

CCC Prevention Committee  
 January 13, 2008  
 Location: Arizona Department of Health Services  
 Conference Call-in number 602-542-9001

Attendees: Anne Bergersen, Rosemary Bolza, Jody Howell, Sharon McKenna, Terri Taylor, Sharon Jaycox, Sherryl Lewis, Kendra Sabol, Lyle Heights, Jessica Wilks and Crystal Shankin, Fred Taylor

Agenda Items	Discussion	Follow-up Items
Review prior minutes		
Logic Mapping	<p>Lyle gave a introduction to Logic Mapping. Looking at the logic model, there's a box in the middle and we have a problem statement "Arizonan's are overweight and obese". We are concerned about this and need to figure out what to do about it. Our process was to do one-on-one interviews with people.</p> <p>We started with a problem statement, then do individual interviews with group members, asking "Why is that"? Why are Arizonians overweight or obese?</p> <p>Causes:</p> <ul style="list-style-type: none"> <li>• People don't eat five t nine servings of fruits and vegetables everyday. Is that a contributor to Arizonians being overweight or obese? Yes, healthier behaviors can be difficult to approach.</li> <li>• Families lack access to fruits and vegetables through a variety of means (for why people are not eating 9 servings of fruits and vegetables) or</li> <li>• Fruits and vegetable are not readily accessible to students in schools.</li> </ul> <p>Why is Arizonians obese- not all schools offer daily physical activity . . . . the schools are not doing what they're suppose to do?</p> <ul style="list-style-type: none"> <li>• Lack of emphasis/appreciation of health benefits from regular physical activity.....</li> <li>• Barriers of participation in physical activity exist</li> <li>• Shortage of new school based education programs to encompass....</li> </ul> <p>Why is barriers to participation in physical activity exist?</p> <ul style="list-style-type: none"> <li>• Few schools provide supervised access to their physical activity facilities</li> <li>• Lack of legislation that increases funding provided to schools for physical activity facilities</li> </ul> <p>How this map was created is that we</p> <ul style="list-style-type: none"> <li>• Had several different interviews with individuals</li> <li>• We asked each individual to identify all of the direct causes to why they think Arizonians are overweight</li> <li>• We followed these logical conclusions</li> </ul>	

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	<p>Kendra stated we had a logic model from tobacco and it was very complicated, problems in the past. They had to come up with a joint project to pull this committee forward.</p> <p>Everybody will have to look at prevention no matter where you are from. Does obesity need to be the focus of the group or do we want to explore some other avenue?</p> <p>Follow each of the paths that have been developed and need feedback to see if it is still accurate and to think if there is other things that we need to consider as well</p> <p>Why Arizonians are overweight or obese?</p> <ul style="list-style-type: none"> <li>• People don't eat 5 to 9 servings of fruits and vegetables daily. Why?</li> <li>• Families lack access to fruits and vegetables...</li> <li>• Lack of marketing/education...</li> <li>• Fruits and vegetables are not readily accessible to students..</li> <li>• No focus on healthy eating at fast foods</li> </ul> <p>Not all schools offer daily physical activity of at least 30 minutes in duration at a moderate level to students. Why?</p> <ul style="list-style-type: none"> <li>• Lack of emphasis/appreciation of health benefits.....why?</li> <li>• Public and private schools are not educated about the importance of incorporating daily physical activity in schools... why?</li> <li>• Existing social marketing campaigns aren't used sufficiently/effectively to promote health lifestyles.</li> </ul>	
	<p>Barriers:        They are not doing after schools and physical activity because</p> <ul style="list-style-type: none"> <li>• Cost prohibited for the families</li> <li>• They are in a urban environment that makes it too difficult and dangerous-safety issue</li> <li>• Not all streets are available</li> </ul> <p>Weekends: For physical activity, why kids not participating in physical activity on the weekends?</p> <ul style="list-style-type: none"> <li>• Not encouraged to do so and modeling</li> <li>• Why parents are not modeling? they are too busy.</li> </ul>	

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	<p>Why parents don't have time on the weekends?</p> <ul style="list-style-type: none"> <li>• Lack of time</li> <li>• Cultural issues</li> <li>• Social economic disparity going on</li> <li>• Single family problem</li> <li>• Cost prohibited-lack of programs</li> </ul> <p>Lack of provider promotional of eating habits in their adult and pediatric population. Why providers are not promoting healthy eating habits with their adult and pediatric population providers are:</p> <ul style="list-style-type: none"> <li>• Too busy</li> <li>• Too focused on why you are here in the first place</li> <li>•</li> </ul> <p>Lack of partnerships to address the increasing health burdens of overweight and obesity in Arizona</p> <ul style="list-style-type: none"> <li>• Lack of manpower. Schools aren't adopting "model" nutrition and physical activity policy. School and physical activity, the nutrition in school as well as partnerships.</li> <li>• Lack of Arizona State Nutrition and Physical Activity Plan</li> <li>• Lack of insurance incentives....</li> </ul> <p>Why is there a lack of incentives with insurance companies?</p> <ul style="list-style-type: none"> <li>• Lack of accountability</li> <li>• Lack of insurance incentives</li> </ul> <p>Lack of collaboration between research and evaluation on prevention and treatment interventions.</p> <ul style="list-style-type: none"> <li>• Lack of communication</li> </ul> <p>People don't adopt dietary practices....</p> <ul style="list-style-type: none"> <li>• Lack of innovative programs</li> <li>• Messages promoting the dietary guidelines for Americans</li> <li>• We don't take responsibility for the community</li> </ul>	
Next Meeting	To be determined	Schedule next meeting

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