



HEALTHY EATING, DIABETES & OBESITY

CONSIDERATIONS IN DEVELOPING STRATEGIES FOR HEALTHY FOOD CHOICES

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ARIZONA OBESITY DATA

- Arizona's obesity rate is at 28.4%, which is the 34th highest adult obesity rate in the nation
- Arizona's adult obesity rate has almost tripled in the last 27 years:
 - An increase of 13.5 percent since 2000 (14.9 percent in 2000)
 - An increase of 17.8 percent since 1990 (10.6 percent in 1990)

(Source The State of Obesity: Better Policies for a Healthier America, Sept 2016 Robert Wood Johnson Foundation)

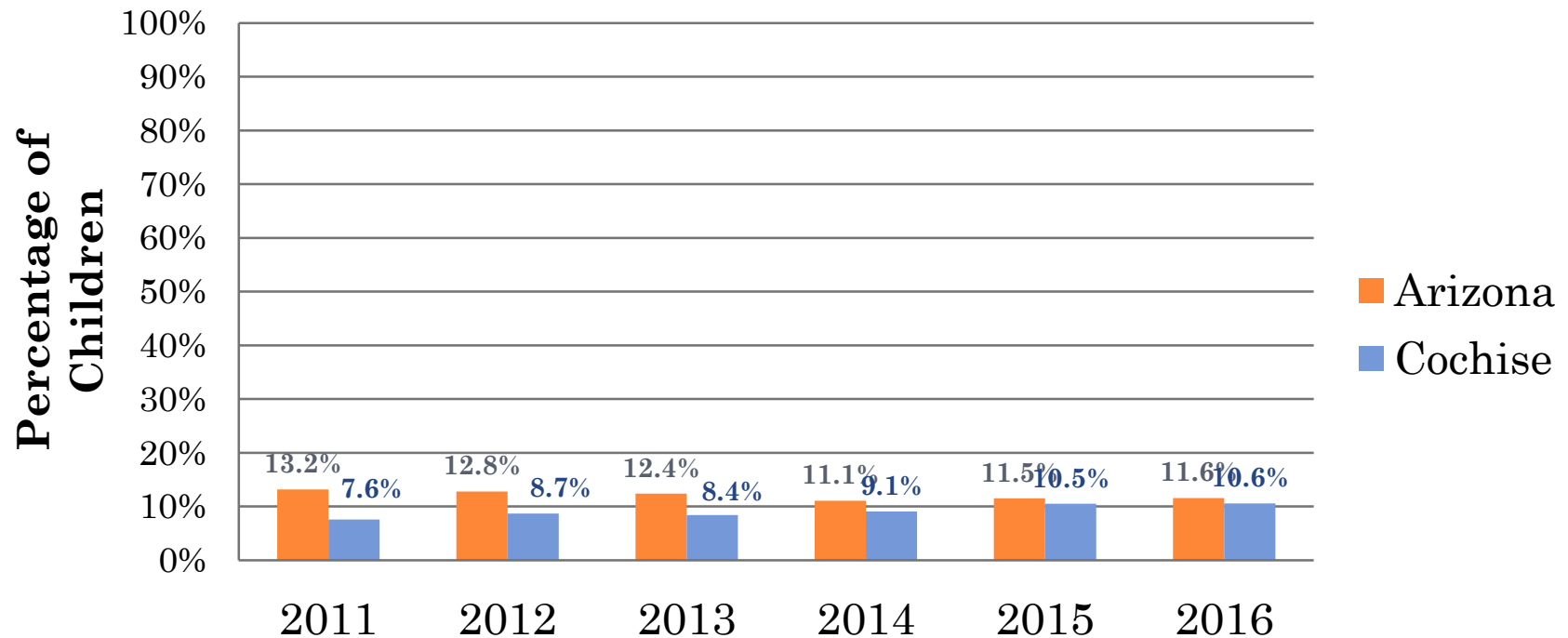
<http://stateofobesity.org/states/az/>

<https://datausa.io/profile/geo/cochise-county-az/#health>

<https://www.cdc.gov/diabetes/atlas/obesityrisk/4/atlas.html>



OBESITY AMONG LOW-INCOME CHILDREN 2-5 YEARS OLD IN WIC ($\geq 95^{\text{TH}}$ PERCENTILE)



