towne Center Mall in the Kids play area from **August 1-September 17, 2012**. The Simon Malls rep was able to provide me with the stats for the Jump with Jill Banner, per your request. Please see below for the stats.

Mall traffic from 8/1-8/31: 574,773 and from 9/1-9/17: 72,842. Total: 647,615

Outside of Holiday, August sees their biggest number with 2 national sponsorship tours, back to school events and Tax Free Shopping to let parents know about the nutrition rock show. A substantial amount of preparation work was done to promote the event in an effort to reach more families and children.

Obesity Billboard- 7/17/12:

The first ever obesity billboard was put up on display on July 17, 2012 on a major highway in Charles County, MD, the highly traveled north bound route 301. One of the Healthy People 2020 Goals for the CDPT was to reduce the proportion of adults who are obese. The billboard message displayed the staggering statistics that nearly 70 % of Charles County residents are considered overweight or obese.

The CDPT thought the most effective way to reach as many people as possible was with a billboard. Using the County's top health initiative, obesity data itself from the Community Health Needs Assessment for Charles County would prove to be the most effective strategy to educate the community about how serious the problem is. Some people think of billboards as being very expensive to set up. That is true. Billboards are produced only once. That means the money you pay for creating the billboards is just for a one-time fee that you don't have to pay again. True, the monthly fee for

having billboards displayed is quite expensive, but you get a lot of good things in return. Compare that with a newspaper ad: you have to pay roughly the same exact amount just to have your ad posted in their classifieds, and you have to continually maintain that for a few weeks or so with little effect while you can feel the effects of billboards almost instantly.

Unlike TV ads that depend on the number of minutes paid and newspaper ads that depend on the amount of space the ad occupies, billboards are available around the clock. Anyone can see billboards anytime of the day. They are not taken down after a certain hour as passed, nor are they restricted to certain time limits. They are like advertisers that work 24 hours a day, with no stops and no pauses. You can't even turn billboards down as well. They are just there, speaking their message in silence. You don't have to talk to them; all you have to do is just look at them and see what they have to say to you through the messages or designs placed on the billboard.

The billboard provided a link (ChooseHealthCharles.org). The link provided several health and wellness resources for anyone interested in leading a healthier lifestyle.

The Billboard was up from July 17, 2012 to September 17, 2012, the estimated number of "eyes on" was 22,932 daily.

Here are the links that were provided on ChooseHealthCharles.org-

1. The National Institute of Diabetes and Digestive and Kidney Diseases
<http://www2.niddk.nih.gov>.
2. Diabetes and Symptoms
www.diabetes-and-symptoms.com/.
3. American Academy of Pediatricians
www.aap.org/obesity/.
4. American Academy of Family Practitioners
<http://www.aafp.org/afp/20040215/929ph.html>.
5. National Heart, Lung & Blood Institute
http://www.nhlbi.nih.gov/health/dci/Diseases/obe/obe_whatare.html.
6. Together – We Can! Prevent Childhood Obesity Program
www.wecan.nhlbi.nih.gov.
7. Kidsource
<http://www.kidsource.com/kidsource/content2/obesity.html>.
8. American Obesity Association
<http://www.obesity.org/information/factsheets.asp>.
9. Mayo Clinic
<http://www.mayoclinic.com/health/childhood-obesity/DS00698>. Childhood Obesity – What Parents Can Do.
10. USDA – Food & Nutrition Services
www.fns.usda.gov/nutritionlink. Guidance, consumer info., reports, etc.
11. Kids Health (Nemours Foundation)

www.kidshealth.org/parent/food/weight/overweight_obesity.html.

12. Body Image Health – Designed to promote healthy body image, attitudes, and prevent eating and weight concerns before they start. It is a great resource for parents, caregivers, teachers, and young adults. www.bodyimagehealth.org.

A second billboard campaign was initiated by the Charles County Partnerships for a Healthier Charles County's Cancer Prevention Team. Their billboard highlighted the need for prostate cancer screening since Charles County prostate cancer incidence and mortality rates exceed the Maryland state average rate. This billboard was placed on the same road, Route 301, just north of the obesity prevention billboard. It was displayed during the same time period so the estimated daily eyes-on was 22,932. Therefore, it can be assumed that an estimated 45,864 people saw the chronic disease/obesity prevention messages on our billboards each day.

The Charles County Youth Triathlon- 7/28/12

The CDPT co-sponsored the Charles County Youth Triathlon with the Charles County Parks and Recreation. The 3rd Annual event was held at North Point High, in Waldorf Maryland. The fitness event was planned especially for kids.

The event was open to kids age 14 and younger. Each child had to swim, bike, and run specified distances based on their age group and were given a finishers metal at the end of the race. The goal of the event was to show children they can have fun while exercising or "moving". We had many families that had multiple children and siblings from the same household who participated. The CDPT displayed a nutrition exhibit with food models and educational brochures about how to read food labels and what is considered a heart healthy diet.

There were a total of **81 children** that participated in the event that ranged in the various age groups list below, **40 males and 41 females**.

