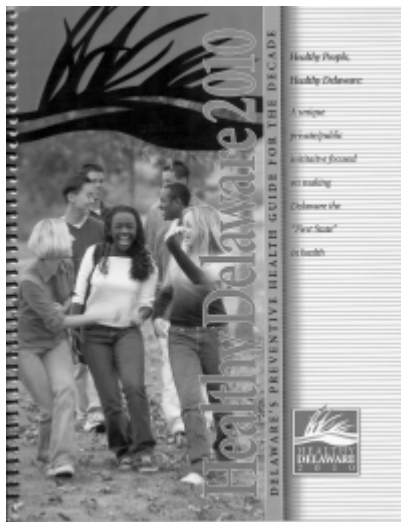


## Chapter 2

# What Set The Stage . . .

The PAHN planning group, now incorporated into the Delaware Coalition to Promote Physical Activity and Healthy Nutrition (DCPPAHN), began work in the spring of 2002. The Coalition wanted to build on the research and recommendations of other local and national planning groups. Four major planning initiatives are cited here as part of our PAHN process.



## Healthy Delaware

***Healthy Delaware 2010***,<sup>1</sup> Delaware's health plan for the first decade of the new millennium, includes focus areas on both physical activity and nutrition.

Physical activity goal:

**Improve the health, fitness, and quality of life for Delawareans through regular physical activity.**

Five objectives were established in the state plan:

1. By 2010, increase the proportion of adults who engage in regular, moderate, and sustained physical activity from 28.1% to 32%.
2. By 2005, increase the proportion of jurisdictions that review and establish policies to promote physically active communities.
3. By 2010, increase the proportion of businesses that have worksite health promotion programs that include and/or promote physical activity.
4. By 2010, increase the proportion of schools that offer quality daily physical education to 100%.
5. By 2010, increase the number of communities that have one or more school, community or company facilities open to the public for physical activity during evening and weekend hours.

Objectives 2 through 5 are considered “developmental” objectives, defined by *Healthy Delaware 2010* as those “that currently do not have state baseline data and, therefore, have no operational definitions.” The purpose of these developmental objectives is to identify areas of emerging importance and to stimulate development of data systems to measure them. All of the objectives are related to objectives in the national health plan, *Healthy People 2010*.

*HD 2010* nutrition goal:

**Promote healthy eating habits to decrease risk of chronic disease.**

Five objectives were established to help Delaware achieve this goal:

1. By 2010, reduce the proportion of adolescents and adults who are overweight from 29% to 11% for adolescents and from 32% to 22.9% for adults.
2. By 2010, increase the proportion of employers that have healthy nutrition promotion policies, sponsor nutrition education programs, and offer food options that are consistent with USDA *Dietary Guidelines for Americans*<sup>2</sup> to 100%.
3. By 2010, increase the proportion of restaurants that identify on their menus healthy food selections that meet Step 1 of the American Heart Association Guidelines to 100%.
4. By 2010, increase the proportion of school cafeterias and vending machines that serve foods that are consistent with the USDA *Dietary Guidelines for Americans* to 100%.
5. By 2010, increase the proportion of Delaware adults who eat five or more servings of fruits and vegetables daily from 26.7% to 50%.

Objectives 2 through 4 are developmental objectives.

The planning group endorsed the *Healthy Delaware 2010* goals. The objectives and strategies identified in this plan are designed to help effectively implement the *Healthy Delaware* goals.

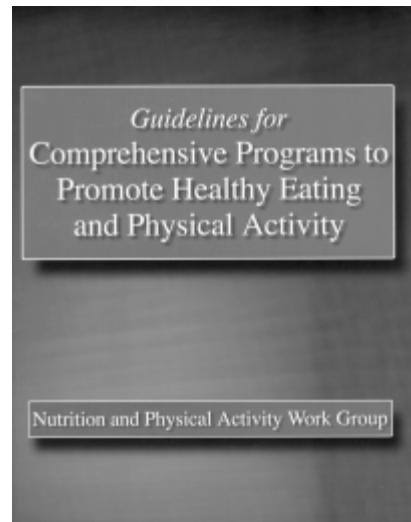
## **National Planning Activities**

At the national level, planning to promote physical activity and healthy nutrition has been carried out by a group called the Nutrition and Physical Activity Workgroup (NUPAWG).