Source: HANDS
Database



HEALTHY FOOD ACCESS QUESTIONNAIRE 2017 COMMUNITY HEALTH IMPROVEMENT PLAN

1. *What is the biggest obstacle you or your family face in eating regular, healthy meals?*



2. *What challenges do you face in getting healthy food for you or your family?*



3. *What needs to change in order for you or your family to eat regular, healthy meals?*

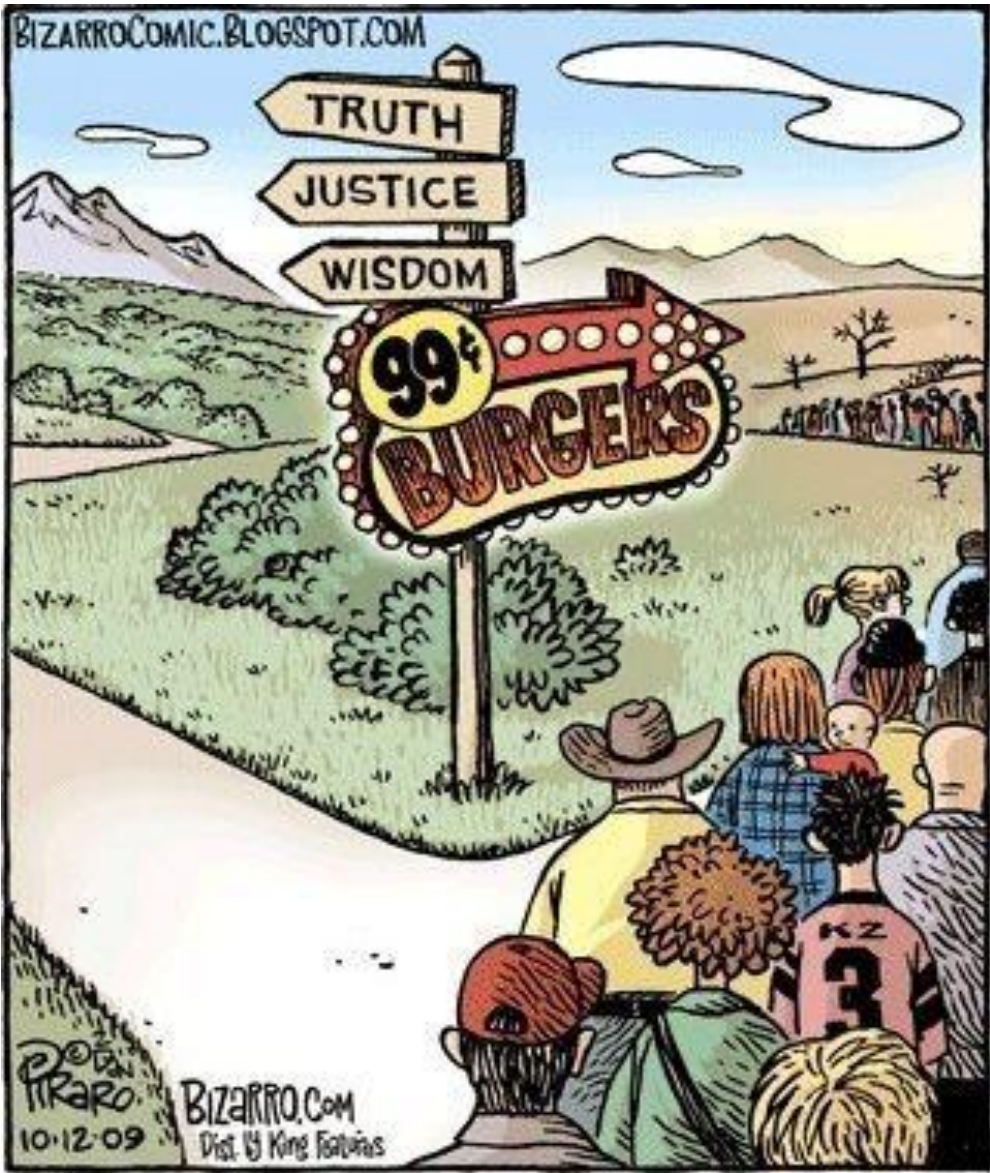


REASONS COCHISE COUNTY RESIDENTS GIVE FOR NOT EATING HEALTHY

o Time Constraints (Perceived)

- Single parent working 1-2 jobs
- Dual parents working full time
- Time it takes to plan, shop and prepare meals
- “It’s easier for me to pick up a Little Caesar’s pizza that can feed my family cheaply and quickly” than it is to take the time to prepare a healthy meal at home when I’m exhausted”.





