

# *Making Advocacy Matter Locally and Beyond*



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# ***Making Advocacy Matter Locally and Beyond***



- **Introduction to Advocacy Need and SHPI Cooperative Agreement**
  - Bob Strack
- **Making Advocacy Effective**
  - Randy Schwartz, MSPH
- **What SHPE's Are Doing – State Advocacy in Action**
  - Adrienne Wald, EdD(c), MBA, RN, CHES



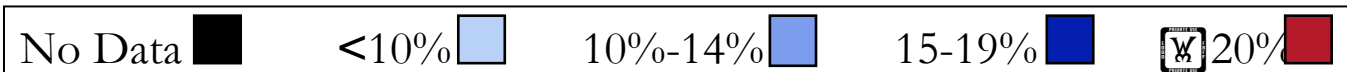
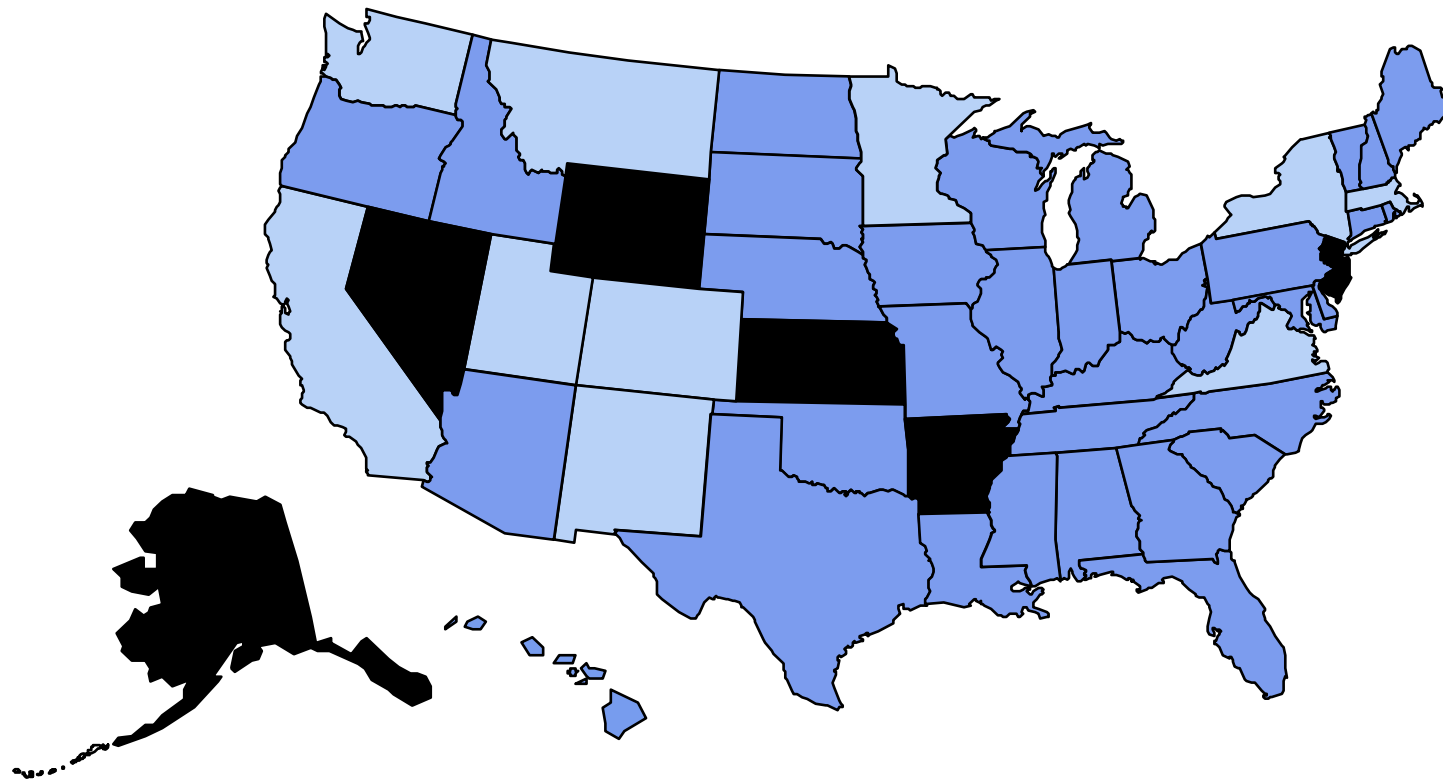
# Overweight / Obesity Trends in the United States

Diet and Physical Activity Factors

# Obesity Trends\* Among U.S. Adults

## BRFSS, 1990

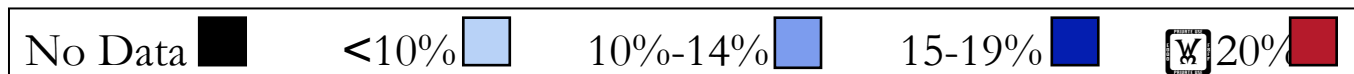
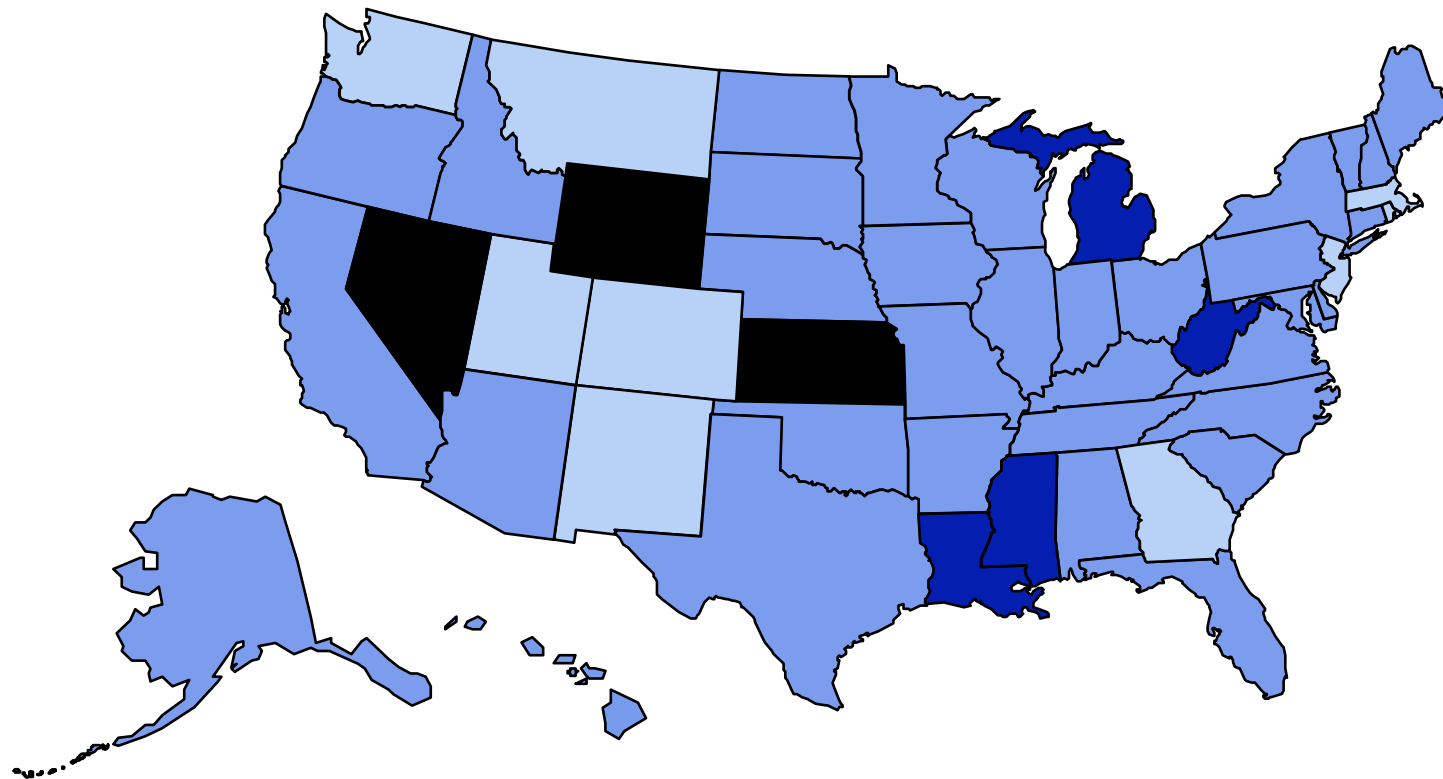
(\*BMI  $\geq$  30, or  $\sim$  30 lbs overweight for 5'4" woman)



