

**HEADLINE PERFORMANCE MEASURES:**

- % of adults who are overweight or obese
- % children who are obese

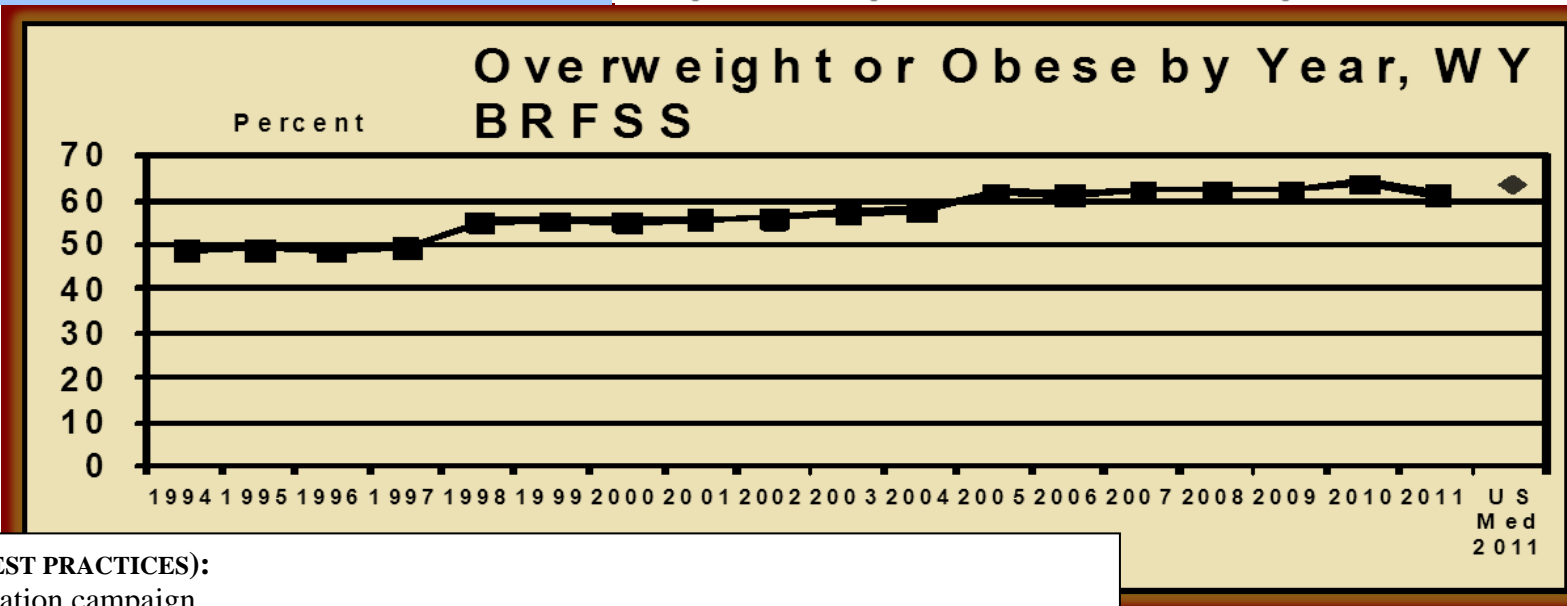
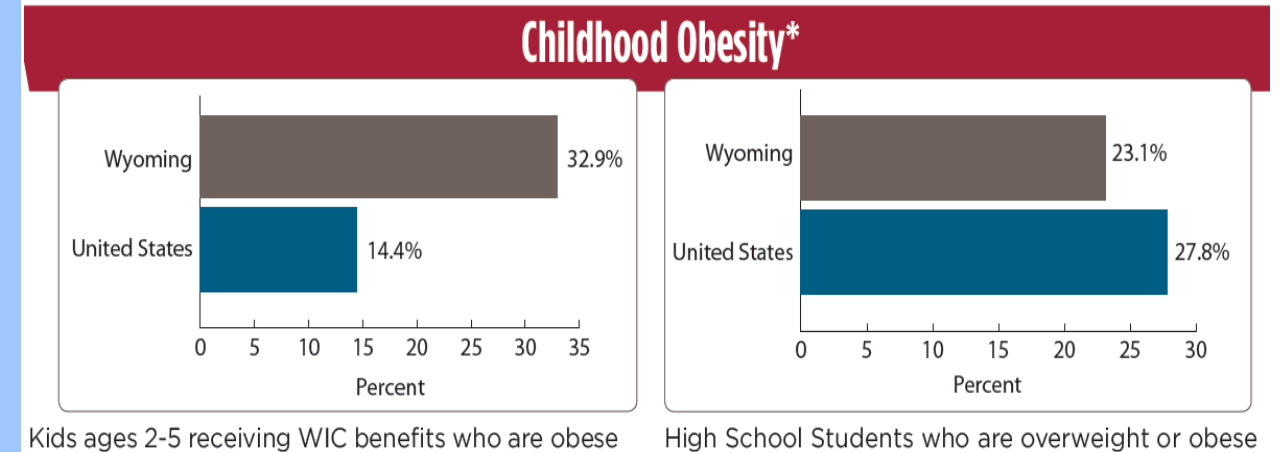
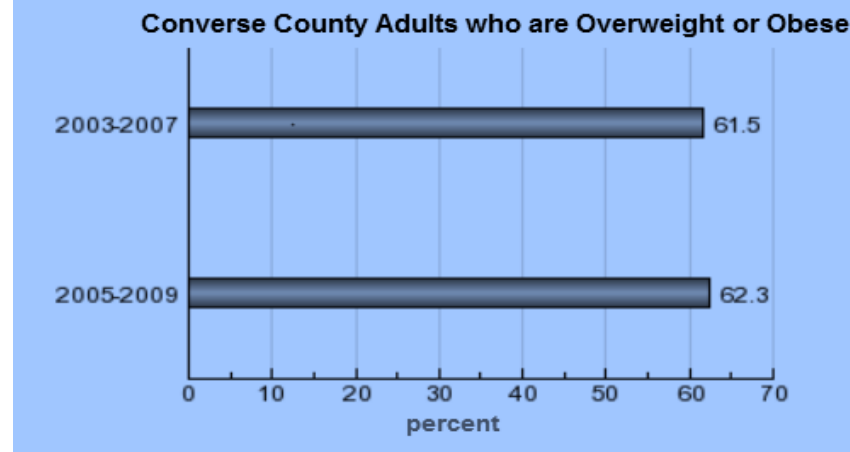
**DATA DEVELOPMENT AGENDA:**

