Primary Prevention of Obesity

A Strategy to Reduce Heart Disease & Stroke

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www.TexasBringingHealthyBack.org
Obesity in Texas Adults
1990-2007 BRFSS
Obesity Prevention:
Goal I Objective

• As a cardiovascular disease risk factor
• Association with other risk factors
  – High blood pressure
  – High blood cholesterol
  – Type 2 Diabetes
• *Physical activity and nutrition
• Other
Causation

- Genetic Factors
- Behavioral Factors
- Environmental Factors

*Public Policy
*Community
*Organization
Interpersonal
Individual
Nutrition, Physical Activity & Obesity Prevention Program

promotes policies and environmental changes to make
Healthy foods and an Active lifestyle
the easy choice throughout Texas communities

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2008 Update
Tracking progress, refining targets, and evaluating implementation
State Plan for Obesity Prevention and the 2008-2012 Texas Goals & Objectives for Heart Disease and Stroke Prevention

• **Under Goal 1 Prevention of Risk Factors**
  – Percentage of Overweight and Obesity in adults will not increase
  – Percentage of overweight and at-risk for overweight will not increase in children

• **Under Other Strategies**
  – Increase the percentage of adults who meet the recommendations for mod-vigorous phys. Activity
  – Increase the percentage of children who meet recommended levels of physical activity
  – Increase the percentage of adults and children who consume f&v 5 or more times a day
State Plan: An Evidence-Based Framework

6 Target Areas

- Increase physical activity
- Increase fruit & vegetable intake
- Decrease sugar sweetened beverage intake
- Increase breast feeding
- Reduce intake high energy dense foods
- Decrease television viewing
Texas Communities!
Bringing Healthy Back
What can you do?

- Robert Wood Johnson Foundation
  - www.activelivingleadership.org/
  - www.healthyeatingresearch.org
  - www.activelivingresearch.org

Center for Disease Control & Prevention
- www.thecommunityguide.org
- www.cdc.gov/nccdphp/dnpa/obesity
- www.cdc.gov/breastfeeding

- Institute of Medicine or NHLBI
  - www.iom.edu
  - www.nhlbi.nih.gov/guidelines/obesity/ob_gdlNs.htm

www.texasbringinghealthyback.org
What can you do?

• **Physical Activity**
  – Implement a walk-to-school program
  – Help develop and promote a walking trail
  – Support a city ordinance to add bike lanes to roads and bike racks in public areas

• **Nutrition**
  – Help establish a farmers market or community garden in a low-income neighborhood
  – Change cafeteria guidelines to increase f&v availability that includes pricing changes
  – Establish a master gardener program at a church
Thank You

The Nutrition, Physical Activity and Obesity Prevention Program
Texas Department of State Health Services

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