TIME CONSTRAINTS (CONT)

- **BELIEF THAT 'HEALTHY' FOODS ARE MORE EXPENSIVE**
 - Perceived Definition of Healthy = Salads, fish (salmon); hummus, 'organic' foods, fresh fruits and vegetables vs. dried, beans/lentils and in-season fresh produce/specials on lean meats, etc.
 - Cost of fresh produce (not in season/sale) in stores or shopping at Farmer's Markets



REASONS COCHISE COUNTY RESIDENTS GIVE FOR NOT EATING HEALTHY

- **KNOWLEDGE DEFICIT** (30/31 respondents from Survey)
 - Planning weekly menus /Reviewing specials/sale items, coupons, etc
 - Grocery shopping – buying seasonal items on sale (Ex berries/veggies in season , lean meats/poultry, etc)
 - Prepping or preparing meals on days/off or during ‘downtime’. (Time involved)



KNOWLEDGE DEFICIT (CONT)

- Nutrition Knowledge/Misconceptions:
 - How to prepare veggies that are tasty
 - Juice and sports drinks are healthy for children.
- Poor role modeling.
 - Parents dislike veggies or other 'healthy' foods so don't prepare them for their children.



OTHER FACTORS TO CONSIDER

- Accessibility to fresh/healthy food options in schools, work, public events, vending machines.
- LILA (Low-Income-Low Access)
 - *Food Deserts* – Rural and Urban health impacts:
- USDA Definition: The USDA defines what's considered a food desert and which areas will be helped by this initiative: To qualify as a “low-access community,” at least 500 people and/or at least 33 percent of the census tract's population must reside more than one mile from a supermarket or large grocery store (for rural census tracts, the distance is more than 10 miles).

