A community-wide healthy lifestyles initiative for kids and families

Presentation Sections

- Status of GetUp at March 2009 PH Summit
- Review of Need: Why is GetUp Necessary?
- Accomplishments
- Future Direction
Status at March 2009 Summit

March 2009

- Selection of Name
- Concept
  - exercise
  - nutrition
  - partnerships
- Human Services Levy Funding
Why is GetUp Necessary?

Leading Causes of Death in Montgomery County (2007)

<table>
<thead>
<tr>
<th>Cause of Death</th>
<th>Montgomery County</th>
<th>Ohio</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart Disease</td>
<td>3,745</td>
<td>195.8</td>
<td>216.5</td>
</tr>
<tr>
<td>Cancers</td>
<td>3,625</td>
<td>192.2</td>
<td>197.5</td>
</tr>
<tr>
<td>Accidents, Unintentional Injuries</td>
<td>1,034</td>
<td>60.3</td>
<td>39.1</td>
</tr>
<tr>
<td>Chronic Lower Respiratory Diseases</td>
<td>862</td>
<td>45.0</td>
<td>50.2</td>
</tr>
<tr>
<td>Stroke</td>
<td>835</td>
<td>43.3</td>
<td>45.7</td>
</tr>
<tr>
<td>Alzheimer's Disease</td>
<td>680</td>
<td>34.6</td>
<td>27.1</td>
</tr>
<tr>
<td>Diabetes</td>
<td>637</td>
<td>33.6</td>
<td>29.6</td>
</tr>
</tbody>
</table>

Ohio Department of Health, Center for Vital and Health Statistics, 2010
Determinants of Health

- Lifestyle
- Social Circumstances
- Environment
- Health Care
- Genetic Predisposition


Percent of Chronic Diseases That Are Caused by Poor Lifestyle

<table>
<thead>
<tr>
<th>Disease</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancers</td>
<td>71%</td>
</tr>
<tr>
<td>Heart Disease</td>
<td>82%</td>
</tr>
<tr>
<td>Diabetes</td>
<td>91%</td>
</tr>
</tbody>
</table>

Source: Dr. Aldana Presentation; Stampfer, 2000; Platz, 2000; Hu, 2001
Excess Body Weight and Reduction of Lifespan

Dr. Aldana Presentation: Ann Intern Med. 2003;138:24-32

Behavioral & Disease Trends in Montgomery County

Centers for Disease Control and Prevention Behavioral Risk Factor Surveillance System Survey Data, 2009

*2005 data not available from CDC
Obesity Trends Among U.S. Adults
BRFSS 1985
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

No Data           <10%          10%–14%

Obesity Trends Among U.S. Adults
BRFSS 1986
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends Among U.S. Adults
BRFSS 1987
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Obesity Trends Among U.S. Adults
BRFSS 1988
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends Among U.S. Adults
BRFSS 1989
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

No Data           <10%          10%–14%

Obesity Trends Among U.S. Adults
BRFSS 1990
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

No Data           <10%          10%–14%
Obesity Trends Among U.S. Adults
BRFSS 1991
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

No Data <10% 10%-14% 15%-19%

Obesity Trends Among U.S. Adults
BRFSS 1992
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

No Data <10% 10%-14% 15%-19%
Obesity Trends Among U.S. Adults
BRFSS 1993
(*BMI ≥30, or ~30 lbs. overweight for 5’4” person)

No Data           <10%          10%–14% 15%–19%

Obesity Trends Among U.S. Adults
BRFSS 1994
(*BMI ≥30, or ~30 lbs. overweight for 5’4” person)

No Data           <10%          10%–14% 15%–19%
Obesity Trends Among U.S. Adults
BRFSS 1995
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Obesity Trends Among U.S. Adults
BRFSS 1996
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends Among U.S. Adults
BRFSS 1997
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Obesity Trends Among U.S. Adults
BRFSS 1998
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends Among U.S. Adults
BRFSS 1999
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

No Data          <10%           10%–14% 15%–19% ≥20%

Obesity Trends Among U.S. Adults
BRFSS 2000
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