NUPAWG published its recommendations in *Guidelines for Comprehensive Programs to Promote Healthy Eating and Physical Activity*.<sup>3</sup>

This national work group came from ten agencies and organizations, primarily representing state and local health departments:

- Association of State and Territorial Chronic Disease Program Directors
- Association of State and Territorial Directors of Health Promotion and Public Health Education
- Association of State and Territorial Public Health Nutrition Directors
- National Association for Health and Fitness
- National Association of City and County Health Officials
- National Association of WIC Directors
- National Public Health Information Coalition
- Society of State Directors of Health, Physical Education and Recreation
- Four at-large state health department representatives
- United States Department of Agriculture



Our Delaware planning group identified the NUPAWG *Guidelines* as the most comprehensive planning document for promoting nutrition and physical activity, and as a guide to “best practices” or most effective program strategies for accomplishing our goals. The entire 37-page *Guidelines for Comprehensive Programs to Promote Healthy Eating and Physical Activity* document is available on the Internet (see resource list).

The Guidelines identify seven essential program components:

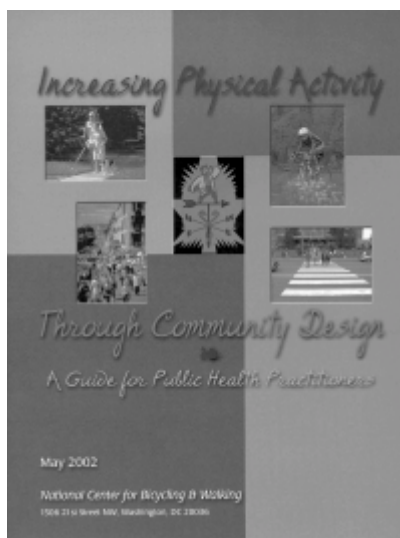
1. Leadership, Planning/Management, and Coordination
2. Environmental, Systems, and Policy Change
3. Mass Communication
4. Community Programs and Community Development
5. Programs for Children and Youth
6. Health Care Delivery
7. Surveillance, Epidemiology and Research

It provides a rationale, sample activities and practices, resources and references for each of these components. In choosing practices and programs to recommend, NUPAWG focused on several criteria:

- elimination of disparities
- programs that are affordable and sustainable,
- population-based
- effective and science-based
- replicable and easy to implement

- contain well defined, measurable objectives
- valued by stakeholders
- comprehensive and inclusive
- acceptable to the target populations
- accessible, and
- focused on improving communities and building social capital.

The NUPAWG guidelines are tied to the core functions of public health, which demonstrates how physical activity and nutrition promotion can and should be integrated into public health activities at all levels.



## Increasing Physical Activity Through Community Design

The National Center for Bicycling and Walking released a report in May of 2002, entitled ***Increasing Physical Activity Through Community Design: A Guide for Public Health Practitioners***.<sup>4</sup> This report addresses one of the essential program components – environmental, systems, and policy change – identified in the NUPAWG guidelines.

This guidebook provides an essential resource for planning environmental change to promote physical activity. It examines “four interrelated aspects of a community” – physical activity, transportation, land use and public health.

**“If you design an environment for children, it will work for everyone.”  
Larry Beasley, director of Central Area Planning in Vancouver, B.C.**

“Poor community design affects the health of the entire community,” says the book’s summary. It provides recommendations and examples of how communities can plan “Active Community Environments” that encourage walking, bicycling and other types of physical activity and have historically been a normal part of daily life – and should be again.