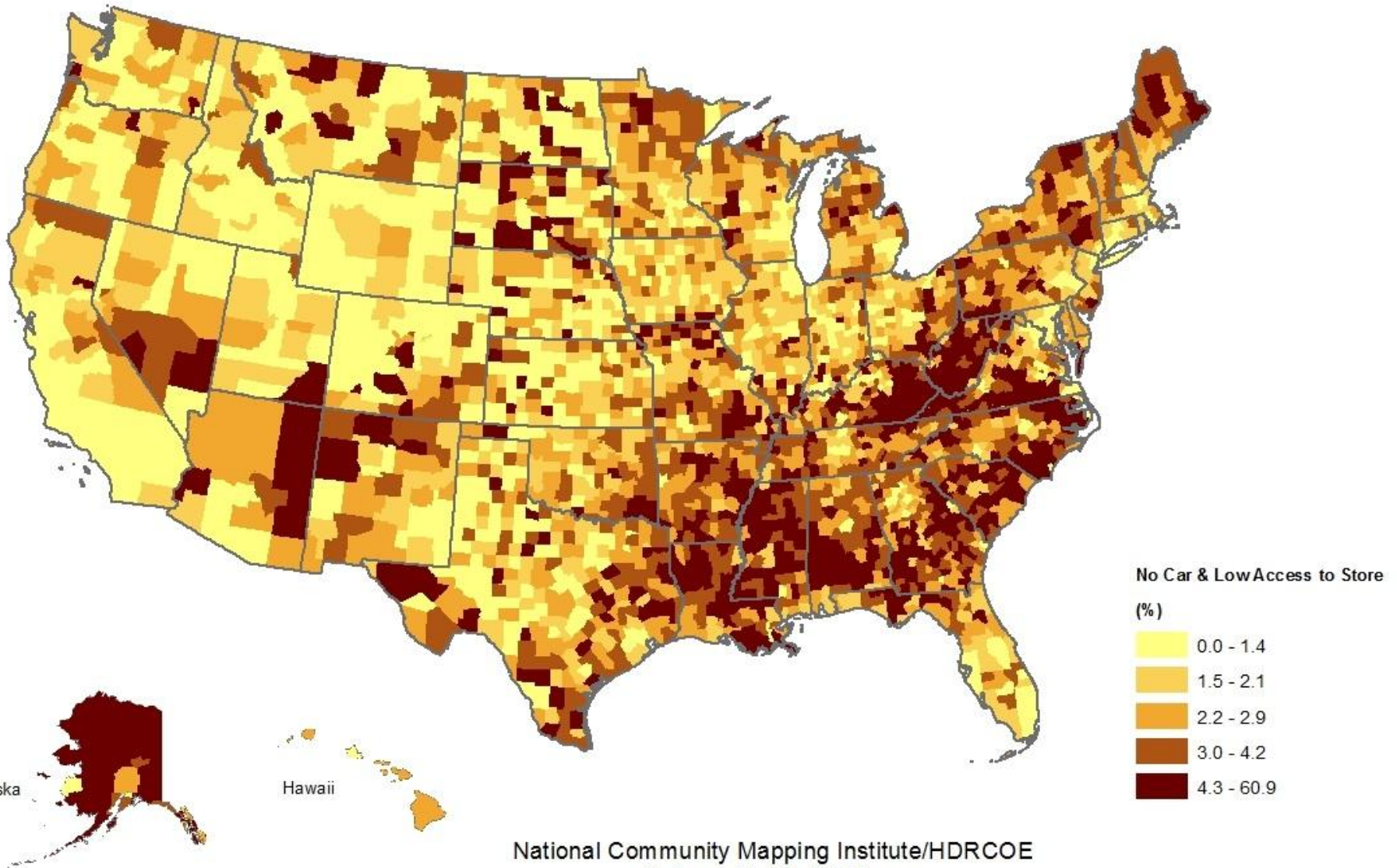
Insights

- Winchester Heights /Migrant Population
- Bisbee experience/Grocery Store/ Gas Stations/Circle K/ Farmers Markets
- Families without transportation or limited transportation





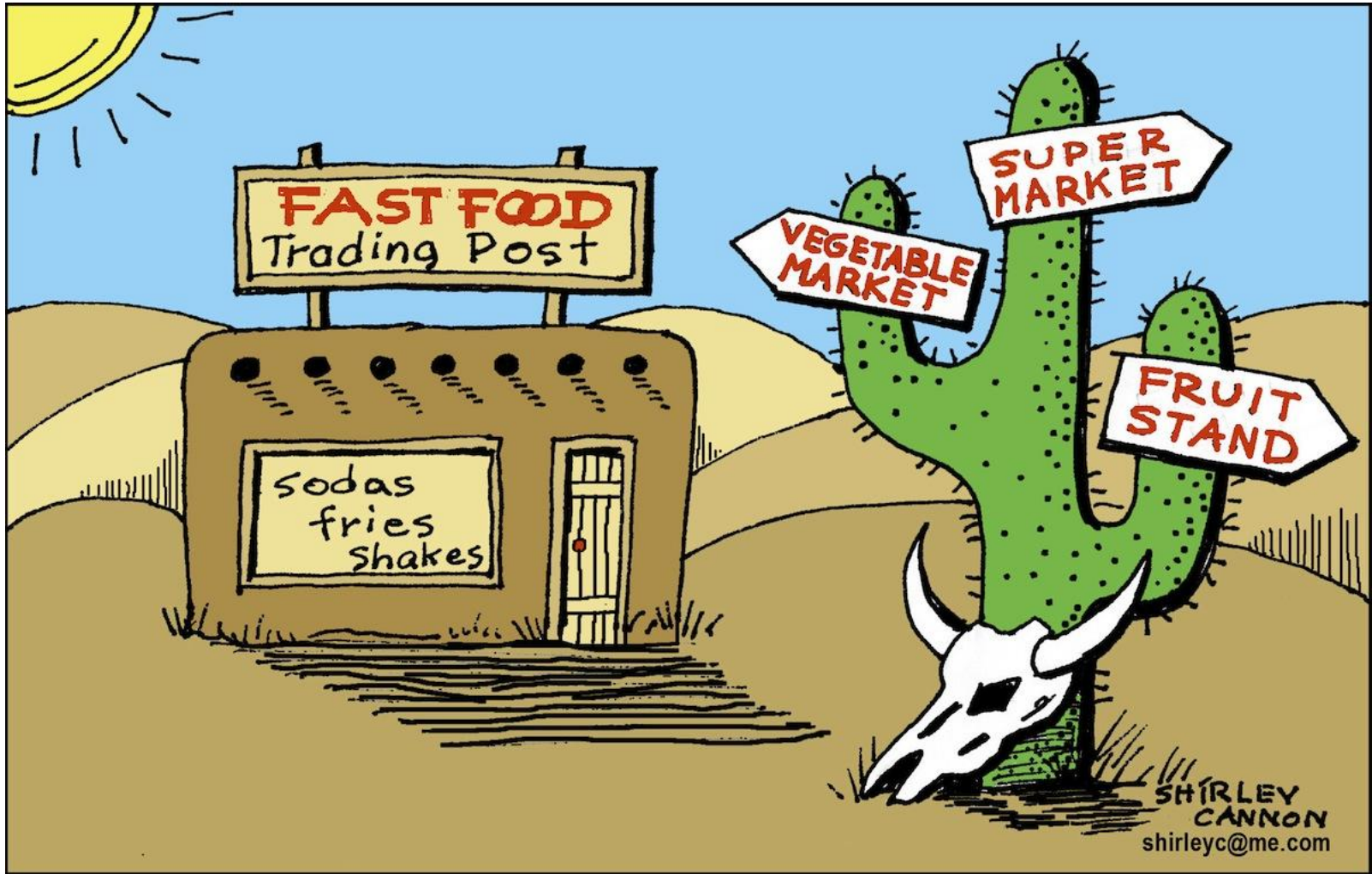
Percent of Households Which Had No Car & Low Access to Grocery Stores (2010)