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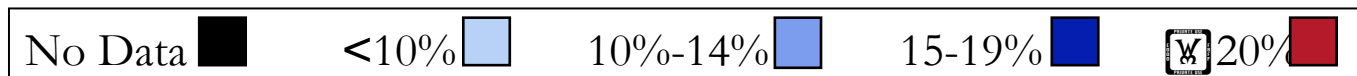
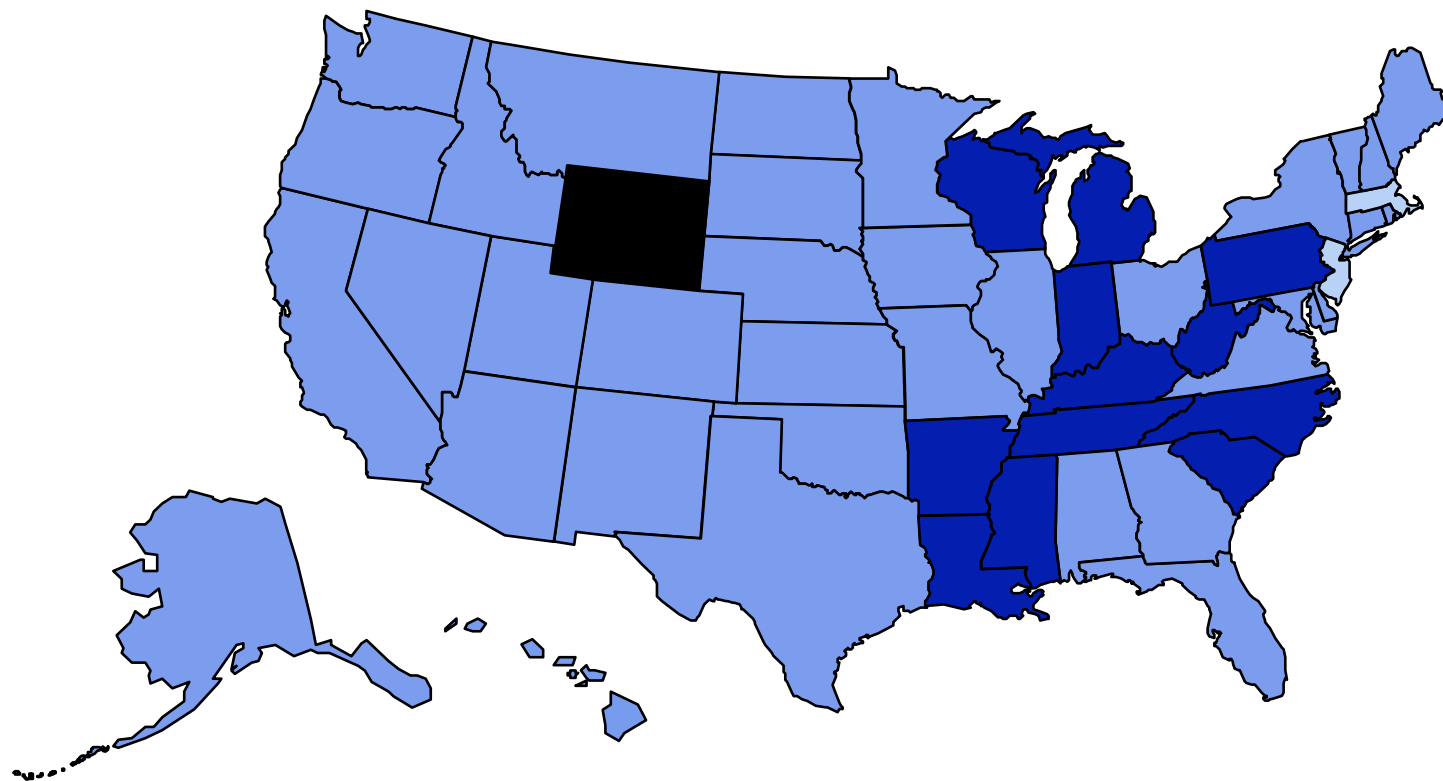




