



**Southwest Center for Community Health Promotion**  
**Mel and Enid Zuckerman Arizona College of Public Health**



# Participatory Community Mobilization to Design and Implement Policy

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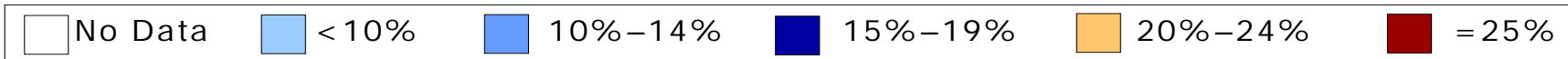
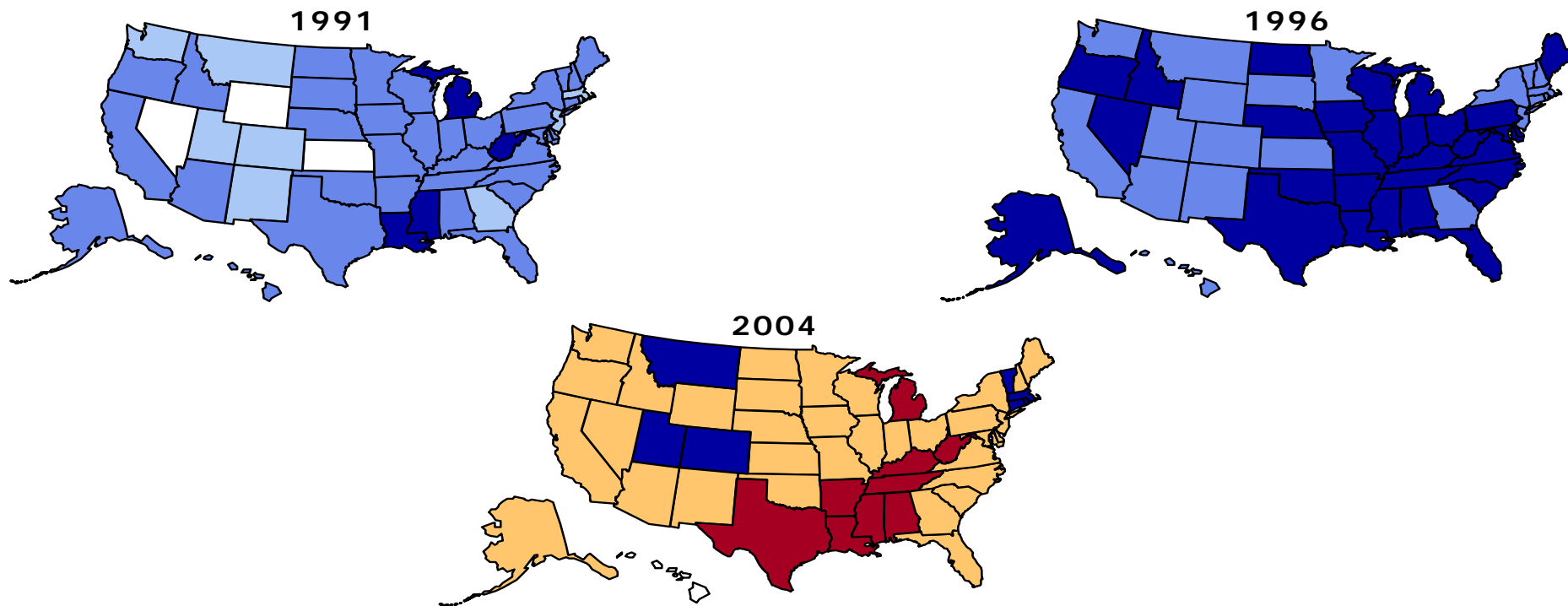
# Special Action Group (SAG)

**A community coalition  
advocating policy change to  
improve and enhance the  
health of the community and  
its members.**

# Obesity Trends Among U.S. Adults

## BRFSS, 1991, 1996, 2004

(BMI  $\geq$  30, or about 30 lbs overweight for 5'4" person)