National Community Mapping Institute/HDRCOE
Meharry Medical College



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ASSUMPTIONS TO QUESTION/VALIDATE

ASSUMPTION

- LILA families have poorer quality diets
- LILA families will readily shop at a store closer to them instead of traveling long distances to the supermarket or supercenter of their choice.

VALIDATE

- Many families living in rural areas actually eat healthier (more fresh fruits and vegetables, lean meats, etc) than non-LILA families.
- Numerous studies show that LILA families will travel further to the grocery store or superstore of their preference even if it is further away. (WIC Participants validate)



HIGHLIGHTS: LILA STUDIES

- Food store access, particularly as measured by proximity, has a limited impact on food choices.
- 90% percent of households shop for their groceries at supermarkets or supercenters, which generally carry wide varieties of both healthy and less healthy foods.
- Household and neighborhood resources, education, and taste preferences may be more important determinants of food choice than store proximity



SUGGESTED STRATEGIES FROM THE AZNN/ADHS OBESITY PREVENTION RESOURCE GUIDE

- **Encourage participation in community, home, school, and child care gardens.** *Gardens can transform communities into places for folks to learn about how food is grown, the importance of good nutrition, and making better eating choices, all while providing opportunities for physical activity.*
- **Encourage use of farmers' market with SNAP and WIC access at key community outlets.** *Increasing SNAP and WIC participant access to farmers' markets supports locally grown produce and local economic stability, as well as continued preservation of open land and urban sprawl.*

https://www.eatwellbewell.org/uploads/media/documents/aznn-obesity-prevention-plan-rev_june2016_no_links.pdf



SUGGESTED STRATEGIES FROM THE AZNN OBESITY PREVENTION RESOURCE GUIDE (CONT)

- **Promote participation in and use of area physical activity resources, including partnerships with parks and trails organizations, and other community organizations.** *The way in which communities are designed and function can promote—or inhibit—physical activity for children and adults. Work together to achieve more! Develop community partnerships, and promote changes to local policy to improve access to of physical activity environments such as parks and trails to foster healthy living and prevent obesity.*
- **Support comprehensive school physical activity programming.** *Empower school champions with a comprehensive school physical activity program that will increase student participation in physical activity, increase physical fitness, and enhance student knowledge and skills about why and how they should be physically active. Create active environments that enable all students to get moving and reach their full potential.*







COCHISE COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

- **EDUCATION**
- **ACCESS**
- **POLICY CHANGE**

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