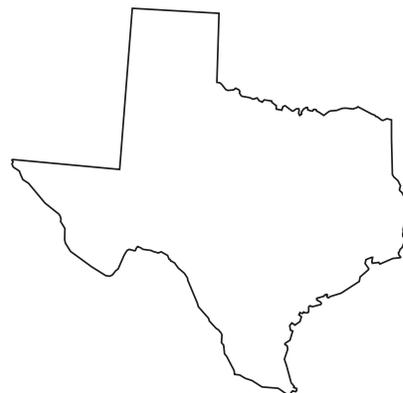


Texas Obesity Prevention Efforts (2008-2013)

Background

The Centers for Disease Control and Prevention's (CDC) Division of Nutrition, Physical Activity, and Obesity (DNPAO) provided support (training, technical assistance, data, funds) to the Texas Department of State Health Services (DSHS) to prevent and control obesity and other chronic diseases through healthful eating and physical activity. Texas successfully implemented initiatives and activities in multiple settings (community, schools, healthcare, faith-based organizations, and worksites) to address all six target areas delineated in cooperative agreement 805:

1. Increase physical activity.
2. Increase the consumption of fruits and vegetables.
3. Decrease the consumption of sugar sweetened beverages.
4. Increase breastfeeding initiation, duration and exclusivity.
5. Reduce the consumption of high energy dense foods.
6. Decrease television viewing.



Leveraged Funds

During cooperative agreement 805, Texas Department of State Health Services generated \$8.2M in leveraged funds* to support obesity prevention work.

Activities and Partnerships

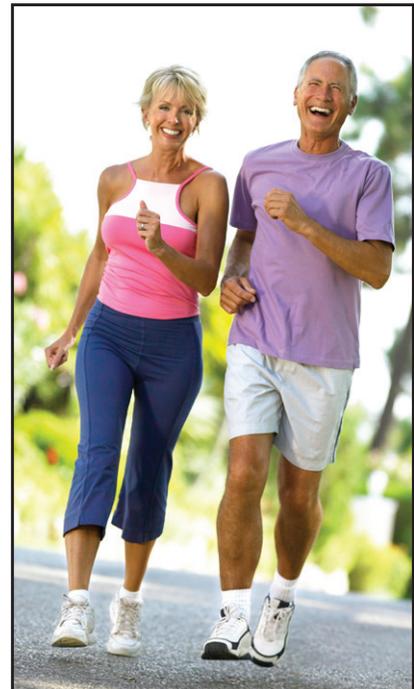
- The Get Fit Texas State Agency Challenge recognizes and rewards employees for meeting the recommended level of physical activity, 150 minutes per week, for at least six of the 10 weeks of the challenge. The DSHS State Agency Wellness Program, in collaboration with the Texas Department of Aging and Disability Service's Texercise Program, implemented the challenge. A total of 20,909 state employees from 74 agencies participated in the challenge. Of those participating, 14,521 employees (69.44 percent) completed the challenge, recording over 13.1 million minutes of physical activity.
- The Texas Mother-Friendly Worksite Program recognizes worksites that provide support for worksite lactation. The program increased from 163 worksites in 2006 to 1,193 worksites in 2013.
- During the grant period, the Texas Ten Step Program more than doubled from 48 to 100 hospitals or birthing facilities that have accomplished at least 85% of the World Health Organization/United Nations International Children's Emergency Fund Ten Steps to Successful Breastfeeding.
- The Ten Steps to Healthy Breastfeeding online module was developed to provide free training to healthcare professionals on the Baby-Friendly Hospital designation and the Ten Steps.

* State grantees leveraged funds from multiple stakeholders and sectors to support obesity prevention work. Funds leveraged include sources of funding outside DNPAO cooperative agreement 805, such as federal organizations, state programs, foundations, private businesses, and other sources. States were not required, but encouraged to leverage funds.

- *Growing Community*, a Texas based series of six videos, was developed to educate and inspire communities into action against obesity. The initiative distributed over 300 videos to highlight examples of obesity prevention in Texas communities that addressed one of the six target areas. Nearly 80 stakeholders have reported hosting community screenings of the video series reaching over 2,000 individuals. The *Growing Community Video* webpage received over 11,000 visits.
- The DSHS Infant Feeding Workgroup was a collaboration between internal DSHS programs that addressed breastfeeding and fostered development of a breastfeeding strategic plan.
- The Texas Active Living Network, a multi-sector collation convened by DSHS's Nutrition Physical Activity Obesity Prevention (NPAOP) Program, provided technical assistance for the development of the Texas Trails and Active Transportation Conference. The conference provided a forum for convening multiple sectors to discuss active living in Texas.
- The DSHS's NPAOP collaborated with the Sustainable Food Center to implement the state plan by creating the Healthy Community Food Systems Module, which was designed to increase awareness of the food system's role in the prevention of obesity as well as highlight changes needed in communities to increase access and availability of fruits and vegetables.

Lessons Learned

- Renew and strengthen ties with partners to advance obesity prevention areas across programs.
 - » Working with partners in other DSHS programs strengthened collaboration between the programs and gave new staff an opportunity to learn more about the organization.
- Ensure that all of the appropriate partners are at the table and that they are engaged and supported throughout the process.
 - » Constant communication between partners, such as the CDC, allowed for honest discussions about barriers and how to effectively address them.
 - » Community organizations need turnkey implementation guidance to ensure that initiatives adhere to evidence-based models and can be easily replicated.



“Without the valuable insight and input from the Texas NPAOP Evaluation Advisory Council, our strategic plan would not be strong enough to meet the needs for our large and diverse state.”

Martin Evans, Evaluation Coordinator
Texas Department of State Health Services Nutrition
Physical Activity and Obesity Prevention Program