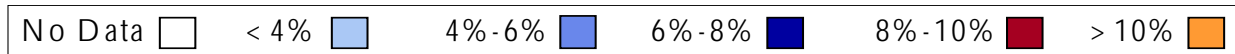
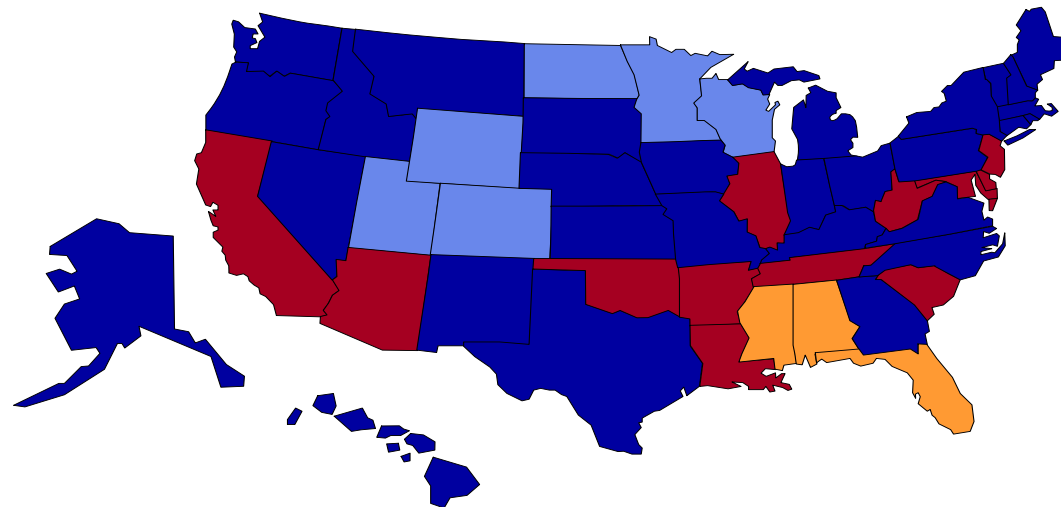


# Diabetes in U.S. 2001

DNPA Graphics:  
DNPA Graphics:

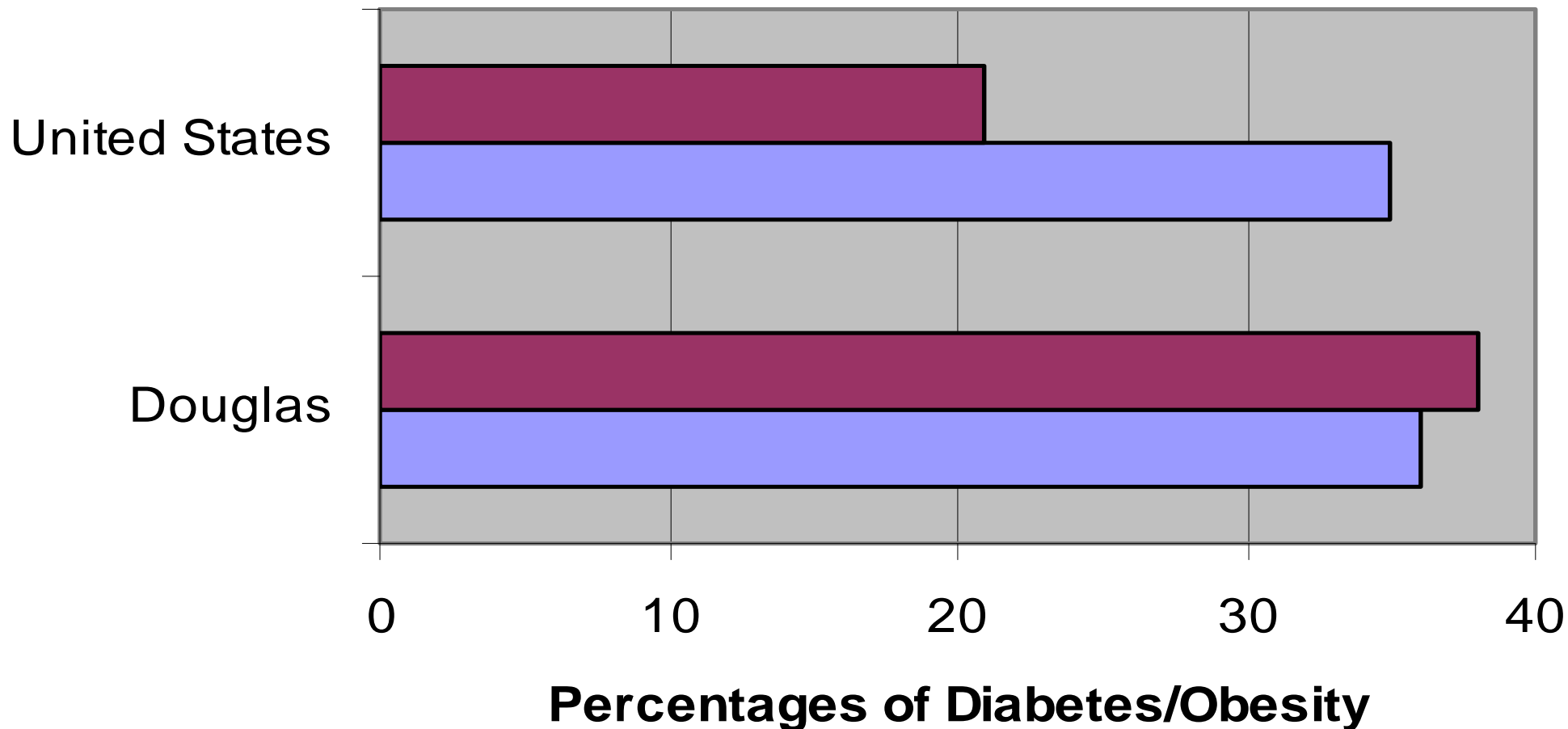
Diabetes Trends Among Adults in the U.S.,  
(Includes Gestational Diabetes)

