Allamakee, Cherokee, and Fayette County

It Takes a Whole Community to Reduce Obesity
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Allamakee is the most northeastern county in the state of Iowa. Population is 14,330 (2010 Census). Population density is 23 people per square mile. 659 square miles with 639 being land and 20 being water.

Who are our neighbors?
The northern limit of the county shares a border with Minnesota. On the east, the Mississippi River separates us from Wisconsin. Clayton county lies to the south. Winneshiek is to the west.

Allamakee is part of the Driftless Region, which means this area escaped the glaciers during the last ice age. This results in our topography of steep forested ridges and deep river valleys, especially along the Mississippi River.
Our largest municipality is **Waukon** with a population of 3,897. Waukon is home to the only hospital in the county (a critical access hospital). Waukon is also home to the county’s ONLY stoplight. Median household income is $48,089. Poverty rate is 10.2%. Median age is 40. 53.3% of our k-12 students qualify for free or reduced meals.
According to Roberts Woods Johnson’s “The State of Obesity”, Iowa has the fourth highest adult obesity rate in the nation and the tenth highest obesity rate for youth aged 10-17 years. The current obesity rate is 36.4% which is three times the 1990 percentage of 12.2%.

How do we address this issue in Allamakee County?
What do we know?

~ We are rural.

~ We have a less than average income.

~ We are not heavily populated.

~ We weigh too much.

~ We have abundant natural resources.

~ We have limitless opportunity.
What are the needs?

Education re: Healthy Lifestyle

Motivation

Opportunities
What are the stumbling blocks?

**Financial** - Can’t afford Healthy Living/Fitness classes or the transportation costs to get there.
- Scholarships
- Healthy Living/Healthy Diet info. available on local websites
- Free classes at local library for both Healthy Living and exercise classes

**Child Care** - Often difficult to arrange for child care so that people can participate in classes.
- Some fitness classes also offer child care services. Certain classes even offer active exercise for the children while the parent/guardian is taking classes.

**Accessibility** - Variety of times and locations of classes to increase accessibility.

**Apathy**
What do we have to offer?

Variety - Locations, times, types, cost, etc.
Encouragement
Natural Resources
Exploiting our Natural Resources...among other things...

When asked why people live in this area, some common responses are:

“It’s so beautiful here.”

“I love the four seasons.”
Well, maybe not so much this year.

“There is so much to do here.”
How do we engage our stakeholders?

Many stakeholders have worked very hard to provide a variety of activities that are low or no cost during each season of the year.

Many civic organizations (Lions Clubs, Jaycees, PTO, booster clubs, etc...) work to fundraise, write grants, and petition other organizations to support.
The Tourism Effect

Tourism is a big economic factor for Allamakee County. In promoting tourism, we are in fact promoting activity. In promoting activity to tourists, we are in fact promoting activity to ourselves. “Walk it like you talk it.”
Where do we go from here?

Sara Wester, BS, MPA
It Takes a Whole Community to Reduce Obesity
The Issue: Adult Obesity Rate

- The Adult obesity rate was the largest concern noted during the 2016 Cherokee County Community Health Needs Assessment.

- Cherokee BOH Health Improvement Plan Top Priority:
  - Objectives, strategies, and interventions to reduce adult obesity rate.
Adult Obesity Trends in Iowa

- Data from *The State of Obesity Report*: A collaborative project between Trust for America’s Health and Robert Wood Johnson Foundation; obesity defined as BMI >30

**Iowa rates:**
- 1990: 12.2%
- 2000: 20.9%
- 2016: 32.0%
- 2017: 36.4%
Multi Year Objective & Strategies

- Reduce the percentage of Cherokee County adult residents that are obese from the current 33% rate to 30% by 2021.
  - Five strategies intended to involve and engage the entire community to achieve objective
Cherokee County Strategies

- A Community 5K Run/Walk
- A Community 10 Week Weight Loss Challenge
- Promote Awareness and Use of Websites Created for Nutrition and Physical Activity with inclusive options for Individuals with Disabilities
- Promote the Loving Your Family/Feeding Their Future Program to Community Groups and Agencies
- Promote Awareness and Use of the Cherokee County Bike Trails
Community 5K Run/Walk

- Most Strategies involving partnerships require a Coordinator or Coordinating Agency or Agencies
- Chairperson/Persons or Designee to serve as overall Coordinator
Partnerships