Age Stats-

2-5 years old- 4

6-9 years old- 36

10-13 years old-39

14-15 years old- 2

The CDPT 5k in Partnerships with Charles County Parks and Recreation- 10/20/12

A 5k Run/Walk for a Healthier Charles County was co sponsored by the CDPT and Charles County Parks and Recreation. First time runners and walkers were encouraged to attend. The goal of the 5k was to encourage first time walkers and runners to attend and try something maybe they had never tried before. We had over 30 people participate and 5 had never attended or participated in an event like

this before. Here at the stats below from Parks and Recreation.

Age Statistics:

Registered 18 & Under - 7

Registered 19+ - 21

We actually had 2 more 19+ participate but they were the trainer and one of our youth coaches.

Three of our CDPT members helped organize the event from start to finish including some of the responsibilities below and some of the County's agencies that we collaborated with :

Correspondence to Charles County Public Schools

Correspondence to Town of La Plata

Correspondence to La Plata Police dept- Helping with Traffic for the course

Promotion of event to high school track teams and Gym teachers

Permitting through school system

Making signs for the course

T-shirt design & Ordering

Flier design

Correspondence to Charles County Public Facilities Parks Department - Laurel Springs

Course development and layout

Promotion through County resources - constant contact, e-news calendar, media blast and Facebook.

Thank You letters to the various groups that made the event happen. Promotion through active.com website

Correspondence and scheduling of the trainer to warm up participants- Longevity Fitness Studio

Civista Health

CDPT Community Presentations-

CDPT Presented to the PHCC Coalition on February 8, 2012 to present our CCHIP initiatives, goals and plan of action. There were 63 community members from various organizations present. Two co chairs serve from two separate health organizations for the CDPT: one from the Charles County Department of Health and Civista Medical Center. On this day the two co chairs presented the CDPT CCHIP to the PHCC coalition. The CDPT announced the three health initiatives they would be addressing which include, obesity, heart disease and diabetes. The objective for obesity is to increase the percent of adults who are at a healthy BMI, decrease the percent of children and adolescents who are obese and increase the percent of Charles County adults who meet vigorous physical activity. The objectives for diabetes are to reduce the death rate from diabetes in Charles County and reduce the prevalence of diabetes in Charles County. The last health initiative is heart disease mortality. The objectives are to reduce the number of deaths from heart disease in Charles County. The team promised to come back in the spring of 2012 with an updated Plan of Action that include strategies and goals to achieve success for the health initiatives. In May 2012 the CDPT team presented an update of the CCHIP and

some of the projects that were recently started since the last presentation. On September 5, 2012 the CDPT presented an update to the PHCC coalition on their current projects and completed projects from the summer. There were over 60 members present at the PHCC. Each subcommittee presented on that day.

3. *Decrease the percent of children and adolescents who are obese from 13.3 to 11.2.*

The identified strategies were to educate the community on healthy weight goals, to educate the community on the health benefits of improving nutrition and exercise, and to empower physicians with health education materials to address obesity as well as the other health risks associated with obesity. They also hoped to provide information on and enhance current health and wellness programs in Charles County.

The concept was to place the food models in the physicians' practices where they are widely seen by all the patients and their parents/caregivers to help initiate the conversation with the physician. Conversation can plant the seed of education prior to the problem beginning or direct the steps needed to reverse the problem.

Community Outreach Activities/Events/Presentations Relating to this Objective:

Pediatrician Food Model Project:

Members of the CDPT chose food model kits with portion size models and educational materials to be placed in county pediatricians' offices.

A total of 8 different pediatrician offices in Charles County were selected for this program. Those practices represented a total of 17 county pediatricians. The number of kits distributed was dependent upon the number of pediatricians in the practice. It ranged from 1-3 kits. Information on kit distribution is presented below.

1 doc - 1 kit - Dr. Bankett - 25 patients per day
1 doc - 1 kit - Dr. Sarpong ofc - 12 patients per day
4 docs - 2 kits - Dr. Miller's ofc - 60 patients per day
2 docs - 2 kits - Dr. Machermer ofc - 40 patients per day
4 docs - 3 kits - Dr. Abney's ofc - 100 patients per day
2 docs - 2 kits - Dr. Orgunrinda - 80 patients per day
2 docs - 2 kits - Dr. Smith and Guarinello ofc - 75 patients per day
1 doc - 1 kit - Dr. Sarmiento ofc - 40 patients per day

In addition to the kits, each practice received a total of 200 educational materials for a total of 1600 total education materials distributed. The physicians were educated on how to use the kits and how

they can effectively educate their obese children and their families. They were asked to complete a short survey on the dynamics of their practice, their patients, and their needs in terms of obesity education/prevention.

Discussion of the Pediatrician Survey:

A short survey was given to all of the pediatrician offices who received a food model kit. A total of 7 surveys were completed. That is a pediatrician practice response rate of 86%.

Question 1: Do you feel that childhood obesity/overweight and nutrition are significant issues among your patients?

The majority of the pediatrician practices felt that obesity/overweight is a moderate problem in Charles County (71%). The other offices felt that it is a serious problem.

Obesity a Problem?	Frequency	Percent
Not a problem	0	0%
A Slight Problem	0	0%
A Moderate Problem	5	71%
A Serious Problem	2	29%

Question 2: What percentages of your patients have issues with childhood obesity/overweight and nutrition?