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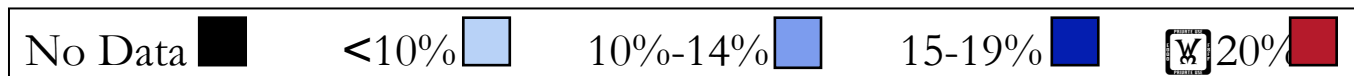
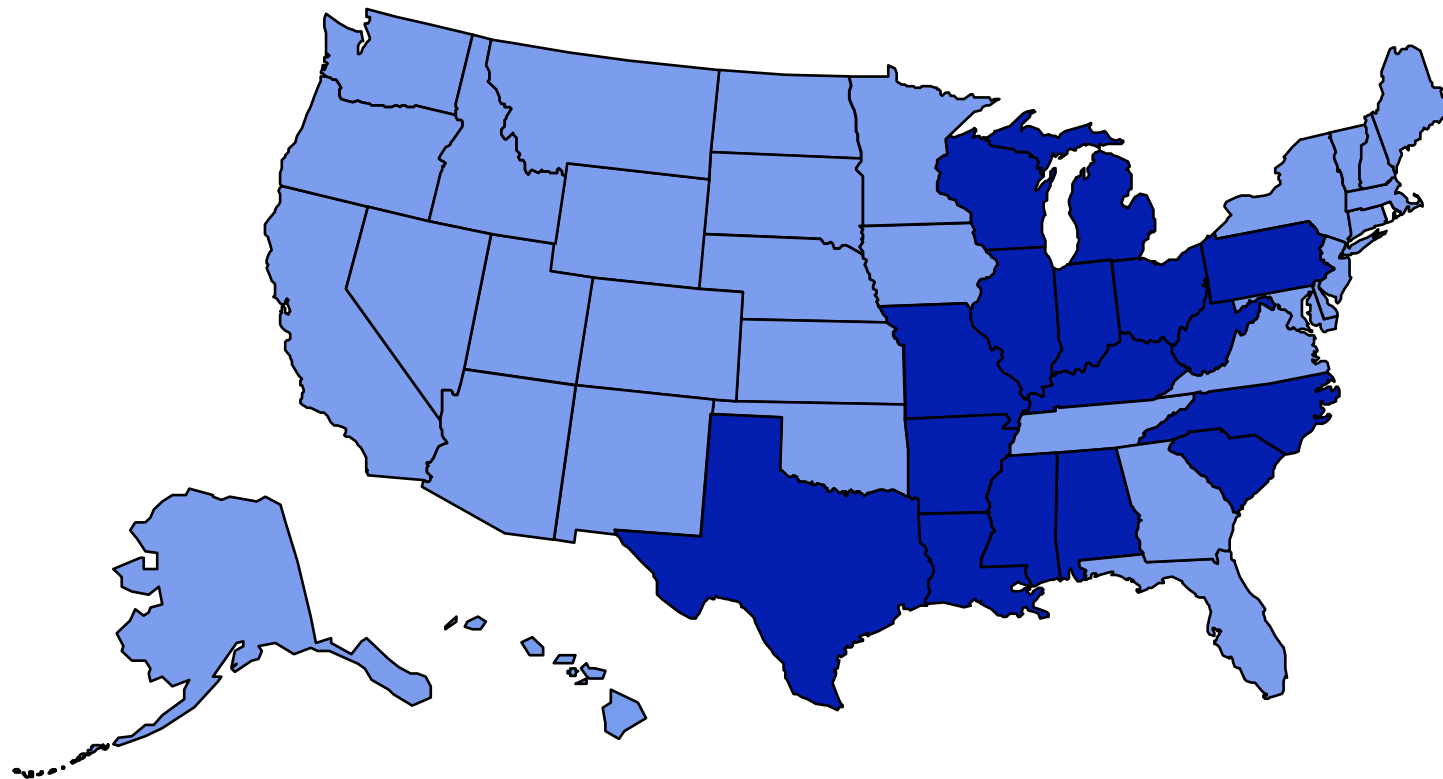
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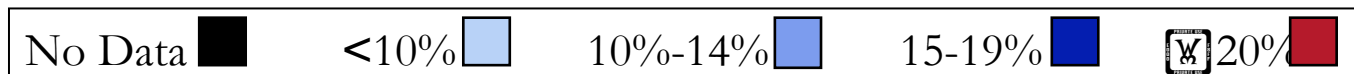
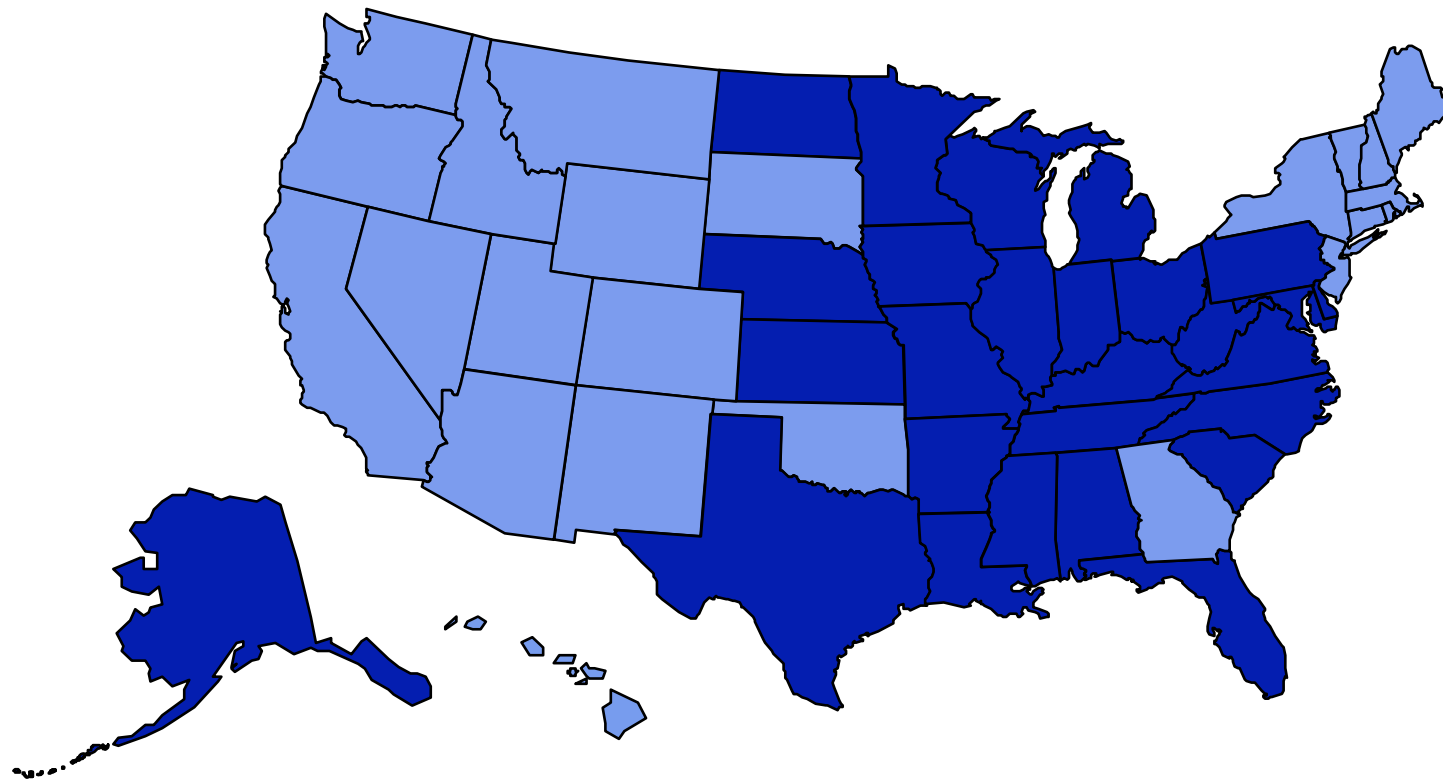