- Cherokee Mental Health Institute offered the venue
- Area business and non-profits donated giveaways, food, and marketing
Event Theme and Marketing

• “Light the Night” to increase participation.
• April so weather MIGHT be good; rain date also chosen
• Entrance fee of $25 included a T-shirt & “goodie bag” from area businesses and non-profits
• Advertised via flyers, newspapers, email list servs, websites, shared on Facebook as an event, word-of-mouth
Event Results

- Perfect weather
- Volunteers strategically placed along the route to guide the runners/walkers and pass out light up bracelets and necklaces
- Over 300 individuals, adults as well as children, attended

NOTE: Not all well-planned and well-marketed “one time events” yield good results but all can serve as learning experiences.
10 week community weight loss challenge

COORDINATOR ROLE

MARKETING TECHNIQUES
- 5 Chamber Coffee presentations
- 4 spots on local radio
- 3 Press Releases to area newspapers
- Flyers at area Health Fairs, auxiliary sales, businesses, & Wellness Center
- CRMC social media: webpage, Facebook
The Results

- 28 Teams
- 251 Individuals
- 1,205.9 pounds; 3% of combined total body weight
Partnership with ISU Students

Strategy:
- Promote Awareness and Use of Websites Created for Nutrition and Physical Activity with inclusive options for Individuals with Disabilities
- Collaborated with a team of three students from Iowa State University taking Health Studies 430
Student Contribution

- We met by Zoom four times between September and November 30, 2017.
- Each student created mock up marketing materials for a website of their choice focusing on health, nutrition, and/or physical activity designed for or with modifications for individuals with a physical or cognitive disability.
Inclusive Fitness Coalition (IFC)

Purpose: Promote equitable access to, and safe use of, fitness and recreational equipment and programs, to help reduce debilitating secondary conditions associated with disability and a sedentary lifestyle.
Healthfinder.gov

- www.healthfinder.gov

Purpose: Created by the Office of Disease Prevention and Health Promotion.

- A link on the website is directed towards helping those with disabilities get connected with resources to help them find ways to stay active, find recipes that promote health, and tips for healthy living.
The Ability App

www.abilityapp.org/home/html

- Not completely developed but some parts are operational
- Purpose: The goal of the app developer, Alexander Knoll, is to empower disabled members of communities to make informed decisions and be able to locate disability friendly features such as:
  - Wheelchair ramps, Braille signs and menus, service animal relief locations, and wheelchair friendly restaurant seating.
  - Other possible items: employment opportunities, therapy, in-home care, grocery delivery
Obesity Rates in Cherokee County

- Baseline: 33% adult obesity rate target is 30% by 2021
- Robert Wood Johnson Foundation County Health Rankings and Roadmaps:
  - 2016 Report: 36%
  - 2017 Report: 38%
  - 2018 Report: 34%
Fayette County

It Takes a Whole Community to Reduce Obesity
• **Community Champion**
  - CHNA-HIP
  - Past efforts
  - Local Public Health
  - LPHS Funding

• **Community Collaboration**
  - Start with one group, one community
  - *West Union STEPS Group*
  - Preschools(2), Childcare, Before/After School Program, Healthcare, Public Health, & Community
How do Iowa kids stay healthy? Through the idea of 5210! It's a fun way to make being healthy easy.
*Best Practice*

- Action plans
- Freedom to **CHOOSE!**
- **SIMPLE MESSAGING** — kids & all ages
- Simple place to start for wellness
- **Webinar education** specific healthcare providers and staff
- FREE Posters & brochures
- GPLHC created magnets
- We used MyPlate education-5 fruits & veggies

http://www.iowahealthieststate.com/resources/individuals/5210/
What's Your Flavor-ite?!

GUNDERSEN
PALMER LUTHERAN
COMMUNITY HEALTH

3 routes, 5 days a week
## 5-2-1-0 Action Plan

**Sector:** Out-of-School  
**Site Name:** Tigerhawk Connections Learning Center

### Strategy for Success (5 priority strategies) Select all that apply:
1. Limit unhealthy choices for snacks and celebrations; provide healthier choices.
2. Limit or eliminate sugary drinks; provide water.
3. Prohibit the use of food as a reward.
4. Provide opportunity to get physical activity every day.
5. Limit recreational screen time.

