

Project RENEW LA County

Renew Environments for Nutrition,
Exercise, and Wellness

Jean Tremaine, MA, MPH
Director, Nutrition Program

May 26, 2010

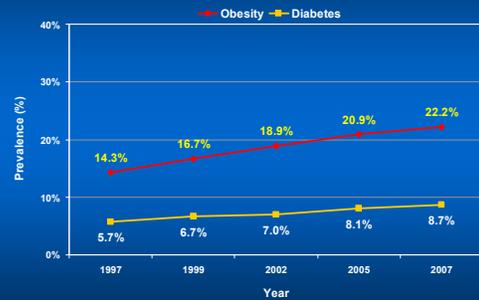
Background

- Project RENEW and Project TRUST (tobacco control) funded by CDC through the Communities Putting Prevention to Work initiative.
- Interventions must focus on "policy, systems, and environmental change" to improve nutrition, increase physical activity, and reduce obesity (i.e., making the healthy choice the easy choice, or the default choice).
- Interventions must address five strategy areas: media, access, point of purchase/promotion, price, and social support & services (MAPPS)
- Funding period March 19, 2010 through March 18, 2012.

Background (cont.)

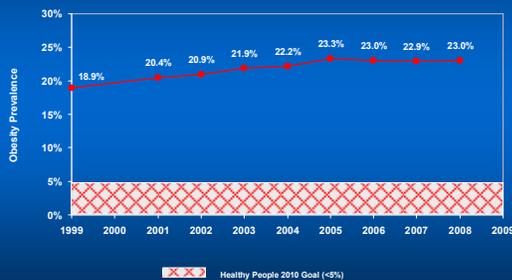
- Unprecedented level of funding (\$15.9 million) for community-based chronic disease prevention—but(!), translates to \$1.60 per capita.
- Long-term goal is jurisdiction-wide impact and reduced disparities—two year objectives are to implement policy and environmental change.
- Revised Community Action Plan due to CDC on June 19th.
- Staff recruitment underway for central RENEW Team
- Nearly 30 contracts being developed.

Prevalence of Obesity and Diabetes Among Adults in Los Angeles County, 1997-2007

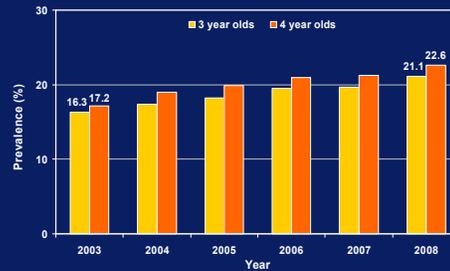


Los Angeles County Health Survey
Department of Public Health

Prevalence of Obesity Among Los Angeles County School Children California Physical Fitness Testing 1999-2008



Trend in Obesity Prevalence Among 3-4 Year Olds in the LA County WIC Program



*Childhood obesity was defined as having a gender-specific BMI-for-age at or above the 95th percentile using 2000 CDC Growth Charts. Source: LA County WIC Program.

Cities/Communities with Lowest and Highest Childhood Obesity Prevalence, 2005

Top 10*			Bottom 10*		
City/Community Name	2005 Youth Obesity Prevalence (%)	Rank of Economic Hardship (1 - 128)	City/Community Name	2005 Youth Obesity Prevalence (%)	Rank of Economic Hardship (1 - 128)
Manhattan Beach	4.2	2	Cudahy	29.4	123
Palos Verdes Estates	6.3	5	West Whittier-Los Nietos	29.7	81
Beverly Hills	6.9	19	West Puente Valley	30.0	90
San Marino	7.1	15	Bell	30.2	115
Agoura Hills	7.3	10	Willowbrook	30.5	116
Calabasas	8.0	8	Huntington Park	30.6	122
South Pasadena	9.0	17	East Los Angeles	31.9	117
La Canada Flintridge	11.4	18	Florence-Graham	32.0	128
Rancho Palos Verdes	11.6	13	San Fernando	32.9	103
Arcadia	12.3	35	Maywood	37.4	121
Average 10 lowest	8.0%		Average 10 highest	31.5%	

*Table excludes cities/communities whose number of students with BMI data < 500.

