A Tale of Three Programs: A Collaborative Approach to Reducing Childhood Obesity

OPHA

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Trillium Community Health Plan’s Investment in Prevention

- Began in 2012
- Trillium has committed $1.33 per member, per month to primary prevention strategies
- Addresses most prevalent and costly health conditions affecting OHP members in Lane County
Trillium + Lane County Public Health Partnership

- Trillium contracts with Lane County Public Health to develop and evaluate a robust prevention plan
- Prevention (Px) plan is informed by CHIP
- Programs are implemented by community agencies, schools, consultants
- LCPH provides oversight, planning, assessment, and evaluation
CCO Prevention (Px) Priorities

Conditions with highest cost and prevalence

**Chronic Disease**
- Heart disease
- Cancer
- Diabetes
- Chronic obstructive pulmonary disease

**Behavioral Health Conditions**
- Depression
- Anxiety
- Post-traumatic stress disorder
- Bi-polar disorder
- Substance abuse

Modifiable Risk Factors

- Tobacco use
- **Obesity**
- Adverse childhood experiences

- Family conflict
- Anti-social behavior
- Adverse childhood experiences

CCO Prevention Strategies

**Healthy Families**
- QTiP (Quit Tobacco in Pregnancy)
- Triple P
- Parenting Education Support
- **Double Up Food Bucks**

**Healthy Schools**
- Botvin Life Skills Training
- **CATCH**
- Good Behavior Game
- NAP SACC
Evidence-based Strategies

1. Double Up Food Bucks
2. Nutrition and Physical Activity Self-Assessment (NAP SACC)
3. Coordinated Approach to Child Health (CATCH)
Double-Up Food Bucks

In 2016-2018 market seasons, LCPH invested CCO-Px in Food For Lane County to:

- Ensure adequate Market Match funding for several markets
- Support staff to provide assistance and pursue sustainable funding sources
- Aligns with CHIP strategy: availability of affordable healthy food
Nutrition and Physical Activity Self-Assessment (NAP SACC)

• Creates healthy environments in early childhood by targeting child care providers
• Self-assessment followed by goal-setting/action plan
• 5 in-person training modules:
• Ongoing support, site visits from coordinator
Coordinated Approach to Child Health (CATCH)

- “Program” + “process” to create healthy school environments
- Seeks to improve healthy eating & physical activity behaviors
- Engages teachers, staff, parents, community members/agencies
- LCPH provides stipend, supplies, technical support
Participation

• As a result of DUFB, additional farmers markets in rural Lane County were able to participate in the SNAP match program
• Since 2013, NAP SACC has served more than 40 CAFP providers
• As of 2018-19, 20 schools have implemented CATCH in Lane County
Program Findings

• Because of DUFB, the amount of fruits and vegetables folks buy has increased some or greatly (89% of respondents)

• In childcare settings, nutrition scores showed significant improvement

• K-5 students are able to identify healthy foods and have increased F&V consumptions
Childhood Obesity Prevalence


Percent

0 5 10 15 20 25 30 35 40

Overweight Obesity

1971-1974
1976-1980
1988-1994
1999-2000
2001-2002
2003-2004
2005-2006
2007-2008
2009-2010
2011-2012
2013-2014
2015-2016

10.2
5.2
18.5
16.6
Obesity Prevalence – Lane County CATCH

Rates of obesity and overweight remain stable for all students in Cohort 1

- Healthy weight
- Overweight
- Obese


- Healthy weight: 20% in 2014-15, 19% in 2015-16, 19% in 2016-17, 18% in 2017-18
- Overweight: 59% in 2014-15, 59% in 2015-16, 59% in 2016-17, 59% in 2017-18
- Obese: 22% in 2014-15, 22% in 2015-16, 22% in 2016-17, 22% in 2017-18

Percentages are approximate and may vary slightly.
For Hispanic/Latinx students in Cohort 1, rates of **obesity** and **overweight** dropped slightly, while the rate **healthy weight** increased steadily.
2020 and Beyond!

- CCO 2.0: Trillium Community Health Plan and Pacific Source Community Solutions
- Future of DUFB
- Family-style meals module for NAP SACC
- CATCH Middle Schools
- Obesity Prevention Policy
About Lane County Public Health

- **Our mission** is to promote and protect the long-term health and well-being of individuals, families and our community.
- **Our vision** is optimal health for all people in Lane County.
- Learn more: laneounty.org/publichealth
Thank you!

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