CDC Recommended Community Strategies & Measurements to Prevent Obesity in the U.S.

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Faculty

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Disclaimer

- **The findings and conclusions are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention**

Presentation Overview

Funders, Project Team, & Experts

Approach

Methods

What We Learned

Next Steps

Project Funders

- **Robert Wood Johnson Foundation**
- **WK Kellogg Foundation**
- **Kaiser Permanente**
- **Division of Nutrition, Physical Activity & Obesity (DNPAO), CDC**

Project Team

- **Division of Nutrition, Physical Activity & Obesity Prevention**
  - **Laura Kettel Khan, PhD**
- **CDC Foundation**
  - **John Moore, PhD, RD**
  - **Kathleen Sobush, MS, MPH**
  - **Amy C. Lowry, MPA**

Project Team

- **ICF Marco**
  - **Susan Zaro, MPH**
  - **Dana Keener, PhD**
  - **Ken Goodman, MS**
  - **Jakub Kakietek, MPH**
- **International City/County Management Association**
  - **Mark Thompson, MURP**
  - **Don Gloo, MBA**

Project Purpose

- **Recommend obesity prevention strategies and corresponding measurements local governments and communities can use to plan and monitor environmental and policy change strategies to prevent obesity**

Project Purpose

- **Assist local governments with**
  - **Monitoring**
  - **Long range planning**
  - **Inform funding decisions**
  - **Inform policy decisions**

Select Academic Panel Members

Frances Butterfoss, PhD	Community Coalitions, Eval.
Allen Cheadle, PhD	Measures, Economics
John Cook, PhD	Food Security, Food Systems
Reid Ewing, PhD	Urban Planning
Brian Flay, PhD	Measures, Tobacco
Jeffrey Harris, DrPh, MPH, Rd, LDN	Health Disparities
Penny Gordon-Larsen, PhD	Nurtrition, Physical Activity
Gail Woodward Lopez, MPH, RD	Obesity
Leslie Lytle, PhD	Evaluation
Brian Saelens, PhD	Built Environment
Sarah Samuels, DrPH	Obesity, Media, Policy

CDC Workgroup

- **Approximately 60 content area experts from various divisions across CDC provided expertise in the areas of obesity prevention, urban planning, built environment, measurement, food systems, nutrition, and physical activity**

CDC Workgroup

- National Center for Chronic Disease Prevention & Health Promotion
- National Center for Environmental Health
- National Center for Injury Prevention and Control

Approach

- State of the Art in Community Practice
  - Grounded in existing evidence
  - Expert opinion
  - Aspirational & exploratory

Approach

- Designed to build the evidence base for policy and environmental change to prevent obesity
- Systematic process is guided by principles of transparency, stakeholder involvement, and documentation

Methodology

- Strategies
  - Identification
  - Rating criteria
  - Prioritization & selection
- Measure
  - Nomination & selection
  - Rating criteria
  - Examples & pilot test
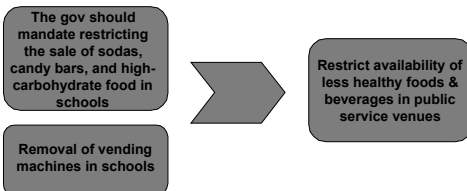
Strategy Identification

- Literature Scan of Strategies to Prevent Obesity
- Four overarching constructs
  - Access: geographic access to healthy choices in school cafeterias and vending machines or access to facilities and places for physical activity

Strategy Identification

- Pricing: economic cost of healthier foods relative to less healthy foods
- Communication: training, education, counseling, marketing, media, and labeling
- Other

Strategy Identification

- **791 strategies identified were collapsed into 179 strategies**

- **Example of collapsed strategies**

The gov should mandate restricting the sale of sodas, candy bars, and high-carbohydrate food in schools

Removal of vending machines in schools

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Restrict availability of less healthy foods & beverages in public service venues

Strategy Rating Criteria

Criteria	Definition
Reach	The strategy is likely to affect a large percentage of the target population
Mutability	The strategy is in the realm of the community's control
Transferability	The strategy can be implemented in communities that differ in size, resources, and demographics
Sustainability	The health effect of the strategy will endure over time
Effect Size	The potential magnitude of the health effect for the strategy is meaningful

Strategy Prioritization and Selection

- **Select Panel identified the most promising strategies**
- **CDC Workgroup reviewed strategies from a public health perspective & identified highest priority strategies**
- **Results**
  - **24 high priority policy & environmental change strategies to prevent obesity**

Measure Nomination and Selection

- **Teleconference with content area experts**
  - **Academic, CDC staff, ICMA member**
  - **Nominations reviewed & discussed**
  - **Top 2 choices selected**
- **Top 2 selected measures reviewed and rated by measurement experts using rating criteria**

Measure Rating Criteria

Criteria	Definition
Utility	The measure serves the information needs of communities for planning and monitoring community-level programs and strategies
Feasibility	The measure can be collected & used by local government (e.g. cities, counties, towns) without the need for surveys, access to proprietary data, specialized equipment, complex analytical techniques and expertise, or unrealistic resource expenditure
Construct Validity	The measure accurately assesses the environmental strategy or policy that it is intended to measure

Measure Examples & Pilot Test

- **Example strategy**
  - **Improve access to supermarkets**
- **Example measure**
  - **Supermarkets per capita**
  - **Percent of households within 2 mile buffer of a supermarket**
- **Nominated measurements piloted tested in 20 ICMA communities by local governments**

What We Learned Along The Way…

- What they are and what they are not
  - Strategies are grounded in existing evidence and/or expert opinion (some are exploratory)
  - Measures are suggested indicators - not validated and are not standards (yet)

What We Learned Along The Way…

- Simplicity is key
  - Data collection
  - Indicators not comprehensive assessment
- Local government is the focus with public schools a necessary venue
- Local government and public health are non-traditional partners

Plans for the Future

CDC's MMWR R&R

www.cdc.gov/nccdphp/dnpao/publications

Implementation & Measurement Guide

www.cdc.gov/nccdphp/dnpao/publications

Plans for the Future

- Measures will be incorporated into ICMA's Center for Performance Measurement
- Additional pilot tests in Minnesota's and Massachusetts's state surveillance systems

Appreciation & Thanks

- Funders
  - Insight, desire, flexibility and encouragement
- Academic experts
  - Openness, creativity, and guidance
- CDC Staff and leadership
  - Creativity, flexibility, and perseverance
- ICMA local government participants
  - Wisdom, practicality, and tolerance

Thank You

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