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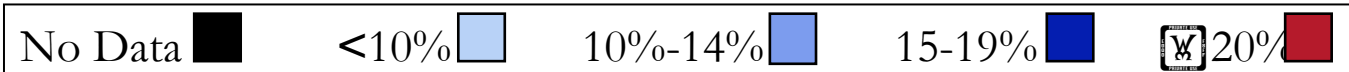
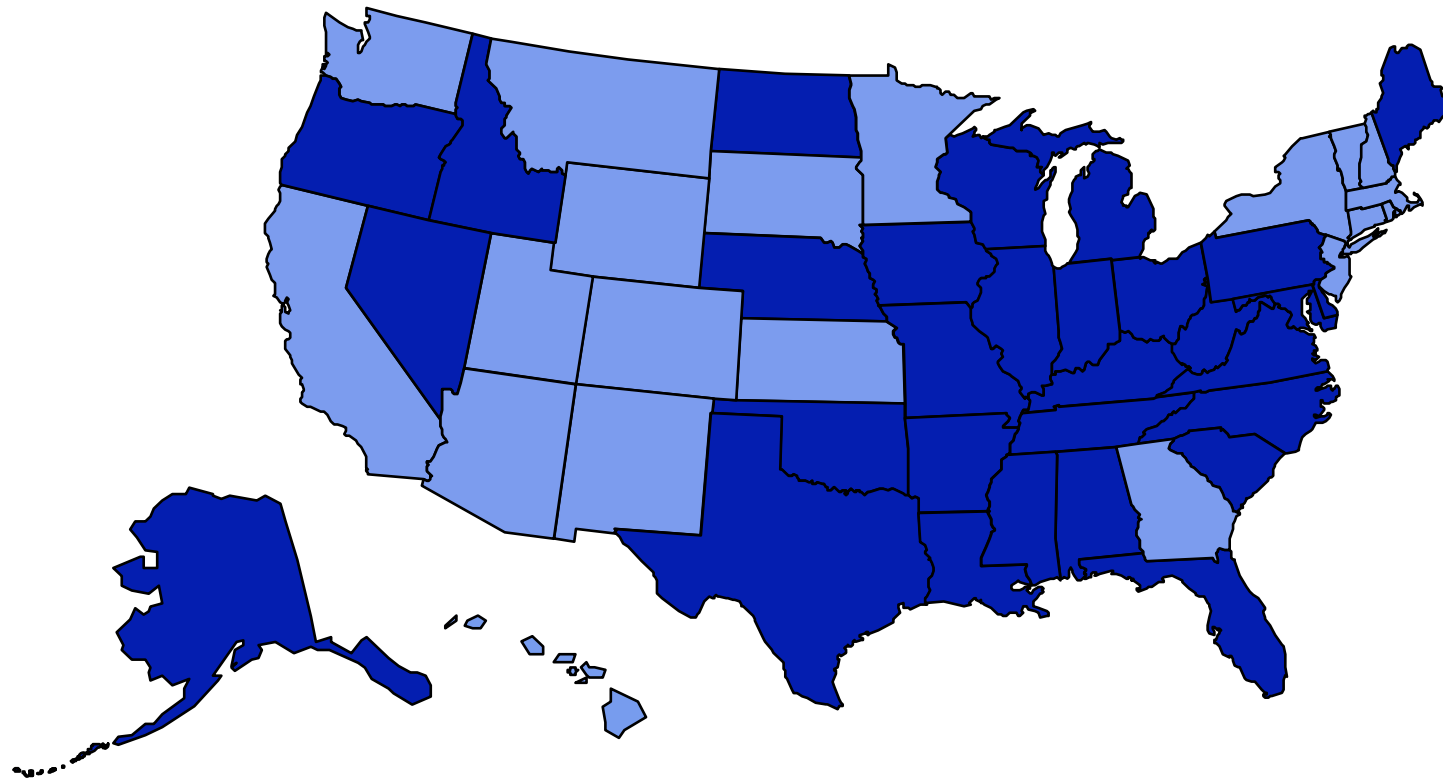
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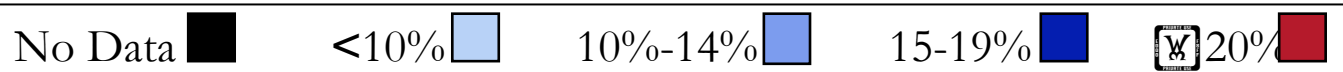
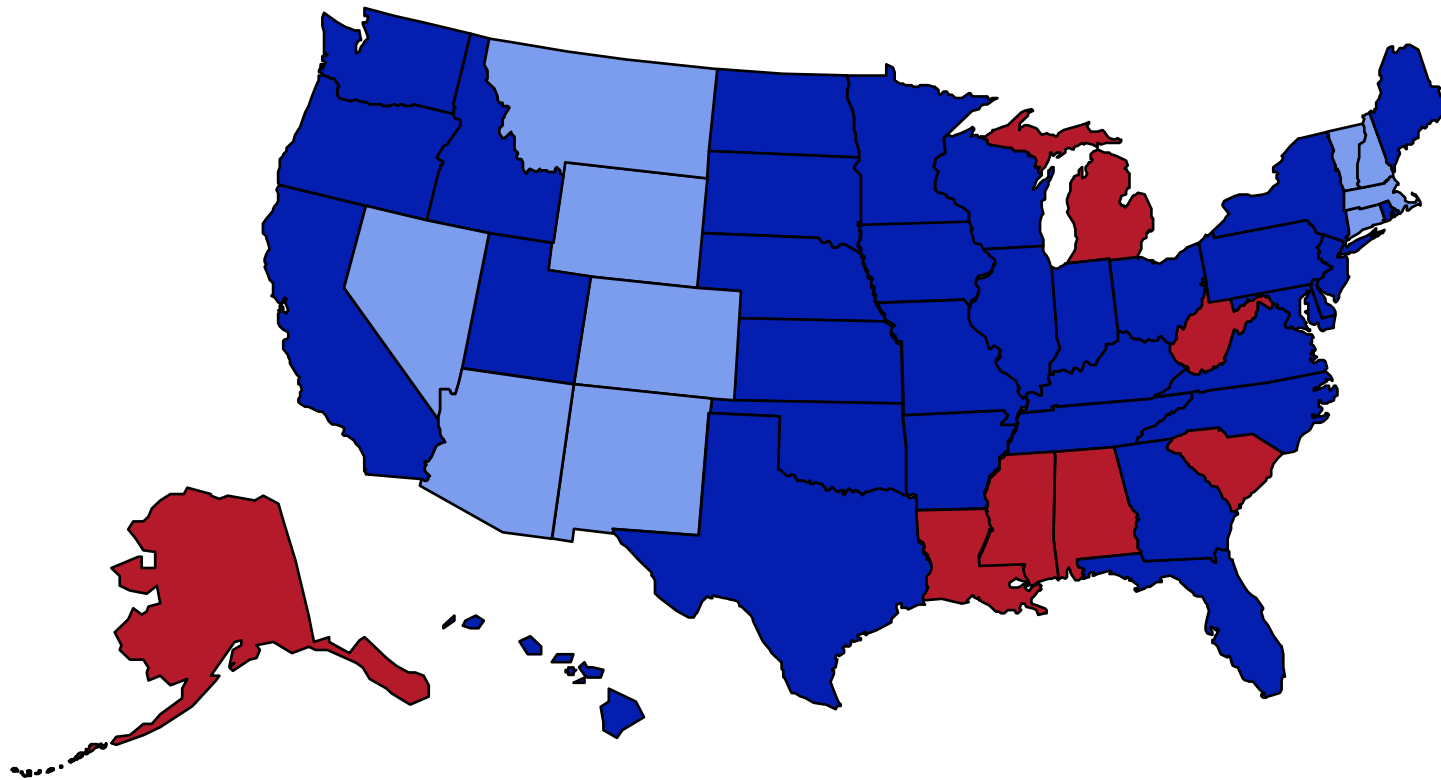




