



Community Health Center OBESITY CHALLENGE

**MS Community Health Centers
Collaborate to Combat Obesity**

MS Community Health Centers (MS-CHCs)



- ▶ Partnership between MPHCA and MS-CHCs to develop a ‘cause’
- ▶ Goal is to move 65,000 Mississippians out of Obesity by 2065
- ▶ Addresses the Social Determinants of Health that lead to Obesity
 - ▶ Revenue will also go to address gaps in the social determinants – grants to partners, new programs, etc.
- ▶ **Ability to Brand MS-CHCs under one event – Market MS-CHCs through cause**



What is the Mississippi Community Health Center 65x65 Obesity Challenge?

- ▶ Three part initiative between the MPHCA and MS-CHCs
 - ▶ Education and Awareness Plan – MPHCA
 - ▶ Overweight & Obese Primary Care – MS-CHCs
 - ▶ 65x65 Obesity Challenge – Patients/Mississippians
- ▶ Official launch ~~January 2017~~ – **August 12, 2017**
- ▶ Addresses the five leading health indicators that attribute to poor health and being overweight
- ▶ Culminates yearly during Health Center Week with the One Step Forward, Two Bites Less Race & Health (20x65x65)



Developing Education and Awareness

- ▶ Development of website - 65x65.com
- ▶ Create materials for CHCs and patients to invite patients to take the Challenge
- ▶ Radio, newsprint and TV
- ▶ Meet with CHCs to gain input
- ▶ Development of the 20x65x65 Race & Health Fair
- ▶ Created 65x65 Social Media Pages and hashtags
- ▶ Templates for race flyers and sponsorships at the local level
- ▶ Created Marketing Workgroup to develop the individual races that were held at 12 other CHCs



Overweight & Obese Primary Care

- ▶ Focus physical activity counseling around 5 leading health indicators that can be attributed to poor health and being overweight
 - ▶ Weight
 - ▶ BMI (Body Mass Index)
 - ▶ Cholesterol
 - ▶ Blood Pressure
 - ▶ Glucose
- ▶ Changes in diet and adding exercise result in positive change in these 5 health indicators
- ▶ CDC states 86% of all health care spending in 2010 was for people with one or more chronic medical conditions



Overweight & Obese Primary Care – Why CHCs?

- ▶ 2014 – Society of Behavioral Medicine and the American College of Sports Medicine held joint symposium
- ▶ Presented a study showing that **‘Despite evidence of the cost effectiveness of physical activity counseling in primary care, only one-third of patients report receiving physical activity counseling by their PCP.’**
- ▶ MS-CHCs have facilities and PCPs who can begin the conversation about the importance of physical activity
- ▶ MS-CHCs are specially organized to utilize additional primary care resources as an efficient way to provide targeted care without the need for additional time with the physician
- ▶ CHCs improve access to healthcare and serve the community through an integration of health care services
- ▶ Collaborative relationships with industry, government, hospitals and other health services

The 65x65 Obesity Challenge – One Step Forward, Two Bites Less

- ▶ **20x65x65 Race** – Beginning of Health Center Week
 - ▶ Series of 5k races all across the state – up to 20
 - ▶ All races held same day
 - ▶ Uniform branding at each race
 - ▶ Robust Social Media Push
 - ▶ #20x65x65
 - ▶ #iranthe20x65x65
 - ▶ Feature Race in Metro Jackson – 5k, 10k, 15k – kids fun race
 - ▶ Individual MS-CHCs encouraged to host 5k races
 - ▶ Allow for individual CHCs to raise money through race



One Step Forward, Two Bites Less - Results



- ▶ 13 Races Held Statewide
- ▶ Almost 1000 Participants
- ▶ Over 10 TV stories
- ▶ Over 10 Radio programs
- ▶ Several Newsprint stories
- ▶ The CHCs at the 12 other races raised approximately \$30,000 combined
- ▶ CHCs developed partnerships in their community otherwise not explored

One Step Forward, Two Bites Less - Results



One Step Forward, Two Bites Less - Results

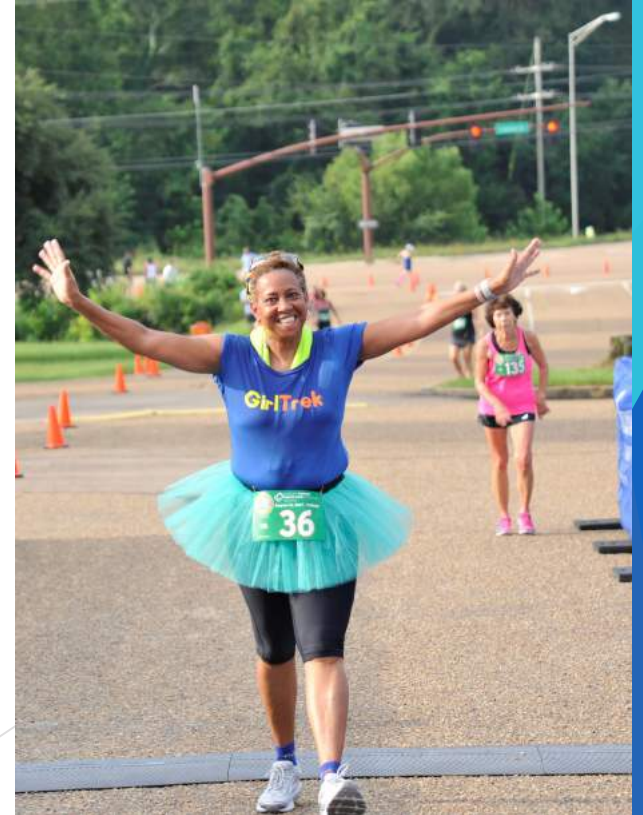


- ▶ [20x65x65 Race Hopes to Reduce Obesity in Mississippi](#)
- ▶ [Comfort Food Lack of Exercise and Poverty Fuel Obesity Rate](#)
- ▶ [Racing to Fight Obesity in Mississippi](#)
- ▶ [Community Health Centers Called Best Kept Secret](#)
- ▶ [MS Community Health Centers Promote New Initiative to Fight Obesity](#)
- ▶ [Local Community Clinics Launch Obesity Initiative with August Races](#)



The 65x65 Obesity Challenge – Long Term

As the Challenge grows in reach and stature, MPHCA will look to add events that will increase the exposure of our mission, the care provided by MS-CHCs and to continue to raise funds to sustain the program for many years.





Next Steps

- ▶ **Healthier by the Holidays**
 - ▶ CHC staff and patients will compete in a weight loss program
- ▶ First of the year push for becoming healthier in **2018**
 - ▶ **Exam Room to 5K**
 - ▶ Pop-up farmers markets
 - ▶ Nutrition classes for patients
- ▶ **Prepare for One Step Forward, Two Bites Less – Year Two**
- ▶ **Building TOPS Groups at CHCs**

THANK YOU