BRFSS 2001



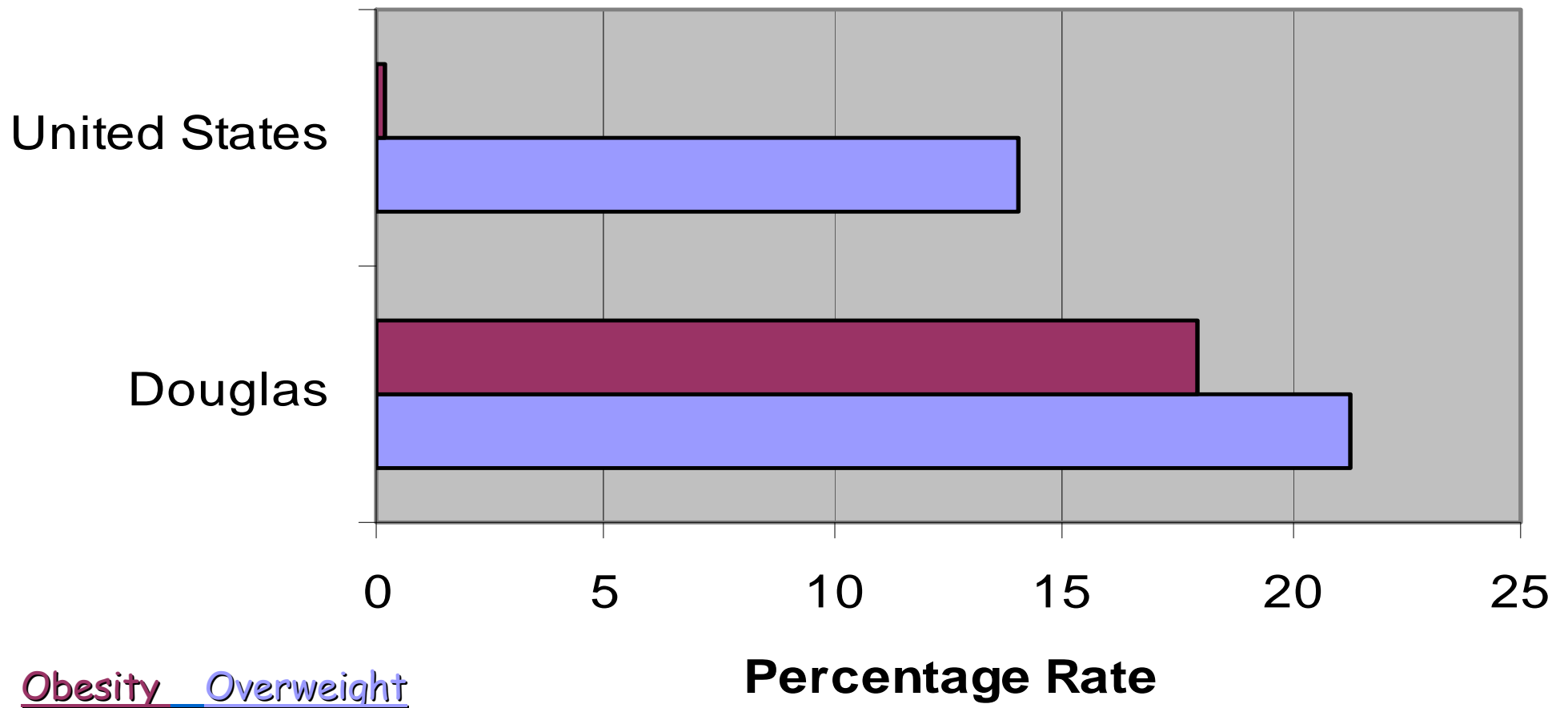
Source: Mokdad et al., *J Am Med Assoc* 2001;286:10.