The *Guide* points out that there are hundreds of projects that can encourage people to walk and bicycle more. Seven types of activities or projects are key to success and should be part of any comprehensive program:

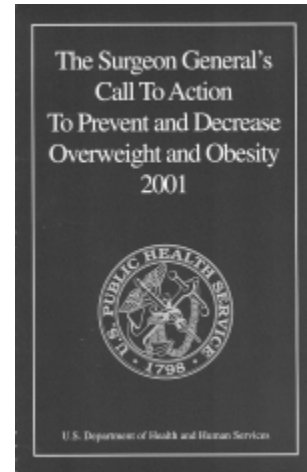
1. Community audits
2. More and better sidewalks, links among developments

3. Safe and convenient crossings
4. Pedestrian and bicycle-friendly streets
5. Trails
6. Slowing down motor vehicle traffic
7. Safety and crime reduction, safe routes to schools

## Surgeon General Calls for Action To Prevent Obesity and Overweight

In 2001, then U.S. Surgeon General David Satcher issued a landmark document, *The Surgeon General's Call to Action To Prevent and Decrease Overweight and Obesity*.<sup>5</sup>

Surgeon General Satcher said that overweight and obesity have reached epidemic proportions in the United States, and that taking action now will have “profound effects” on increasing both the quality and years of healthy life in this country. He added that these changes will also help reduce disparities among racial and ethnic groups.



He outlined the CARE approach to addressing overweight and obesity, with the acronym CARE referring to: Communication, Action, Research and Evaluation.

In each of these categories, the *Call to Action* outlines recommendations for five settings: Families and Communities, Schools, Health Care, Media and Communications, and Worksites. The recommendations are based on strategies that have been tested and effective. However, because the effort to increase physical activity and healthy nutrition will require both new science and creative approaches, there is a strong emphasis on the need for good research and evaluation.

The *Call To Action* outlines some general principles which are common to successful programs :

- Actions by diversified and cooperative groups are desirable
- Actions require vigorous, dedicated commitment.
- Actions should strive to help all Americans maintain a healthy or healthier weight through balancing caloric intake and energy expenditure.
- Actions should focus on multiple levels – targeting the environment, behavior changes and policy.
- Actions should be carefully planned.

- Actions should be sensitive to the needs of minority populations, and to the social stigmatization which can surround obesity.
- Actions and their outcomes should be evaluated.

The Delaware Coalition to Promote Physical Education and Healthy Nutrition – and its partners – endorse these documents and urge agencies and communities to utilize the documents in planning to promote a healthier state.

**Note:** Additional resources which can assist organizations or communities in developing healthy nutrition and physical activity programs are found on the resources page at the end of this report.

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<sup>1</sup> *Healthy Delaware 2010*. Dover, DE: Delaware Health and Social Services, Division of Public Health, April 2001. Available online at <<http://www.healthylouisiana.com/>>

<sup>2</sup> *Nutrition and Your Health: Dietary Guidelines for Americans, Fifth Edition* Washington, DC: U.S. Department of Health and Human Services, U.S. Department of Agriculture, 2000. Available online at <<http://www.health.gov/dietaryguidelines/>>

<sup>3</sup> Susanne Gregory, Ed. Nutrition and Physical Activity Workgroup, *Guidelines for Comprehensive Programs to Promote Healthy Eating and Physical Activity*. Champaign, IL: Human Kinetics, 2002. Available online at <<http://www.astphnd.org/programs/guidelines.htm>>.

<sup>4</sup> W.C. Wilkinson, N. Eddy, G. MacFadden and B. Burgess. *Increasing Physical Activity Through Community Design: A Guide for Public Health Practitioners*. Washington: National Center for Bicycling and Walking, May 2002.

<sup>5</sup> David Satcher, M.D., Ph.D. The Surgeon General's Call to Action To Prevent and Decrease Overweight and Obesity 2001. Rockville, MD: U.S. Department of Health and Human Services, Public Health Service, Office of the Surgeon General, 2001. Available from the U.S. Government Printing Office <<http://bookstore.gpo.gov/>>. Available online at <<http://www.surgeongeneral.gov/library/>>.