Overweight/Obesity

- Fast Food
- Farm to Table
- Cost of Medical Care
- Lifestyle
- BMI
- Children
- Parks and Trails
- Physical Education

Physical Activity
- Safe places to exercise

Healthy Living
- Adults
- Diabetes
- Hypertension
- Processed Foods
- Mental Health
- Active Transportation

Heart Disease
- Body Fat
- Weight
- Sedentary

Chronic Disease
- Teens
- Access to healthy foods

Competing priorities
- Safe Routes to School
- Active Classrooms
Community Health Importance and Impact

Obesity is associated with many health-related problems from diabetes, heart disease, hypertension, and premature mortality to mental health issues. In addition, obesity increases the overall cost of healthcare placed on society.

Local Conditions of Overweight/Obesity in Olmsted County

The 2015 CHNA survey shows that 41% of Olmsted County adults are overweight and 28% are obese (with a total of 68% being overweight or obese).

According to body mass index (BMI) calculations from the 2016 Minnesota Student Survey, 14% of adolescents are overweight and 8% are obese.

Community Health Priority: Overweight/Obesity

Health Disparities - Adults

Adults are more likely to be overweight or obese if they:

➢ were born in the U.S.
➢ are white, non-Hispanic
➢ rent their home

“The financial aspect, could afford to pay rent or eat healthier”

46% of adults eat 5 servings of fruits & vegetables daily

Community Dialogue Themes

- Blending of Cultures
- Accessibility & Availability
- Family Dynamics
- Competing Priorities

Health Disparities - Adolescents

Highest rates of overweight or obesity

- Hispanic 32%
- Black 29%

46% of adults eat 5 servings of fruits & vegetables daily

“Our culture, our extended family eats a lot”

Residents worried about food running out

92.2% 2.4% 1.9% 2.7% 0.8%

0 1-3 4-6 7-15 25+

Number of Days in Month

50% of adults meet national guidelines for physical activity

Community Perception

Level of Threat

- Slight
- Moderate
- Significant
- Severe/Extreme

“Family dynamics impact the food being prepared at home. If someone is always home, they can prepare meals”

52% of prioritization participants feel overweight/obesity is one of the top health issues impacting Olmsted County residents
### Issue Statement

According to Olmsted County residents, competing priorities are significant factors contributing to overweight and obesity.

### Population Goal and Objective

**Goal**

Reduce overweight and obesity rates amongst Olmsted County residents.

**Outcome Objective**

- By 2023, reduce the percentage of Olmsted County adults who are overweight or obese from 68% to 65%
- By 2023, reduce the percentage of Olmsted County adolescents who are overweight or obese from 22% to 21%

### CHIP Strategies and Objectives

**Strategy 1: Utilize social capital within the Obesity Coalition membership to recruit specific community leaders to assist with implementation**

- By Q1 2018, increase the coalition’s capacity by recruiting up to 10-12 selected community leaders to assist with implementation of work plans.

**Strategy 2: Implement a county-wide campaign to provide local examples of what a healthy community looks like to increase healthy eating and physical activity that address competing priorities**

- By Q4 2018, research at least 3 effective campaign strategies and begin initial implementation of a county-wide campaign around what healthy looks like, highlighting evidence-based strategies and local examples.
- By Q4 2020, the marketing campaign will showcase at least eight local examples of what a healthy community looks like.