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**Childhood
Obesity
Epidemic**

Building a
Coast-to-Coast Health Initiative

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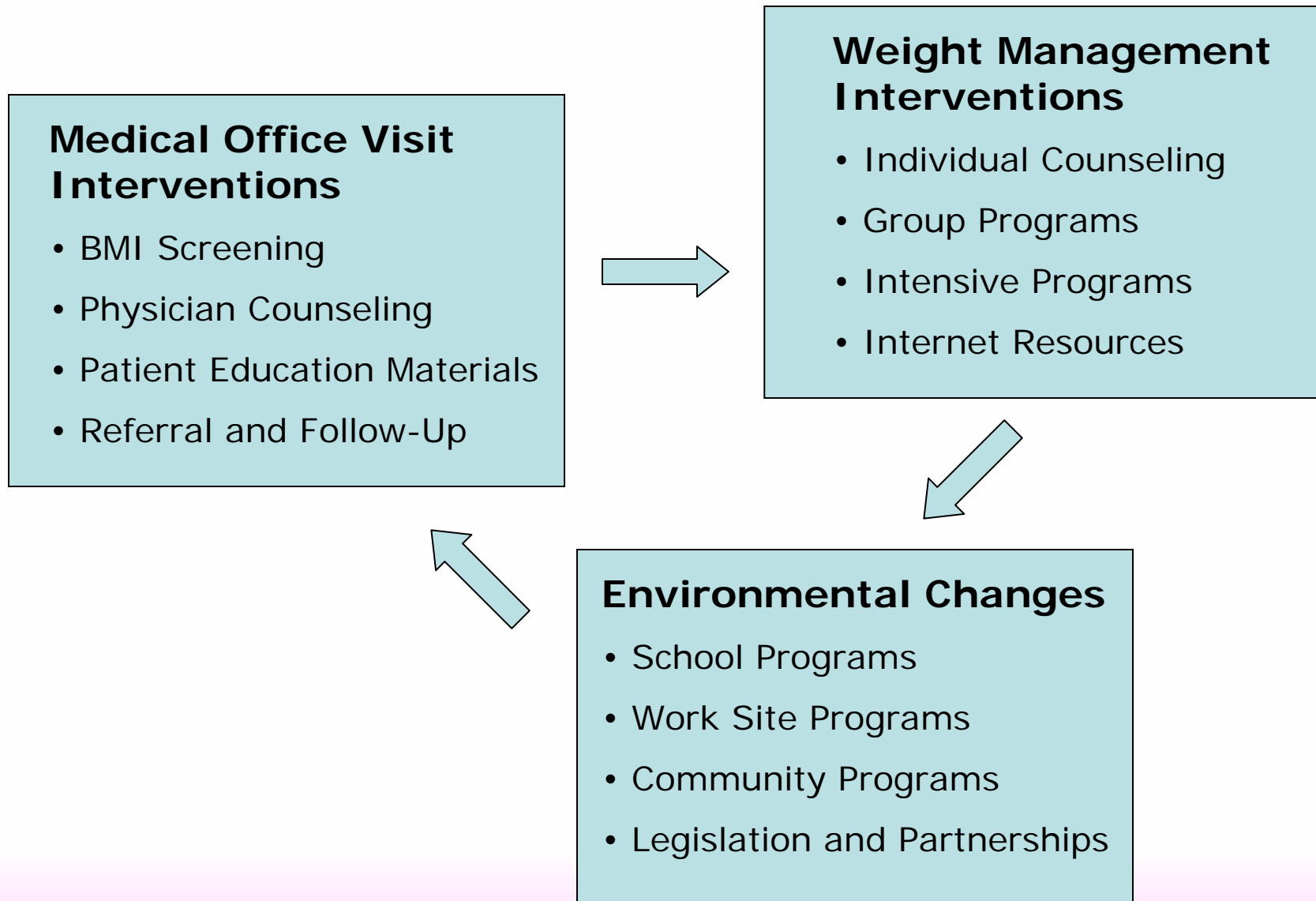
A View from a Healthcare Provider: Kaiser Permanente

