

City of Austin HHS Obesity Prevention Initiative

Overview of Recommended Community Nutrition Strategies

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Background

- COA HHS awarded a \$300,000 grant from the Department of State Health Services to support obesity prevention efforts by
 - addressing community policy and environmental changes and
 - increase community capacity through the implementation of evidence-based strategies while
 - utilizing existing infrastructure and strategic partnerships.
- Initial grant timeline is April 15, 2010 through August 31, 2011



Policy/Environmental Change

- **Policy Change:** An alteration or change to laws, regulations, rules, protocols, and procedures designed to guide or influence behavior. Policies can be either legislative or organizational in nature.
- **Environmental Change:** An alteration or change to physical, social, or economic environments designed to influence people's practices and behaviors.



Evidence Based Nutrition Strategies

1. Increase availability of healthier food and beverage choices in public service venues
2. Improve availability of affordable healthier food and beverage choices in public service venues
3. Improve geographic availability of supermarkets in underserved areas
4. Provide incentives to food retailers to locate in and/or offer healthier food and beverage choices in underserved areas
5. Improve availability of mechanisms for purchasing food from farms

*Keener, D., Goodman, K., Lowry, A., Zaro, S., & Kettel Khan, L. (2009). Recommended community strategies and measurements to prevent obesity in the United States: Implementation and measurement guide. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention.



Evidence Based Nutrition Strategies

6. Provide incentives for production, distribution, and procurement of food from local farms
7. Restrict availability of less healthy foods and beverages in public service venues
8. Institute smaller portion size options in public service venues
9. Limit advertisement of less healthy foods and beverages
10. Discourage consumption of sugar-sweetened beverages

*Keener, D., Goodman, K., Lowry, A., Zaro, S., & Kettel Khan, L. (2009). Recommended community strategies and measurements to prevent obesity in the United States: Implementation and measurement guide. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention.



Existing Infrastructure & Strategic Partners

- Other City departments
- Other government entities
- Schools and/or school districts
- Non-profit and for-profit organizations
- Local health coalitions
- Faith-based organizations

Project Timeline

● June – December 2010

- Recruit stakeholders to participate in strategic planning process
- Literature review, asset mapping, community needs assessment, and focus groups with target population
- Strategic planning meetings
- Community forum for public comment on draft strategic action plan
- Finalize strategic action plan



Project Timeline

● June 2010 – August 2011

- Implementation of at least one policy/environmental change strategy for nutrition and one for physical activity.



Thank You!

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