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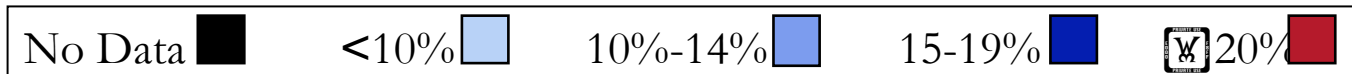
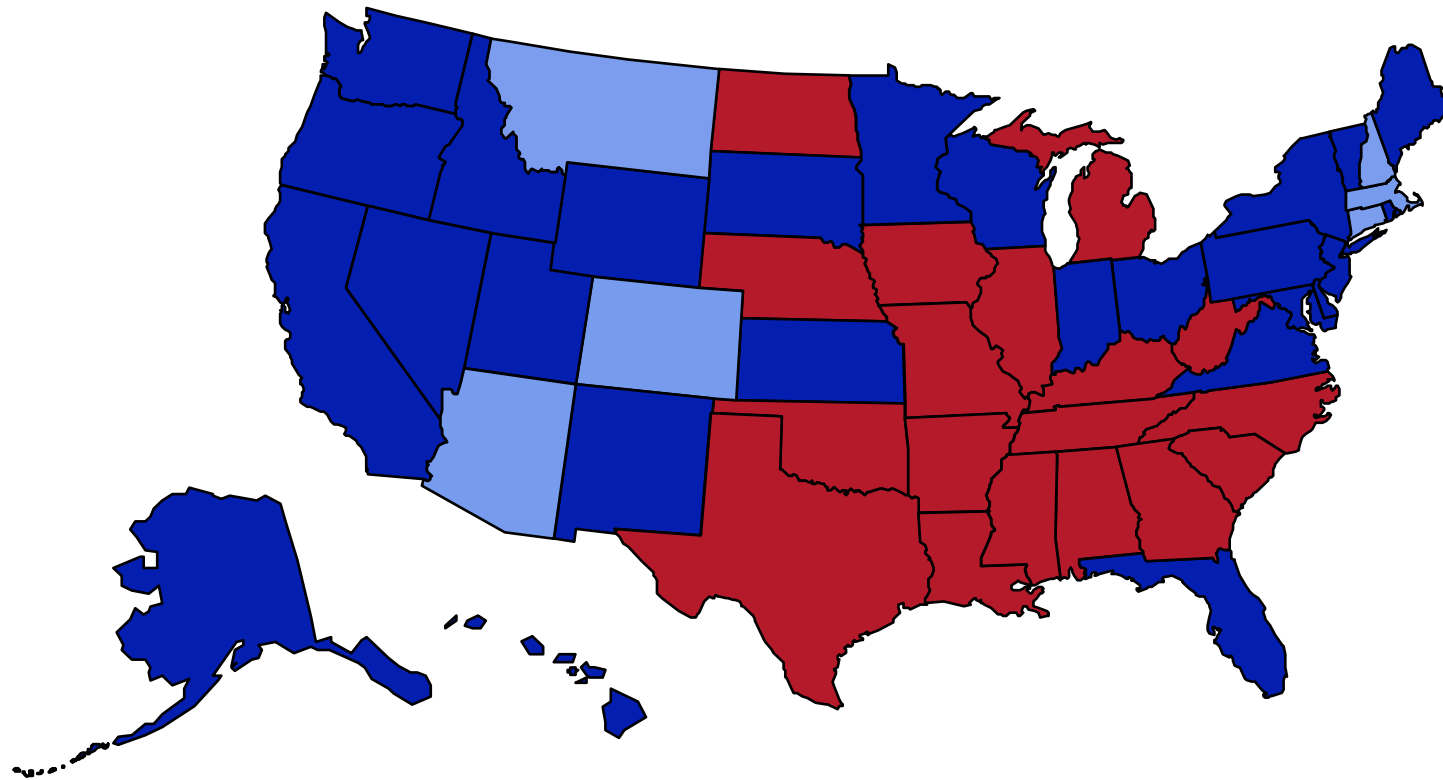
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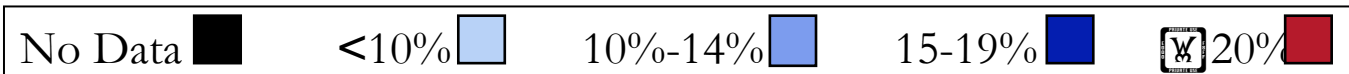
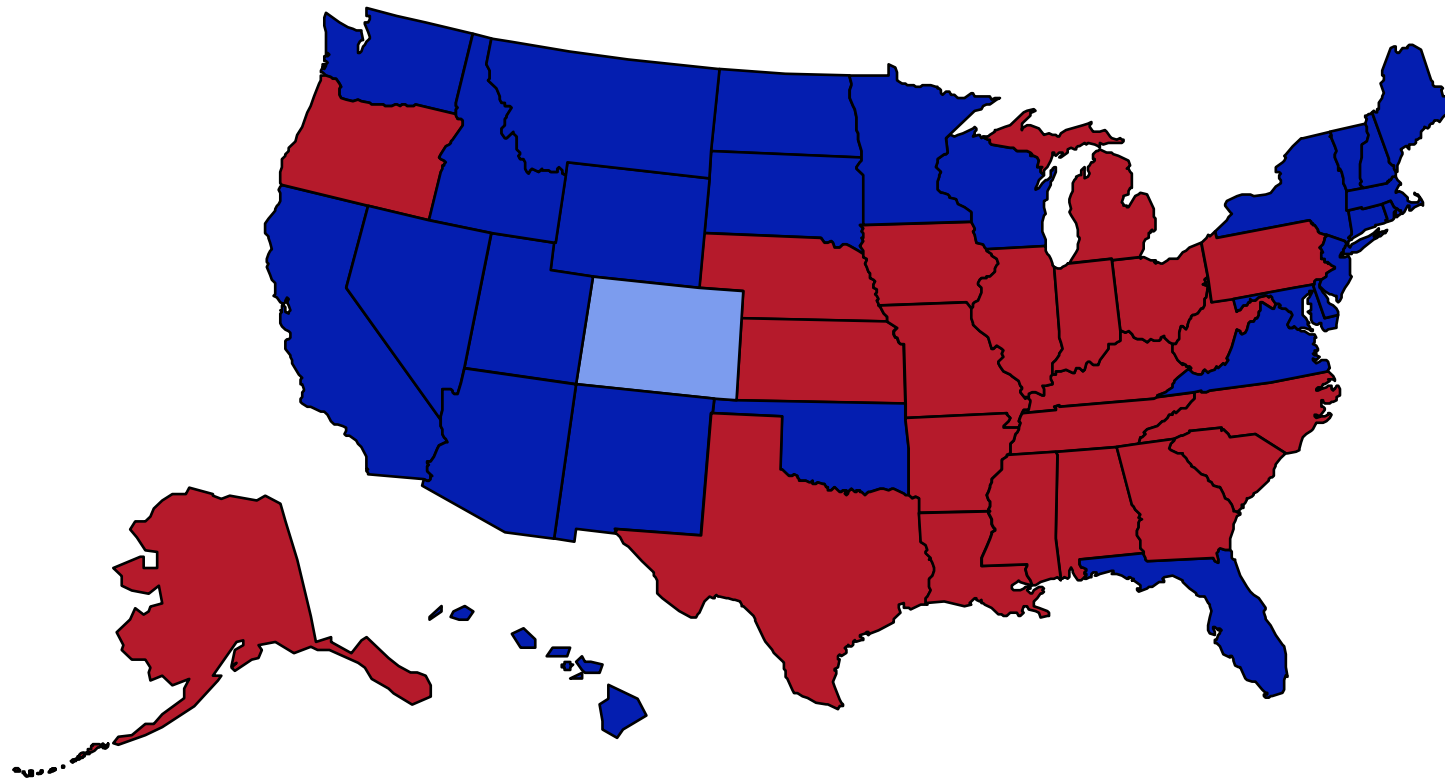
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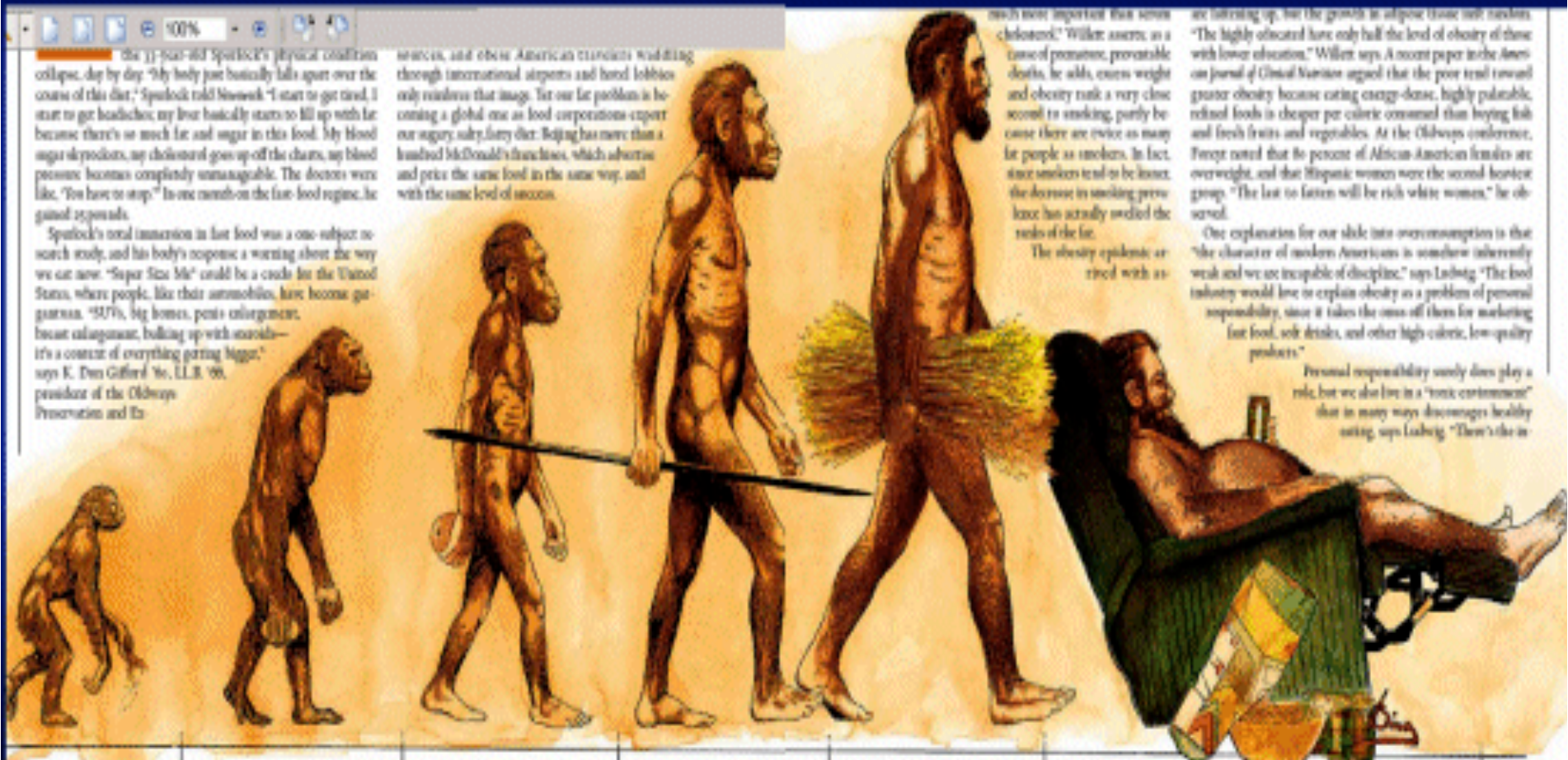
# Obesity Trends\* Among U.S. Adults