There was some variation in the reported percentages of patients who are overweight or obese in the practices. The most common response was 20-40%.

Percent who are obese/overweight:	Frequency	Percent
0-20%	2	29%
20-40%	3	42%
40-60%	2	29%
60-80%	0	0%
80-100%	0	0%

Question 3: Have you noticed an increase in the number of patients in your practice who are in need of nutrition counseling due to overweight or obesity?

The overwhelming majority (86%) reported that they have noticed an increase in the number of obese or overweight patients in their practices.

Increase in obese/overweight?	Frequency	Percent
Yes	6	86%
No	1	14%
Don't know	0	0%

Question 4: What services do you feel are needed in the community to combat childhood obesity?

The most common answers were more educational outreach to the parents and more nutrition and dietary counseling. Additionally, half of the surveyed practices asked for inexpensive gym access for families of obese and overweight children.

Services needed:	Frequency	Percent
More educational outreach to parents	6	86%
More nutrition education in the schools	5	71%
More outreach education in the community	4	57%
More nutrition/dietary counseling	6	86%
More support and education to the physicians	3	43%
Other	3	43%

Other services listed by the pediatricians:

- Medical coverage of nutritional services
- Inexpensive gym for children
- Organized gym time for use by families

Question 5: Do you believe the food models and educational materials provided to you will help?

Most of the practices felt that the food models and materials will help (71%).

Will food model help?	Frequency	Percent
Yes	5	71%
No	0	0%
Don't know	1	14.5%
Blank	1	14.5%

Question 6: Are there any other services you would like to have provided to you?

Responses included:

- Places to refer our families for more follow up (gyms, nutritionists, weight management clinics)
- Reinstatement of the WeCan Program in Charles County.
- Nutrition pamphlets, handouts for patients.

Lessons Learned:

The CDPT wanted to incorporate a survey into the pediatrician food model project that could be filled out by parents of obese/overweight children in the practice setting. Determination of survey participation would have been based on the child's BMI as recorded by the pediatrician or their office staff. However, the use of this kind of survey would have required Institutional Review Board (IRB) approval. This is a lengthy process, and we just ran out of time to complete this. We now know that we must complete the IRB application immediately in order to get approval with sufficient time for data collection.

Additionally, the CDPT and health department staff must work together to ensure that all participating members have access to the goals, objectives, and performance measures for the grant.

Performance/Results of the Goals and Objectives:

The CDPT was able to exceed the expectations for the proposed projects. More pediatricians were educated and provided with food model kits than were originally planned. More people were educated through information dissemination at community events that were originally projected.

The CDPT was able to purchase all of the materials that they wanted to purchase. The billboards were a huge success, and the 2 proposed campaigns were conducted. An additional banner was placed at the mall free of charge.

The CDPT believes that they can use the resources put in place through this grant funding to continue to educate and empower the community to make healthier lifestyle decisions and therefore reduce the prevalence and incidence of chronic disease and obesity.

Additionally, the short surveys that were distributed to parents at the fair and to pediatricians in their offices have given us new ideas on where to target our next attempts at health promotion and education programming within the county.

Sustainability:

The above mentioned programs implemented by the Partnerships for a Healthier Charles County were chosen based on their high level of sustainability. The main focus of the projects was to establish the resources needed to make the community aware of chronic disease and obesity prevention. Once a solid base was established, the work of the team can continue, regardless of continued funding.

Project 1 aimed to address the lack of materials and visuals currently available to the Chronic Disease Prevention Team (CDPT) in their efforts to address chronic disease and obesity prevention in the community. By gathering a collection of the most highly effective educational materials and visuals, any member of the CDPT can now provide chronic disease prevention education in the community whenever needed.

The billboard campaign captured the attention of a large amount of the county population and many who are not reached by conventional health and wellness programs within the county due to commuting, etc. Hopefully, the billboard campaign planted the seed of knowledge for residents on easy ways that they can change their lifestyles and risk factors relating to chronic disease.

Project 2 used this funding to establish a set of food models and visuals in each pediatricians offices within the county. Giving the pediatricians the right tools and educating them on how to address obesity with their patients was the primary focus. The pediatricians should be able to continue these practices even when funding has been extinguished. The CDPT will continue to serve as assistances to the pediatricians whenever their services are needed.

Leverage of Funds:

There is a high level of collaboration within Charles County. The efforts and events listed above would not have been implemented successfully without additional funds from many of the organizations working on the CDPT. Civista Health Inc. provided the funding to pay for Jill and to market the Jump with Jill event at the Charles County Fair. Members of the CDPT participated in that event with the new CDPT table and educational materials purchased through this grant were distributed.

Many of the other community events were sponsored by active members of the CDPT and their organizations and the materials purchased from this grant were used to help enhance the health educational component. The youth triathlon and the 5K provided an opportunity for all of our community partners to participate. It also gave county residents a fun and inexpensive opportunity for physical activity.

With the pediatrician food model kit project, some of the bigger practices did request information on the food models so that they could purchase additional models for their offices.