# Diabetes and Obesity Adults



Obesity Diabetes

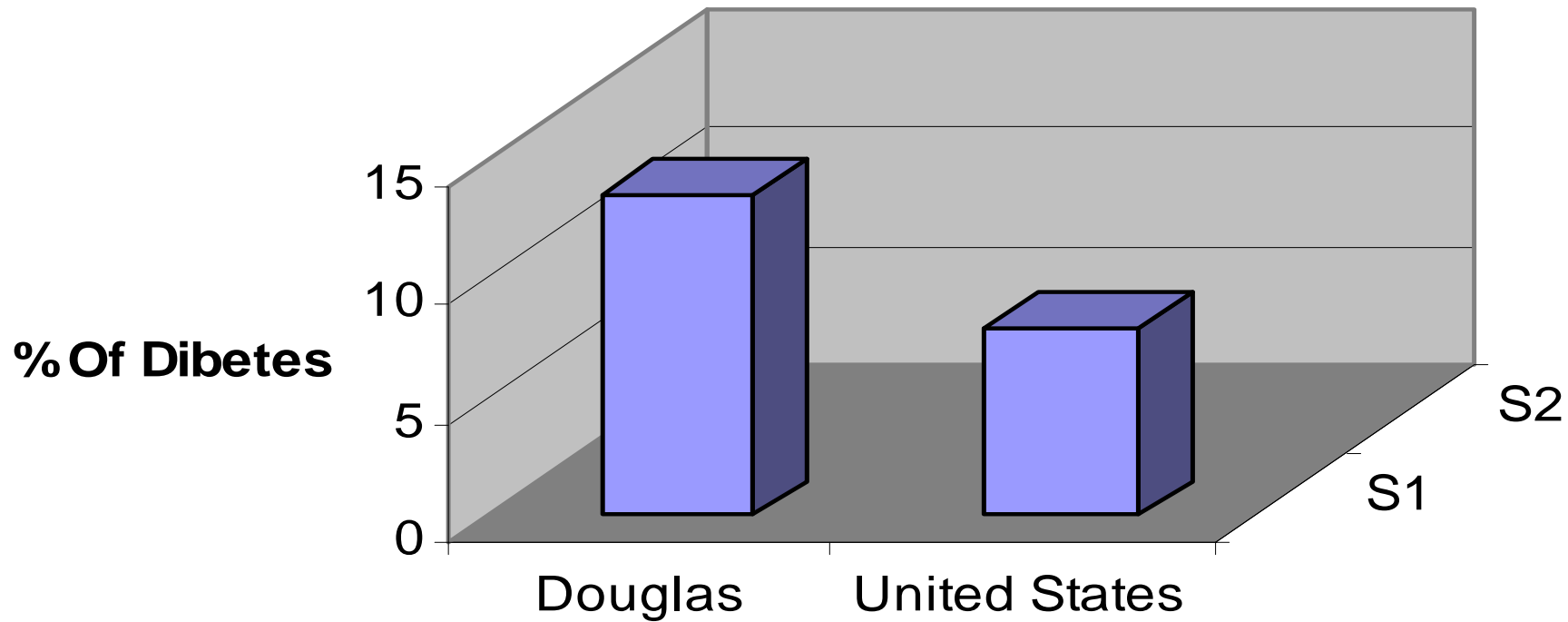
# Overweight/Obese Adolescents



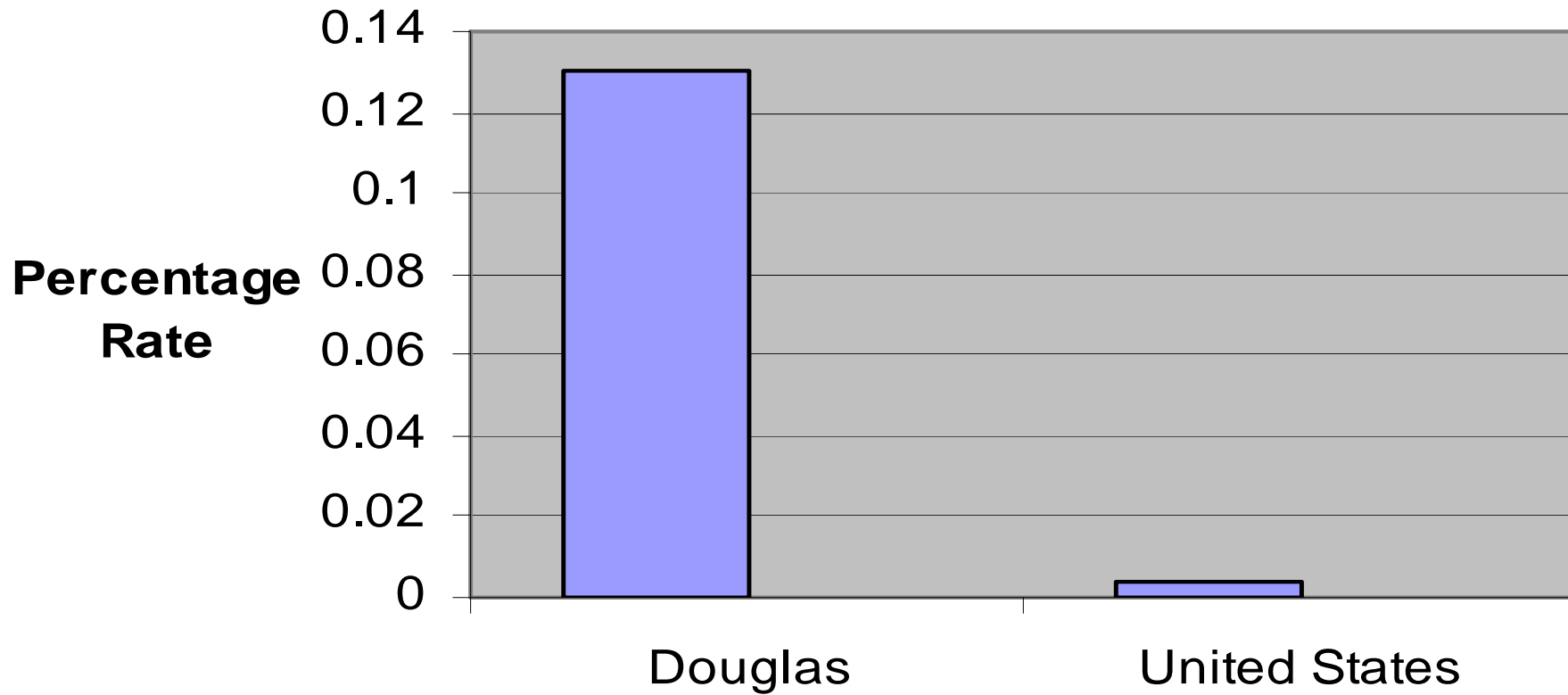
# Adults

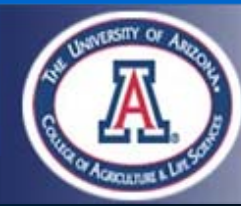


## Diabetes Prevalence



## Diabetes in Adolescents

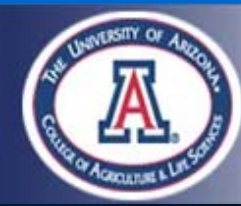




# Special Action Group

## Mission

- Provide structure for linkages among community sectors.
- Identify desired community and systems changes.
- Develop strategies to address these changes.
- Seek internal and external funding.
- Implement these strategies and design methods to monitor progress.



# SAG Partners

- **Hospital, Clinics**
- **Planning & Zoning, Parks & Recreation**
- **Health Department**
- **University of Arizona**
- **City Officials**
- **Public Schools, Students**
- **Social Agencies**
- **Community Residents**



# Success: Douglas

- **Development of the Children's Assistance and Resource Event**
- **Inventory of community walking paths**
- **Disseminating Information to PTSO's about the prevalence of Diabetes in the community**
- **The development of a district-wide nutrition policy which allows no candy sales, no soda's, preparation guide.**



# How did it start?

1. SAG decided to focus on the schools
  1. School administration
  2. Parents
2. Subcommittee formed
  1. School nurse, PE teacher, UA folks, teacher, student, concerned community members