## BRFSS, 2000

(\*BMI  $\geq$  30, or ~ 30 lbs overweight for 5'4" woman)



# The Evolution of Obesity



the 11-year-old Spaulock's physical condition collapse, day by day. "My body just basically falls apart over the course of this diet," Spaulock told *Newsweek*. "I start to get tired, I start to get headaches, my liver basically starts to fill up with fat because there's so much fat and sugar in this food. My blood sugar skyrockets, my cholesterol goes up off the charts, my blood pressure becomes completely unmanageable. The doctors were like, 'You have to stop.' In one month on the fast-food regime, he gained 22 pounds.

Spaulock's total immersion in fast food was a one-subject research study, and his body's response a warning about the way we eat now. "Super Size Me" could be a crash for the United States, where people, like their automobiles, have become gargantuan. "SU's, big homes, penis enlargement, breast enlargement, bulking up with steroids—it's a constant of everything getting bigger," says K. Dan Gifford '96, LL.M. '00, president of the Oldways Preservation and Ed.

Research, and obese American citizens wandering through international airports and hotel lobbies only reinforces that image. For our fat problem is becoming a global one as food corporations export our sugary, salty, fatty diet. Beijing has more than a hundred McDonald's franchises, which advertise and peddle the same food in the same way, and with the same level of success.

much more important than serum cholesterol." Willett asserts, as a cause of premature, preventable deaths, he adds, excess weight and obesity rank a very close second to smoking, partly because there are twice as many fat people as smokers. In fact, since smokers tend to be leaner, the decrease in smoking prevalence has actually offset the trends of the fat.

The obesity epidemic arrived with us.

are fattening up, but the growth in adipose tissue isn't random. "The highly educated have only half the level of obesity of those with lower education," Willett says. A recent paper in the *American Journal of Clinical Nutrition* argued that the poor tend toward greater obesity because eating energy-dense, highly palatable, refined foods is cheaper per calorie consumed than buying fish and fresh fruits and vegetables. At the *Obesity* conference, Frezza noted that 80 percent of African-American females are overweight, and that Hispanic women were the second heaviest group. "The last to fatten will be rich white women," he observed.

One explanation for our slide into overconsumption is that "the character of modern Americans is somehow inherently weak and we are incapable of discipline," says Leibel. "The food industry would love to explain obesity as a problem of personal responsibility, since it takes the onus off them for marketing fat food, soft drinks, and other high-calorie, low-quality products."