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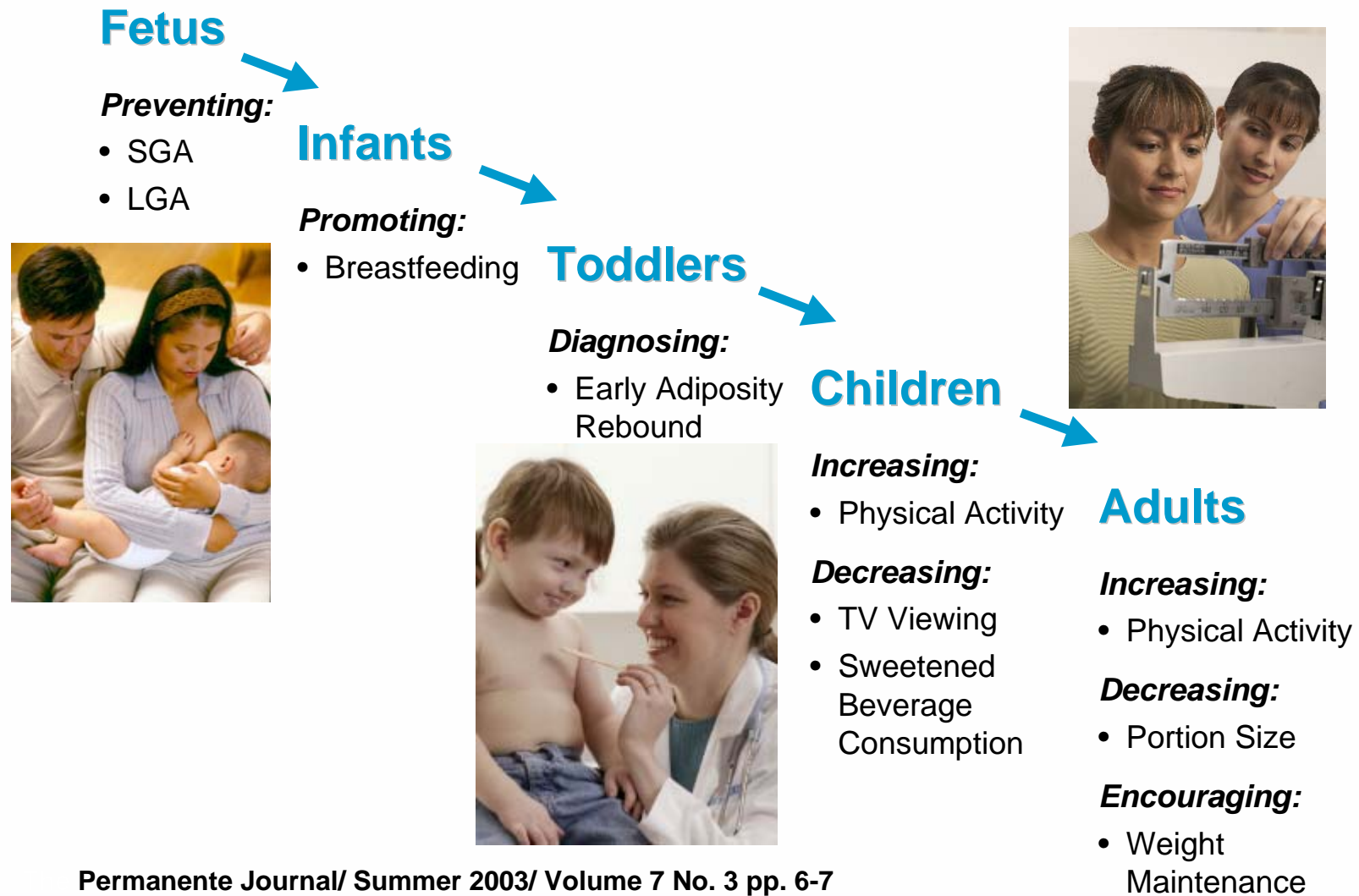
About Kaiser Permanente

- One of the nation's oldest not-for-profit health care delivery systems and a leader in quality.
- 8.2 million members nationwide; 6.2 million in California.
- KP has made a deep and longstanding commitment to healthy eating and active living in our communities with intensive interventions since 2001.