# Things start rolling!

## 3. Subcommittee:

1. Created and delivered diabetes presentation to PTSOs
2. Spoke before school superintendent about issues in the schools relating to obesity and overweight
3. Research healthy alternatives for schools
4. Invites Med Club students to join the SAG
4. Food Director hired by school district and invited to join SAG and subcommittee

# Team Work





# Shift to school *policy* focus

5. Subcommittee decides to focus on nutrition *policy* to ensure sustainability when school leadership changes.
6. Subcommittee reviewed various state nutrition policies – Chose Texas policy
7. State mandate to establish Wellness and Nutrition Policy in each district by 2006-2007 school year.
8. Formation of School Wellness committee – Overlap with SAG subcommittee members
9. Invite SAG subcommittee members to Wellness committee meeting – “and bring that Texas policy too”



# It all comes together

10. School Wellness Committee reviews policy – makes recommendations based on the Texas policy to accommodate the needs of the Douglas district – sends it before the school board.
11. School board says it look A OKAY. Start it in school year 2005-2006 (a whole year before the deadline from the state mandate).



# School Nutrition Policy

- Implemented August 2005
- SCHOOL WELLNESS POLICY/NUTRITION
- Nutritional quality of foods and beverages sold and served on campus
  - School Meals
    - Foods and beverages sold individually/fundraising Activities/snacks/rewards
    - Celebrations & schools-sponsored events
    - Nutrition Education Promotion
    - Food Marketing in Schools



# Why did it all work?

- Commitment and leadership from SAG members and school administration
- Subcommittee members were willing to do a lot of the footwork (researching policy and health food alternatives)
- Working with the schools, parents, students and community
- Good timing! The state mandate coinciding with subcommittee efforts.



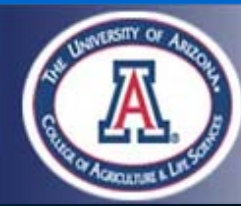
# What's ahead with the schools?

- Wellness program for school personnel in place
- Implement School Health Index (STEPS)
- Support and education of the new policy
- Focus to physical activity wellness policy for students



# Sierra Vista Special Action Group

- **Special Action Group formed in another community to address their specific needs.**



# Sierra Vista Special Action Group

## Success

- Development of the healthy tips brochure
- Promote and educated the community on healthy habits at our communities 50th Anniversary celebration.
- We will be reviewing the new school policy regarding health in the schools for the Sierra Vista School District.
- Our overall goal is to foster a healthy environment by looking at policy throughout the schools in the Sierra Vista and Ft. Huachuca areas.



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