Personal responsibility surely does play a role, but we also live in a "toxic environment" that in many ways discourages healthy eating, says Leibel. "There's the in-

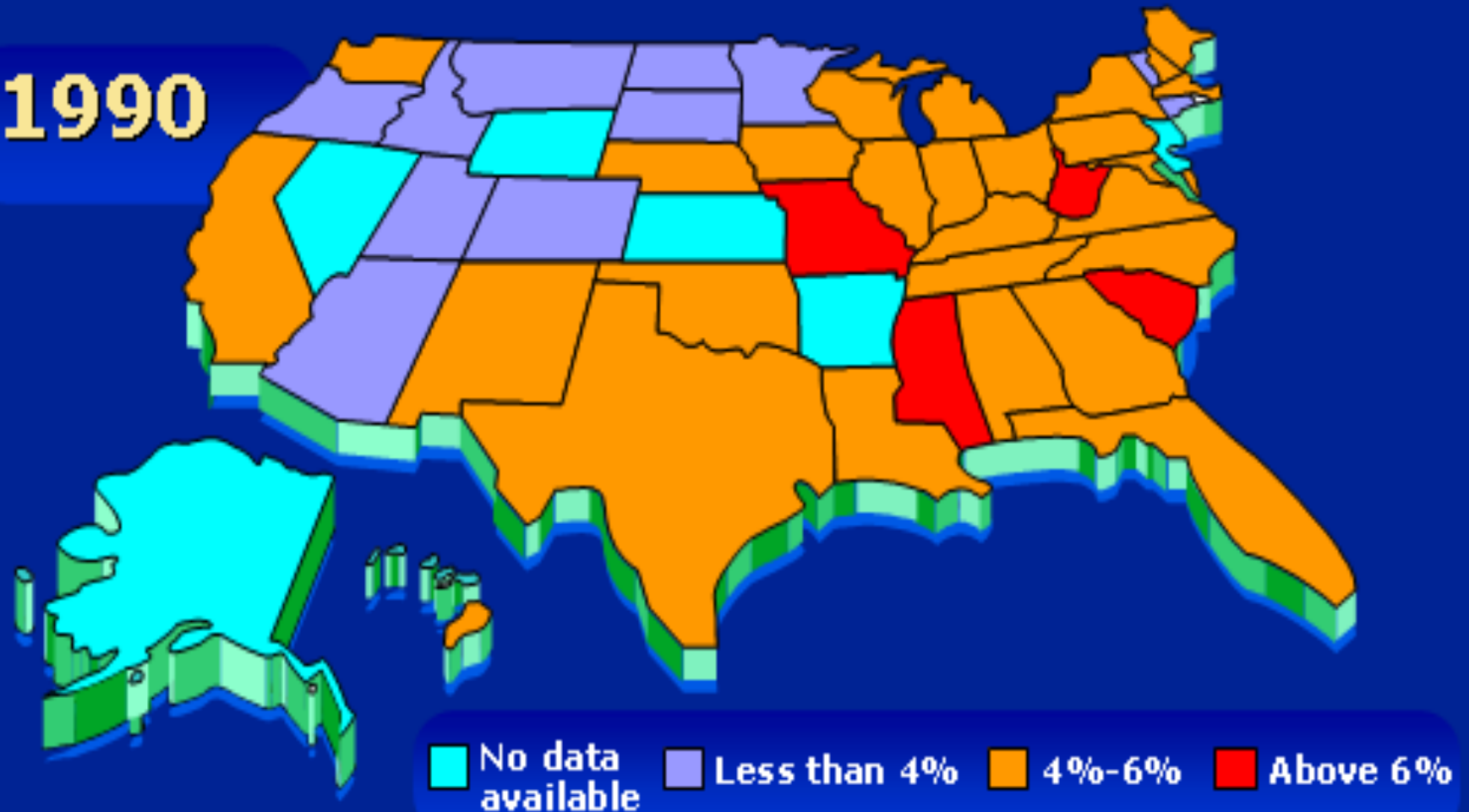


Harvard Magazine, May-June 2004; p 50



# Adults With Diagnosed Diabetes\*

1990



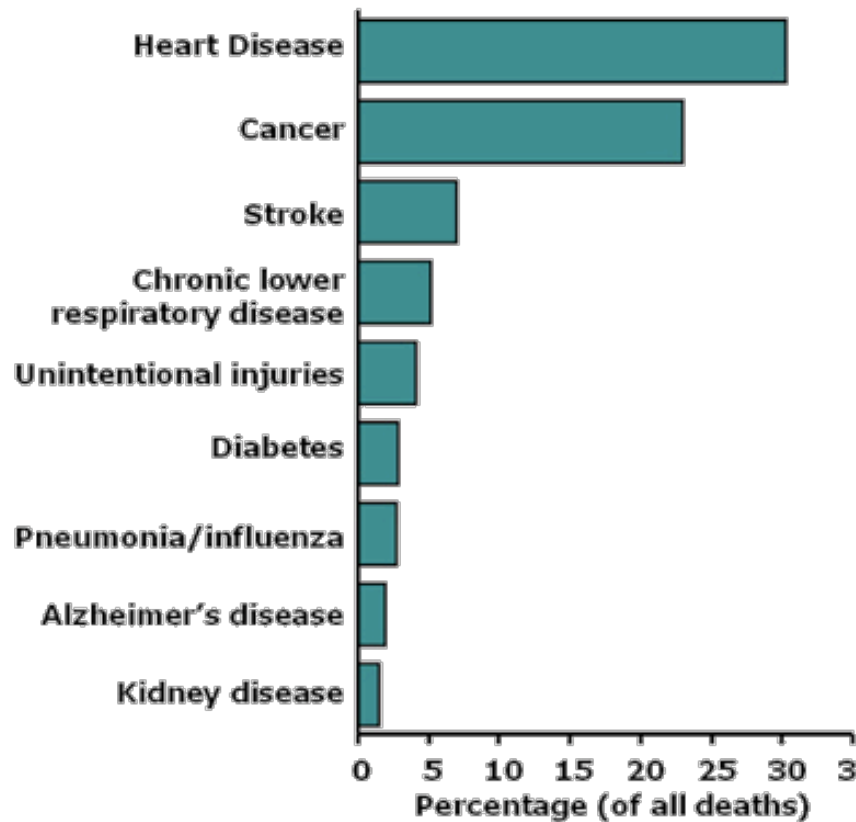
\*Includes women with a history of gestational diabetes.  
Mokdad AH, et al. Diabetes Care. 2000;23(9):1278-1283.

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## Leading Causes of Death\* United States, 2000



## Actual Causes of Death† United States, 2000

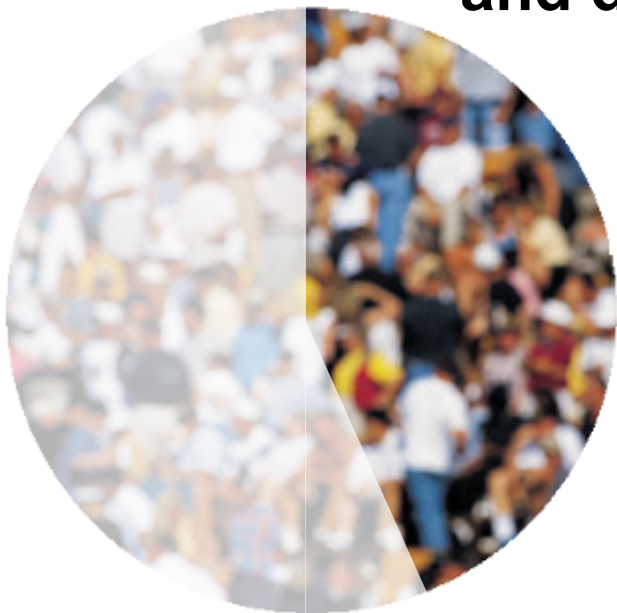


\* Miniño AM, Arias E, Kochanek KD, Murphy SL, Smith BL. Deaths: final data for 2000. National Vital Statistics Reports 2002; 50(15):1-120.