Source: California Physical Fitness Testing Program, California Department of Education. Includes 5th, 7th, and 9th graders enrolled in LA County public schools.



Cities/Communities in LA County with Lowest and Highest Childhood Obesity Rates, 2008

Top 10*			Bottom 10*		
City/Community Name	Obesity Prevalence (%)	Rank of Economic Hardship (1 - 128)	City/Community Name	Obesity Prevalence (%)	Rank of Economic Hardship (1 - 128)
Manhattan Beach	3.4	2	West Athens	30.6	94
Calabasas	5.0	8	South Gate	30.7	110
Hermosa Beach	5.1	1	Florence-Graham	31.0	128
Agoura Hills	5.3	10	West Whittier-Los Nietos	31.1	81
Beverly Hills	5.4	19	West Carson	31.4	56
Malibu	5.9	4	Vincent	32.2	69
Palos Verdes Estates	7.3	5	East Los Angeles	32.9	117
San Marino	7.8	15	Hawalian Gardens	33.4	107
Rolling Hills Estate	8.4	9	South El Monte	34.5	111
La Canada Flintridge	8.5	18	Walnut Park	38.7	113
Average 10 lowest	6.2%		Average 10 highest	32.7%	

*Table excludes cities/communities whose number of students with BMI data < 500.

Source: California Physical Fitness Testing Program, California Department of Education. Includes 5th, 7th, and 9th graders enrolled in LA County public schools.



Economic Costs of Overweight, Obesity & Physical Inactivity, Among Adults in Los Angeles County, 2006

	Overweight and Obesity Billions	Physical Inactivity Billions
Health Care	\$3.60	\$2.39
Lost Productivity	\$2.38	\$3.51
Total:	\$5.98	\$5.90

Total Cost:

\$11.88 BILLION

Source: California Center for Public Health Advocacy, 2009.



Project RENEW: Overview of Activities

- Working with schools to improve the nutritional content of school meals by implementing the October, 2009 Institute of Medicine recommendations (LAUSD, California Food Policy Advocates, Urban Environmental Policy Institute)
- Working with pre-school providers to implement nutrition and physical activity standards and educating parents so that young children can be better protected from developing early obesity (LA Universal Preschool).
- Expanding physical education in schools and opportunities for physical activity in after school programs (LACOE and LAUSD).

Project RENEW: Overview of Activities (cont.)

- Establishing joint use agreements between schools and cities/community organizations to utilize school grounds and facilities for recreational programs during non-school hours, particularly in disadvantaged communities with few parks or other recreational venues (LACOE, LAUSD, Alliance for Better Communities).
- Creating more opportunities for walking and biking in communities by supporting the development of expanded bike networks, promoting their use, and working with city/county planners to create more pedestrian-friendly community design (many funded partners).

Project RENEW: Overview of Activities (cont.)

- Working with cities to establish policies that increase access to affordable healthy foods and beverages, and decrease access to less healthy foods and beverages (California Center for Public Health Advocacy).
- Working with small markets and convenience stores to increase healthy food offerings (City of LA Community Redevelopment Agency; City of Baldwin Park).
- Promoting healthy food and beverage policies in city and county programs serving youth and other vulnerable populations (Cities of Long Beach and Pasadena; County DPH).

Project RENEW: Overview of Activities (cont.)

- Establishing breastfeeding-friendly policies in birthing hospitals and public and private workplaces (LA County Breastfeeding Task Force; County DPH).
- Implementing a targeted social marketing and public education campaign to promote healthy eating, reduce sugar sweetened beverage consumption, and increase community support for efforts to create healthier food environments in communities with high rates of childhood obesity (Media firm to be selected; California Center for Public Health Advocacy)

Expanding Reach

- Provision of a large technical assistance pool to support funded and non-funded partners.
- Aggressive communications plan (including a RENEW LA County website)—need to engage and mobilize large numbers of stakeholders across multiple sectors
- RENEW LA County Leadership Team established
- Community Coalition—vitaly important component of RENEW LA County

For More Information

- please visit our website for updates at <http://publichealth.lacounty.gov/chronic/>.