### Evaluation (how you will know that you were successful):
- # of children reached: 54
- # of policy/environmental changes: 2

**Budget (Unknown and a brief description):** $1,000 for purchase of items for food prep activities and 'try-it' days for students:
- Purchase local food for 'try-it' snacks: $700
- Printing costs for recipes/preparation information: $300
- Storage containers for food: $200

### Action Plan/Activities/Communication | Lead Role | Key Partners | Time Line | Evaluation/Indicator
---|---|---|---|---
1. | New policy: Add physical activity reward options to policy | Director | Teachers, kids | January 2019 | # of students reached
2. | Incorporate more food preparation and 'try-it' days (Friday afternoons sent home with kids over weeks to increase food security) | Director | Teachers, kids | On-going | # of students reached
3. | Provide educational opportunities for families: Literacy Night, Cooking Nights, partner with hospital Teaching Kitchen | Director | Teachers, kids, parents | On-going | # of families reached
4. | Reduce food waste (move trash can farther away) | Director | Teachers, kids | On-going | Reduction of food waste
5. | Implement a 'Two Bite Club' for 'try-it' days | Director | Teachers, kids | On-going | # of students reached
Try It Tuesdays

BEHAVIOR REWARD

Before & After School, Summer Camp Program

Friday Fun Day - Dance Day

Move The Trash Can

TigerHawk Connections Learning Center

Words to describe Kiwi:
- hairy
- brown
- hard
- tan
- seeds
- green
- pretty
- yummy
- awesome
- sweet
- fruity
- good
- smooth
- fun
- delicious
- colorful
- berry fresh

Thumbs up - 1
Thumbs down - 1
Not sure - 1
Did not try - 1

“Not all classrooms have four walls.”
#healthychoicescount
Well the results are in! The paper did indeed fade because it was directly exposed to the sun’s rays without any cover or protection.
Classes Start 2019

GUNDERSEN PALMER COMMUNITY HEALTH
TEACHING KITCHEN
JANUARY CLASSES

HEALTHY & HOMEMADE SERIES
MAKE AHEAD MEALS - THURSDAY, JAN. 24
CROCKPOT MEALS - THURSDAY, JAN. 31
VEG OUT - THURSDAY, FEB. 7
**SNOWDATE: THURSDAY, FEB. 21

FAYETTE CO. FAIRGROUNDS DANCE PAVILION - WEST UNION
5:30-7 P.M.
TO REGISTER FOR THE SERIES: HTTP://BIT.LY/HH11821

- All classes have a maximum of 16 participants.
- Serving residents of Fayette Co.
- Watch for future classes to be held monthly - such as, Cookin' with Herbs; perserving; fair demonstrations; Christmas Goodies.
- For questions, contact Community Health, (563) 422-6267.
Community Collaboration

“LPH as a partner”
Wellmark Blue Cross and Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association.
• **SIMPLE messaging:**
  • *Eat Well, Move More, Feel Better*

• Meet community where they are

• *Eat Well focus, doing good in Move More*

• **Small rural communities can participate**

• *Meetings meaningful*

• **Action planning & Accountability**

• *Professional planning and reports to share*
“Walk” Audit
the problem → is fixed!
20 CROSSWALKS

painted - piano key style
SIDEWALK PROGRAM

5756 FEET
Sidewalks replaced

36+ curb ramps

NEW walkway on Lincoln

5756+ FEET Sidewalks replaced

36+ curb ramps

2 years
PROPOSED Highway Crossing

Hwy 150 & Hwy 18
FUTURE SITE of an Outdoor Lobby

GUNDERSEN PALMER LUTHERAN HOSPITAL AND CLINICS
NFV
Industrial Arts
Students
COMING SOON:

SUMMER 2019

Summer Open Meal Site

Zion Lutheran Church
West Union

*site location

HELPING SERVICES
for Youth & Families
2020 NFV Accessible Elementary Playground
Take Aways

- Meet communities where they are
  - not every community is the same nor are stakeholders
- Engage those who WANT to participate
  - People will support what they create!
- Keep it SIMPLE! – USE WHAT YOU HAVE
- Diverse partners increases opportunity and knowledge
- Don’t recreate the wheel or the spoke!
  - Illustration of a community

- MAKE IT FUN!
- It’s not about US, it’s about them
We are moving the needle on obesity!!!