† Mokdad AH, Marks JS, Stroup DF, Gerberding JL. Actual causes of death in the United States, 2000. JAMA. 2004;291(10):1238-1246.

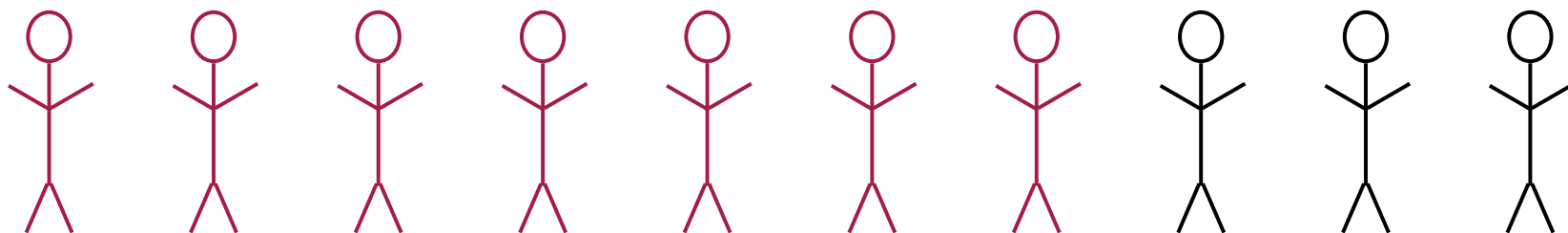
# Leading and Actual Causes of Death in the United States, 2000

# Truth #1: Chronic diseases are the #1 cause of death and disability in the U.S.



**133 million Americans  
(45% of Americans)  
have at least one  
chronic disease**

**Chronic diseases are responsible for 7 of 10 deaths in the U.S.**



Of every dollar spent...



...75 cents went  
towards treating chronic  
disease





# Health Education & Promotion Is Key Part of Solution

“We’re at a critical time in our nation’s history when we must educate policymakers about chronic disease strategies and interventions that work, especially those impacting health disparities. We are confident that deploying this new cadre of health promotion experts will help catalyze important community-based changes to improve the public’s health.”

Elaine Auld, MPH, CHES,  
SOPHE’s Chief Executive Officer



# State Health Policy Institute



- The State Health Policy Institute (SHPI)
  - A new SOPHE initiative, in collaboration with the Centers for Disease Control and Prevention.
- GOAL: To form an elite corps of Health Promotion Policy Experts (HPPEs) trained to...
  - educate their state legislators and other professionals
  - on the latest policy and research in chronic disease prevention and control

# The First SHPI Cohort:

(Attended a one day training on May 6, 2009 in New Orleans, LA)



- Kevin Ryan from Arkansas
- Patrick Stieg from Minnesota
- Adrienne Wald from New York
- Christine Brennan from Louisiana
- David Mount from North Carolina
- Emily Beauregard from Kentucky
- Jennifer Scofield from Ohio
- Heather Davis from Maine
- Sandra Ripley Distelhorst from Washington
- Jaye Bond from Michigan
- Karley King from Missouri
- Nicole Olmstead from Arizona
- Shelley Golden from North Carolina
- Frederick Petillo from Wisconsin
- Beth Canfield-Simbroski from Ohio
- Omar Sahak from California
- Kyle Legleiter from Colorado
- Lea Yerby from Alabama
- Michele Pfeilschifter from Illinois
- Liany Elba Arroyo from Maryland

# HPPE Updates from the States

## Updates from the States

SOPHE is pleased to present a new addition to *Hot on the Hill* – updates from the states in chronic disease prevention and health promotion policy from our very own 2009 Health Promotion Policy Experts (HPPEs)!

### Colorado

HB 1012 allows health insurers to offer incentives for participation in wellness and prevention programs, including activities that support healthy eating, physical activity, and tobacco cessation. HB 1342 eliminated a sales tax exemption on cigarettes and is expected to raise the price of a pack by approximately 15 cents and to increase the state's sales tax revenues by \$31 million annually.

### Missouri

*Presumptive Eligibility for Children's Health Coverage Funded:* This is an option that allows health care settings to provide immediate but temporary enrollment into state health coverage to children who appear to meet program eligibility requirements. The presumption is based on a preliminary income check by health care staff and allows the child to receive needed health care at the time of the initial visit, rather than waiting for the completion of a full eligibility determination. The family can then complete the necessary application to continue coverage after the initial visit.

### Minnesota

*Statewide Health Improvement Program (SHIP):* SHIP is an important part of MN's health reform initiative. Funds were appropriated for the first two years of SHIP at \$47 million, beginning July 1, 2009. With the state facing a \$2.7 billion budget shortfall, the public health community was quite fearful that the 2009 legislative session would result in the SHIP funds being un-appropriated. On June 18 the legislature and the Governor were able to obtain a balanced budget without using any of the previously designated SHIP funds.

### Illinois

*HB 3767: Creates the Obesity Prevention Initiative Act:* Illinois Department of Public Health to organize at least 6 hearings on the health effects and costs of obesity and the need to address the obesity epidemic [Passed both House and Senate – now goes to Governor for action (last action 5/30/09)]

### Maine

*LD 67 An Act To Protect Maine's State Parks and State Historic Sites:* Public Law 2009, chapter 65 prohibits smoking in, on or within 20 feet of a beach, playground, snack bar, group picnic shelter, business facility, enclosed area, public place or restroom in a state park or state historic site. This bill was enacted as an emergency measure effective May 1, 2009.

### Alabama

For the 11<sup>th</sup> year in a row, State Senator Vivian Figures (D-Mobile), sponsored a bill to prohibit smoking in places of employment and public places, and to provide penalties for violations of the proposed law. The bill did not make it out of the Senate.

### Kentucky

Kentucky's \$3 billion in stimulus funding will be largely invested in health care, with \$1 billion going to Medicaid and almost \$300 million going toward "health and welfare" services. The Governor has also recently committed to increasing KCHIP enrollment numbers and signed legislation to mandate the inclusion of mammograms in all basic insurance plans offered.

### North Carolina

On May 19, Governor Bev Perdue signed into law a ban on smoking in all North Carolina restaurants and bars. While the bill was a compromise by public health advocates, who hoped for a ban in all public places (private clubs and cigar bars were excluded), it is still considered historic, given the strong history of the tobacco industry in the state.

To read more updates from our HPPEs in these states, visit:

[http://www.sophe.org/upload/Updates%20from%20the%20States\\_33024172\\_7172009143850.pdf](http://www.sophe.org/upload/Updates%20from%20the%20States_33024172_7172009143850.pdf)

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