A Comprehensive Approach



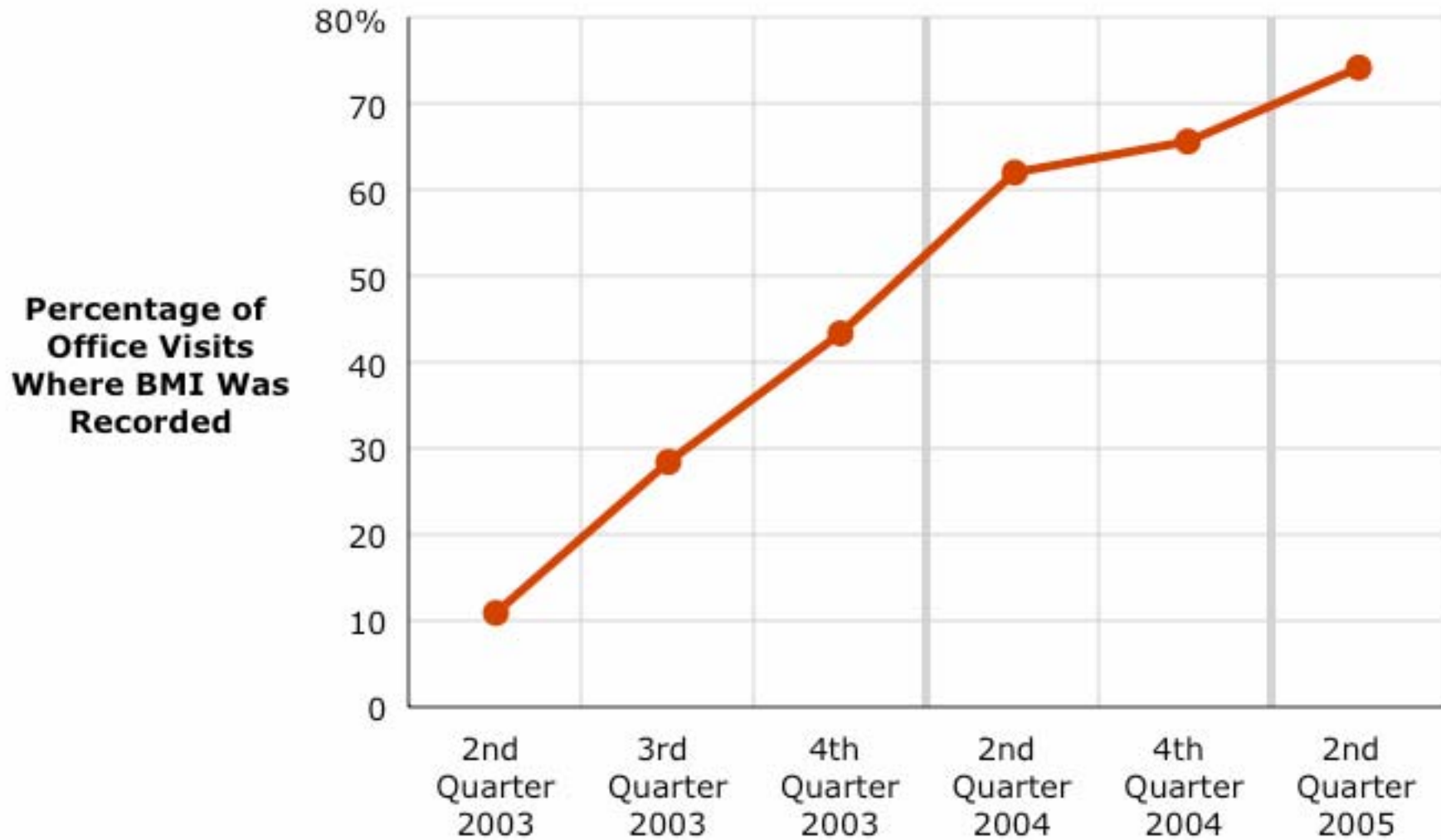
Prevention and Early Intervention



Pediatric Office-Based Interventions

- Physician and Staff Training to encourage:
 - BMI measurement & documentation at well-child visits 2+ years
 - In-depth medical assessment as needed, including lab tests
 - Appropriate weight goals
 - Counseling - brief focused advice & motivational interviewing
 - Referral and follow-up
- Tools and materials
 - CDC Growth Charts
 - BMI Wheel Calculator
 - Patient Education Materials
 - Exam Room Poster
 - Regional Practice Guidelines
- Audit and feedback

2003-2005 BMI Completion Rates at Well Child Care Visits Ages 2-18 Years



Weight Management Interventions

- Family Changes and Self-Care
- Weight Management Programs:
 - Low-intensity (1-2 sessions) - all facilities
 - Individual Counseling (CHE, RD, etc.)
 - Medium-intensity (3+ sessions) - Kidshape, KP Kids
 - High Intensity (10+ sessions) - SF, Santa Clara
- Rarely indicated
 - Diets
 - Medications
 - Surgery

Environmental Changes: Programs and Services

- Farmers' markets on-site (29 locations by 2006)
- Educational Theater Program
- Healthy Eating Active Living - Community Health Initiatives (HEAL-CHI)
- Food Policy - vending machines, cafeterias, inpatient
- Research grants - \$18.5 over 5 years in California
- TV Turnoff Week
- Thrive Campaign
- etc!



Environmental Changes: Technical Assistance & Advocacy

- Train community providers on BMI screening, counseling and referral
- Share tools & materials free of charge
- Train KP & community physicians on advocacy
- KP Physician Champions give talks in community settings - parents, kids, schools, CBOs, etc.
- Support legislation/policy development: work with Senator Torlakson on youth and worksite wellness, MDs testify as needed
- Training and TA for the California Endowment's Healthy Eating Active Communities

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Discussion