

# Reducing Overweight and Obesity

Healthy People (HP) 2010 Leading Health Indicator 19-2 & 19-3

## PHN contribution to SPA \_\_\_\_'s Public Health Improvement Plan for 2002-\_\_\_\_

### Assessment:

In SPA \_\_\_\_, the obesity prevalence rate is as follows for the past \_\_\_\_ years.

*Insert SPA data here for obesity showing how it is distributed by race, ethnic group, gender, immigration status, age, and geographic area for each of the past \_\_\_\_ years.*

Obesity in SPA \_\_\_\_ differs from or is similar to the county wide profile in the following ways:

*Insert SPA/county comparison data here.*

Describe the qualitative and quantitative factors that influence the existence of obesity in SPA \_\_\_\_\_. Aim to answer the question, "What are the factors that contribute to the prevalence of obesity in the SPA?"

### Diagnosis:

*NOTE: If the SPA can promise improvement in the prevalence of obesity for everyone living in the SPA, then so state here. If there are no resources available to promise improvement in all, then under this heading describe in what way the obesity prevalence rate is worse for different groups. For instance, it is \_\_\_\_% overall but \_\_\_\_% for Latinos (therefore the focus for improvement efforts is on Latinos).*

### Identifying Outcomes:

#### Outcome Objective

By (date)\_\_\_\_\_, the proportion of the \_\_\_\_\_ population in SPA \_\_\_\_ who are obese (defined for adults as a BMI of 30 or more, and for children at or above the gender and age specific 95<sup>th</sup> percentile of BMI based on the revised CDC growth charts for the US) will be reduced from \_\_\_\_% (SPA baseline of \_\_\_\_% for \_\_\_\_\_year) to \_\_\_\_% (HP 2010 baseline of 23% of adults age 20 and older in 1988-94 and 11% of children age 6-19 years in 1988-94; HP 2010 target of 15% for adults and 5% for children).

### Planning and Action:

#### Intermediate Objectives

[DEFINITION: Intermediate objectives link the outcome objectives to the process objectives. They describe the changes that will occur that ultimately result in or produce the desired outcome. They are precursors to attaining the outcome. Intermediate objectives have shorter time frames and clearly reflect what can be accomplished and measured within the time period of the program plan. Intermediate objectives assess measures, which have a high probability of reducing a health problem or increasing resiliency/capacity. These objectives measure the impact of specific interventions designed to achieve the outcome. Intermediate objectives measure changes in organizations, laws, policies, and power structures at the systems level, changes in community norms, attitudes, awareness, beliefs, practices, and behavior at the community level, and knowledge, attitude, beliefs, values, skills, circumstances, behaviors, and practices at the individual/family level.]

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*The following are examples of possible/suggested Intermediate Objectives related to decreasing obesity based on best practices from the Surgeon General's "Call to Action to Prevent and Decrease Overweight and Obesity 2001".*

1. By *(date)*\_\_\_\_\_, \_\_\_% of the \_\_\_\_\_ population in SPA \_\_\_ will have a change in attitude toward focusing on health and not appearance, as evidenced by \_\_\_\_\_.
  
2. By *(date)*\_\_\_\_\_, there will be a \_\_\_% reduction in TV watching time and other sedentary behaviors among the \_\_\_\_\_ population in SPA \_\_\_, as evidenced by \_\_\_\_\_.
  
3. By *(date)*\_\_\_\_\_, \_\_\_% of the \_\_\_\_\_ population in SPA \_\_\_ will make healthier food choices, as evidenced by \_\_\_\_\_.
  
4. By *(date)*\_\_\_\_\_, \_\_\_% of the \_\_\_\_\_ population in SPA \_\_\_ will build physical activity into their daily regimen, as evidenced by \_\_\_\_\_.
  
5. By *(date)*\_\_\_\_\_, there will be \_\_\_% more physical activity space available in the workplace for the \_\_\_\_\_ population in SPA \_\_\_, as evidenced by \_\_\_\_\_.
  
6. By *(date)*\_\_\_\_\_, there will be \_\_\_% more community facilities available for physical activity for the \_\_\_\_\_ population in SPA \_\_\_, as evidenced by \_\_\_\_\_.
  
7. By *(date)*\_\_\_\_\_, \_\_\_% of schools serving the \_\_\_\_\_ population in SPA \_\_\_ will provide daily Physical Education classes and healthy food options, including snacks, as evidenced by \_\_\_\_\_.

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*Using one of the above examples, the following is a demonstration of how the process extends from the Intermediate Objective to the Process Objectives, which describe the action/interventions.*

## **EXAMPLE:**

### Intermediate Objective 4:

By (date) \_\_\_\_\_, \_\_\_\_% of the \_\_\_\_\_ population in SPA \_\_\_\_ will build physical activity into their daily regimen, as evidenced by \_\_\_\_\_.

### Process Objective 1:

[DEFINITION: Process objectives are the methods of the intervention. They detail the specific tasks that will be carried out within a specified time frame. Process objectives describes the input; the means by which the intervention or strategy will be implemented. They include inputs, participation, and reactions.]

By (date) \_\_\_\_\_, the PHNs will have conducted \_\_\_\_\_ meetings with community organizers geared toward setting up physical activity programs in 10 churches that serve the \_\_\_\_\_ population in SPA \_\_\_\_\_. (*Minnesota PHN Interventions: Collaboration, Coalition Building; Community, Primary prevention*)

### Process Objective 2:

By (date) \_\_\_\_\_, PHNs will \_\_\_\_\_.

### Process Objective 3:

By (date) \_\_\_\_\_, PHNs will \_\_\_\_\_.

And so on...

*Under the direction of the SPA Nurse Manager, additional relevant Intermediate Objectives should be developed that address the Outcome Objectives as well as specific Process Objectives that address each Intermediate Objective.*

Ultimately, the outcome objective of reducing obesity among the target population *will only be achieved if other disciplines and the community* contribute to identifying Intermediate and Process Objectives.

## **Evaluation**

Each Process Objective and Intermediate Objective should have a mechanism to evaluate whether or not the objective was accomplished. This includes a mechanism to track progress toward achieving the Outcome Objective at regular intervals.