No Data          <10%           10%–14% 15%–19% ≥20%
Obesity Trends Among U.S. Adults
BRFSS 2001
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Obesity Trends Among U.S. Adults
BRFSS 2002
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends Among U.S. Adults
BRFSS 2003
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Obesity Trends Among U.S. Adults
BRFSS 2004
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends Among U.S. Adults
BRFSS 2007
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Obesity Trends Among U.S. Adults
BRFSS 2008
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Accomplishments

- CareSource Foundation Funding
  - $175k for project management
- Project Manager Hiring
  - Lorraine Russell -> Stuart Bale
- Marketing
- Healthy Lifestyles Prescription
- Partner Agreements
- Website
- Healthy City Challenge
GetUp Montgomery County is about helping our kids make healthier lifestyle choices, especially when it comes to eating better and being more physically active.

GetUp is also about driving a culture change in Montgomery County where community partners make it easier for kids and families to lead healthier lives.
Healthy Lifestyles Rx

5 Fruits & vegetables a day
2 Hours or less of screen time
1 Hour of active play each day
Almost None sugary beverages

Partner-2-Partner

- 3 Star Partner Levels
  - Green Star Partner
    - Communications
  - Blue Star Partner
    - Program delivery
  - Gold Star Partner
    - Role model
- Mutual ‘handshakes’
  - non-legal, friendly document
  - defines what partner will do; what GetUp will do
  - helps partner determine measurability
P2P Handshakes

11 GREEN STAR PARTNERS
Atomic Interactive
BGH Studios
Black Man's Think Tank
Children's Hunger Alliance
Crayons to Classrooms
Flavors Eatery - Centerville
Partners Advanc. Choice in Edu. (PACE)
ReadySetSoar
United Way of the Gr. Dayton Area
Wellness Matters
WSU for Healthy Communities

IN THE WORKS
Dayton Dietetic Association
Dayton Dragons
Dayton Gem City Jumpers
Dayton Foundation
Downtown Dayton Partnership
Humane Soc. of Gr. Dayton
Montgomery Co Medical Society
Parish Health Ministry
ReadySetSoar
UD Fitz Center
UD School of Physical Education
WPAFB Hospital
WPAFB Family Services
WPAFB Nutrition Services
WSU Boonshoft Sch. of Medicine
Various Physician offices

P2P Handshakes

7 BLUE STAR PARTNERS
Boys & Girls Club of Dayton
Dayton Christian Center
Diabetes Assoc of the Dayton Area
Girls on the Run
Huesman Heart Foundation
Junior League of Dayton
MorningStar Baptist Church

IN THE WORKS
Boy Scouts of the Miami Valley
Campfire USA, Gr. Dayton Council
City of Kettering Recreation
City of Trotwood
Dayton Public Schools
East End Community Services
High Rise Services

IN THE WORKS Cont.
Miami Valley Child Devlpmt Ctrs
Miami Valley Grown
Montgomery County
Neighb. Schl. Centers (DPS)
Northridge Schools
OH Action for Healthy Kids
OSU Extension
Project Impact
Salvation Army
Shekinah Ranch
The Dayton Urban League
Trotwood City Schools
Unified Health Solutions
We're Talking Fitness
YWCA of Dayton
P2P Handshakes

32 GOLD STAR PARTNERS
Amer. Heart Assoc of Miami Valley
Asian Arts Center Taekwondo
Boonshoft Museum of Discovery
CareSource Foundation
Centerville City Schools
Centerville-Wash. Twshp. Park Dist.
City of Centerville
City of Dayton
City of Miamisburg Parks & Rec
City of Vandalia
CompuNet Clinical Laboratories
Cox Ohio Media/Dayton Daily News
Dayton Contemp. Dance Co.
Five Rivers Metroparks
Goodwill/Easter Seals
Kettering Health Network
McGohan Brabender
Miamisburg Schools
Miles that Matter
Mini University
Mo Co Educational Service Ctr
Premier Health Partners
Public Health Dayton & Mo Co
Sinclair Community College
South Community Inc.
The Children's Med. Ctr. of Dayton
Vandalia City Schools
Washington Township
Wesley Community Center
West Carrollton Schools
YMCA of Greater Dayton

• Role models for culture change
• Engages other partners
• Best practice measurability
Future Direction

Priorities

- Continued Funding
- Additional Partner Engagement
- Program Evaluation and Outcome Measurement
  - policy, systems and environmental changes
Let’s Get Up Together!