Community Based Health Initiatives

Nicole Sanders, Senior Planner
City of Snoqualmie Community Development
Community Based Health Initiatives

**Why.** Snoqualmie, Region & US

**What.** Community Health Initiatives

- Cities vs. Schools vs. Public Health
  
  (*Direct vs. Indirect Control*)

- Built Environment

- Policies
Why?

- 1/3 of US children are obese, at-risk or overweight.
- 1/4 get no free-time activity at all.
- Kids are 35% of Snoqualmie; King County is only at 23%.
Why?

Today a child’s **zip code** is more likely to predict life expectancy than **genetic code**.

- South King County & Seattle youth: 30%-50% more likely to be overweight than Eastside.
- Smoking: 4x more common in Tukwila & SeaTac than Mercer Island.

*The current generation of children are expected to have shorter lives than their parents due to the consequences of obesity.*
Obesity Trends* Among U.S. Adults

BRFSS, 1985

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Obesity has many causes.

One issue is that adult populations are getting heavier, faster.
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)

No Data           <10%          10%–14%

[Map of the United States showing obesity trends in different states, with color coding for No Data, <10%, and 10%–14%.]
Obesity Trends* Among U.S. Adults

BRFSS, 1989

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

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Data est. for most states.
Obesity Trends* Among U.S. Adults

BRFSS, 1991

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

15-19% appears first time.
Obesity Trends* Among U.S. Adults
BRFSS, 1992
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults

BRFSS, 1993

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

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1995

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

½ US states in 15-19%

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

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)

20% appears first time.
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)
Obesity Trends* Among U.S. Adults

BRFSS, 2000

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 2001

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

25% appears first time.
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, 2005

(*BMI ≥30, or ~30 lbs. overweight for 5’ 4” person)

30% appears first time
Obesity Trends* Among U.S. Adults

BRFSS, 2006

(*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)

½ US states in 25-29%
Obesity Trends* Among U.S. Adults

BRFSS, 2008

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

In 25 years, we doubled obesity rates

Today, 37% is the norm (1 in 3 adults)
Obesity Trends* Among U.S. Adults

BRFSS, 1990

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
**Why?**

**Childhood Obesity can mean Lifetime Obesity**

While fat cells replenish every 8 years, fat cell *numbers* are established in childhood. An overweight child, once grown, has higher fat cell counts, making it harder to keep weight off in adulthood.

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**Different Times**

**Different Habits**

Less than 13% of children walked/biked to school in 2004.

~

A daily 15 min. walk to school & back burns 300 calories/week (~2 desserts).
**Why?**

**Causes of Childhood Obesity**

- Food advertising aimed at children
- Large portion sizes
- Over consumption of sugar sweetened beverages
- Declines in overall physical activity, both before and after school hours
- Increased frequency of eating away from home
- Community environments that inhibit active living
- Increased screen time
- Increased availability of low-cost, high calorie, refined grains, and added sugars

**Infographic:** NCDFree.Org
Community Based Health Initiatives

**Why.** Snoqualmie, Region & US

**What.** Community Health Initiatives
  
  • Cities vs. Schools vs. Public Health
    
    *(Direct vs. Indirect Control)*

• Built Environment
• Policies
One-Time Policies

Food

- Removed Parks vending machines
  - sugary beverages
  - One-time (not policy)

Built Environment

Movement
Built Environment Policies
Added Community Garden req.

<table>
<thead>
<tr>
<th>Type of Facility</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Baseball</td>
<td>1/5,000</td>
</tr>
<tr>
<td>Basketball Ct.</td>
<td>1/2,000</td>
</tr>
<tr>
<td>Tennis Court</td>
<td>1/2,000</td>
</tr>
<tr>
<td>Skate Park</td>
<td>1/12,000</td>
</tr>
<tr>
<td>Community Garden</td>
<td>3 plots/1,000</td>
</tr>
</tbody>
</table>

One-Time
Food
Built Environment Policies

Complete Streets Ordinance Requires street redevelopment = accessible to all.

Movement

- Sidewalks
- Curb Ramps (wheelchairs, strollers, walkers)
- Bicycles
One-Time

Built Environment Policies

- Sidewalks cost ~$1,000 = 1 foot.
- Avg. 300’ block = $300,000
- Snoq. downtown 500’ long (raised concrete w/curb & gutter)

Funding Options

- State DOT Complete Streets
- Pervious Pavement sidewalks (State Dept. of Ecology)

Do you aim for a policy, or target a specific project? (School walking route or park?)
Built Environment

- Select priorities (2-3)
- Meet City Staff
- Show up & advocate
- Avoid burn-out
### Built Environment

<table>
<thead>
<tr>
<th>“Walking School Bus” Programs</th>
<th>Request SNAP &amp; WIC acceptance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote Farmers Markets</td>
<td>Food Desert Assessments</td>
</tr>
<tr>
<td>Joint-Use Agreements (Schools)</td>
<td>Improve Trail Connections</td>
</tr>
<tr>
<td>Recess before Lunch</td>
<td>Public Safety Assessments</td>
</tr>
<tr>
<td>Fast Food Zoning Restrictions</td>
<td>Food Retailer Partnerships</td>
</tr>
<tr>
<td>Park Improvements</td>
<td>Cafeteria Re-Design/Food Options</td>
</tr>
<tr>
<td>“Green City” (Forterra Program)</td>
<td>Bike/Ped Plan (Multimodal LOS)</td>
</tr>
<tr>
<td>Walk-to-School Routes</td>
<td>Mixed-Use Zoning</td>
</tr>
<tr>
<td>Require Drinking Fountains</td>
<td>Sharrow Streets</td>
</tr>
</tbody>
</table>
Thanks!

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