- current # of youth involved in sports
- current utilization of the Rec Center and Peak Fitness

**STORY BEHIND BASELINE:**

1. Cheap choices are often more accessible
2. Shift work influences sedentary lifestyle
3. Lack of access 24/7 activity options
4. Low health literacy
5. Parents work shift work- and food choices are limited
6. Increased screen time for TV, video games, and computers etc.

**HOW ARE WE DOING?**



**WHAT WORKS (BEST PRACTICES):**

1. Public education campaign
2. Promote the community and home gardens
3. Promote bountiful baskets, EWC, farmer's markets, and state fair
4. Encourage high school healthy Fridays
5. Waist Management Pilot Group: Food/Activity tracking app, support group meetings, education

**PARTNERS WHO CAN HELP US?**

Memorial of Converse County, CEO, CMO, CNO, Case Management, Quality, EMS, AP-PR, Chaplin, Marketing Manager, Compliance, DFS, Public health RN, CANDO, Community Spiritual Leader, High School RN, Deputy City Clerk, Dieticians, Extension Office, Movie Theater, Grocery Stores, Schools, Hospital, Physicians, WIC, Recreation Center, Newspaper

**WHAT ARE WE GOING TO DO TO IMPROVE PERFORMANCE?**

Waist Management Pilot Group: MHCC started a BMI pilot program. The program will meet twice a month. The group will use free apps available on the web to track food intake and exercise. The app also lets members become friends so that there is accountability involved in the process. The group will meet from May 2013 to May 2014. Members of the group will give presentations on issues related to maintaining a proper BMI. The group will start with 21 members.

**PERFORMANCE MEASURES:**

- % who reach their individual weight loss goal
- Total % of weight lost by the group
- Waist Management pilot group reaches goal: average BMI of the group =29