



Faulkner County Healthy Weight Coalition

*Making healthy choices easier
for all residents*

Programs That *Could* Impact *Obesity*

- Biking (Conway Advocates for Bicycling, Bicycle Advisory Board)
- Walking (Conway Association of Pedestrians, Safe Routes to School)
- Healthy Food (Supporters of Sustainable Communities, Faulkner County, Conway Locally Grown, La Lucha Space, Community Garden, Cooperative Extension Service)
- Lifetime Fitness (Woman Can Run, Conway Area Tennis Association, EZTennis, parks programs, and many more)
- Worksite Wellness (Get Healthy Conway)

Vision

We envision a community where healthy lifestyle choices become *easy* choices for *all* residents.

Mission

Reduce the burden of obesity-related disease by supporting physical activity and nutrition initiatives

We value

healthy children

healthy families

and a healthier next generation

People of all ages, races, ethnic groups and socioeconomic segments should be given equal opportunity to access healthy food and opportunities for physical activity

*The solution requires policy and
environmental change on many levels*

*The solution requires rethinking policies they
might not associate with obesity
prevention*

Why Start an Obesity Prevention Effort in Conway?

- Disjointed programs: but no coordinated obesity prevention effort
- Missed opportunities
- Booming population: infrastructure strain
 - Opportunity for smart growth

Faulkner County Adults

- 60% Adults Overweight/Obese
- 28% Little or no Physical Activity

Obesity Prevention Can Be An Economic Development Tool For Conway

- Draws people to community
- Increases quality of life
- Benefits employers
- Benefits workers
- Increases academic performance
- Brings in funding

Case in Point: Hewlett Packard

Formation, Structure and Capacity Building

Year 1

Critical Partners

- Conway Interfaith Clinic -- fiduciary
- Conway Advocates for Bicycling (CAB)
- Conway Association of Pedestrians
- UCA Family And Consumer Science Department

Diverse Mix of Members

- Educators
- Business Professionals
- Dietitians
- Retirees
- Students
- Government

And more

2010

- 0 – 50 Facebook Members
- 0 – 48 Contacts receiving regular emails
- Monthly Meeting at lunch/brown bag
 - Annual meeting with annual report
- 4 mini grants
- Developed “Message package”
- Members grew to include Chamber of Commerce, Assistant Mayor, a City Planner and city Director Community Development

Focus Areas

- Mirror Arkansas Coalition for Obesity Prevention focus areas
 - Nutrition
 - Physical Activity
 - Policy Change

Activities and Partners

Growing Healthy Community Participation as “Non-Funded” Site





Public “Civil Rides”



Bike Racks for Restaurants



Bicycling Safety Training & School Bicycle “Rodeos”



Let Me Pay For That!

(How Friendly Competition Helps)

- Bike Rodeo trailer and equipment \$\$ paid by Safe Routes to Schools Committee

Safe Routes to Schools Partnership

- Safe Routes to School Partnership
 - School Toolkit
 - PTO presentations
 - Bicycle Rodeo-certify PE teachers
 - Sharing of walkability assessments



Tennis
for

Everyone

Funded by a grant
from the Arkansas
Minority Health
Commission



Ecofest







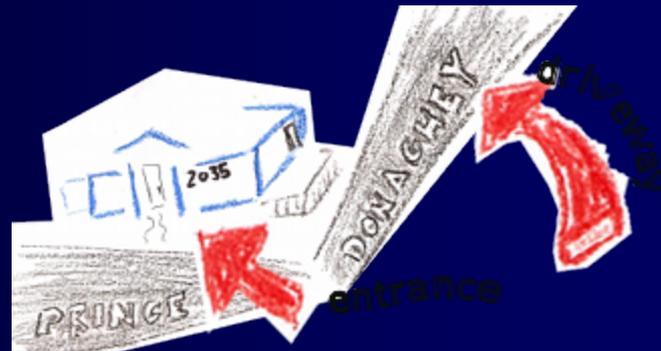
09/11/2010



- 26 Goals for Conway's future, developed by citizens
- Includes alternative transportation
- City park improvements

Partnership with Conway Locally Grown & La Lucha Space

- Locally Grown food purchase/pick-up
- Food Donations
- Prepared meals: local/sustainable



Cooperative Extension & Farmers Market Improvement



Cooking Classes for Conway Interfaith Clinic Patients



Publicity

- River Valley & Ozark Edition Feature Story February 2011
- The Daily Record Feature Story February 2011
- Presentation to statewide Sustainability Conference-Tomorrow
- Hometown Health Newsletter
- Faulkner County Leadership Institute
- Conway Kiwanis

Faulkner HWC: Providing new avenues and linking resources for a healthy community



Website

<http://www.FaulknerHWC.org>

FNPA Tool

Family Nutrition and Physical Activity



Family Nutrition and Physical Activity Screening Tool

A behaviorally-based screening tool for youth obesity
prevention

Background on FNPA

- Validated, behaviorally-based screening tool
- **Goal:** to identify family influences and behaviors that increase a child's likelihood of becoming overweight
- **Use:** to identify practices that predispose children to overweight or obesity and initiate counseling or programming to help these children and their families

FNPA

- Created based on constructs identified in ADA Evidence Analyses
- Constructs were created for each of the domains in the Evidence Analyses that had supportive evidence for links with obesity and overweight in youth
- Available in English and Spanish on paper
- Available online in English

Four Domains

- 1. Diet and Nutrition
 - Breakfast (skipping)
 - Family Eating Together
 - Food Choices
 - Beverage Choices
- 2. Restriction and Reward
 - Don't restrict highly-desirable foods (monitor instead)
 - Don't reward behavior with food
- 3. TV Habits
 - Screen Time
 - TV usage
- 4. Physical Activity and Sleep Routines
 - Family Physical Activity
 - Child Physical Activity
 - Family Routine

Strategies for Families

- **How can families put these constructs into practice?**
 - Breakfast consumption?
 - Family meals together?
 - Nutrient-dense food choices?
 - Low-calorie, high-nutrition beverage choices?
 - Restriction / reward?
 - Screen time?
 - TV monitoring?
 - Family physical activity?
 - Child physical activity?
 - Sleep schedule?

Strategies for Families

- No TV Tuesdays
- Walk/bike to school one day a week
- Cook ahead meals on weekends
- Establish and enforce bedtime routines
- Set timer for TV, computer and video games
- Don't purchase low nutrient-dense foods
- Family walk or bike ride after supper
- Schedule family dinner nights—everyone helps cook, eats together, and helps clean up

FNPA in Conway

- Schools
- Website

Online Site Demonstration

- <http://adaf.eatright-fnnpa.org/public/partner.cfm>

Special Projects: UCA Dietetic Interns



Thank You!

Questions?