



# Week 4: Obesity Health Policy Analysis

Amber Holliday Bryant

Chamberlain University College of Nursing

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Dr. Michelle Keating-Sibel

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# Problem Statement

Should government officials proactively promote obesity interventions, programs, and education within rural areas?

# Background

## Knott County, Kentucky

- Adulthood obesity rate: 41%
- Adulthood physical inactivity rate: 40%
- Citizens with access to exercise opportunities: 31%
- Percentage of children living in poverty: 41%

(County Health Rankings & Roadmaps, 2020)

# Landscape

## Key Stakeholders

- Healthcare providers
- Food industry
- Health insurance industry
- Democratic/Republican politicians and Lobbyist for improved obesity awareness/interventions

# Healthcare Providers

Will always have interest in patient obesity

No Political or Legal factors

Social, Economic, Practical and Quality-of-Care factors are applicable

# Food Industry

Key stakeholder in the obesity  
crisis

Political, social, Economic,  
and Practical factors are  
applicable

Legal and Quality-of-Care  
factors are not applicable

A blue stethoscope icon is positioned on the left side of the slide, partially obscured by a white circular overlay. The stethoscope is shown in a standard S-shaped design with a circular earpiece on the right and two curved tubes meeting at a central chest piece.

# Health Insurance Industry

- Have an interest in individuals improving health
- Political, Economic, Practical, and Quality-of-Care are applicable
- Social and legal factors are not applicable

# Democratic/Republican Politicians and Lobbyist for improved obesity awareness and interventions

- Both parties have Bills introduced that pertain to decreasing obesity
  - Democrats have Bill H.R. 1530 waiting to be passed by Senate (Library of Congress, 2019)
  - Republicans have Bill S. 595 waiting to be passed by Senate (Library of Congress, 2019)
- Political, Social, Practical, and Legal factors are applicable
- Economic and Quality-of Care factors are not applicable

# Options

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- Add an additional tax on sugar sweetened beverages and snack food items
- Develop a free of charge location that promotes exercise
- Educate school age children on obesity risks and preventative measures
- Provide funding for fresh vegetables

# Add an Additional Tax on Sugar Sweetened Beverages and Snack Food Items

- Companies focus on vulnerable populations (children, adolescents, low-income families, etc.)
- Other countries have already incorporated the tax
- Although moderately successful, other interventions are needed too

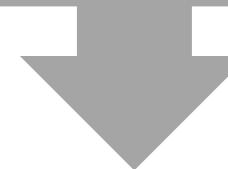
(Cedeno, 2019)

# Develop a Free of Charge Location that Promotes Exercise

Public recreation has a key role in decreasing obesity  
(Edwards et al., 2015)



Build community parks (if financially able)



If no budget for parks, open school gyms and playgrounds

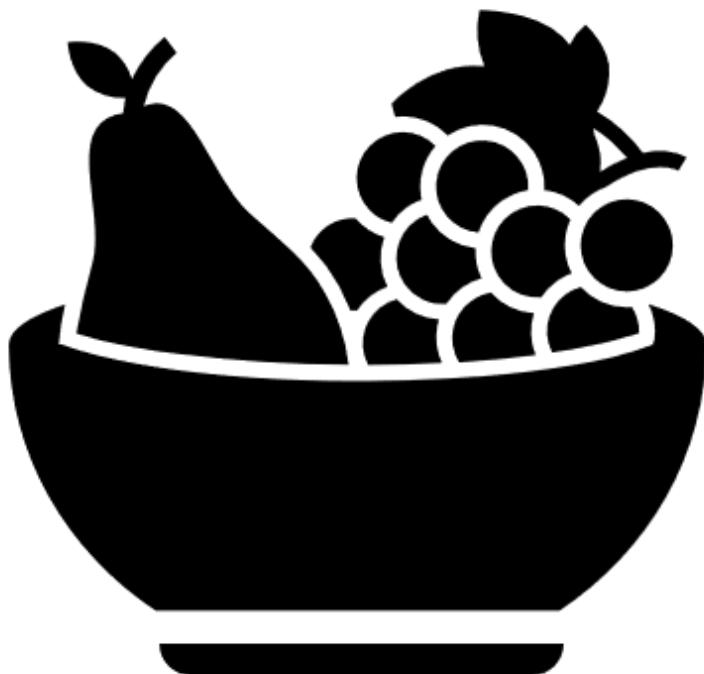
Fitness classes for all ages  
could be provided

Children could play on  
playground

Adults would have access  
to a safe place to walk

# Educate School Age Children on Obesity Risks and Preventative Measures

- 98% of students graduate high school in Knott County, KY. (County Health Rankings & Roadmaps, 2020)
  - Ideal location to educate school aged children
- Health and science teachers could add subject to curriculum
- Lessons could be reused to cut down costs
- Lessons would have to be re-purchased when new updates issued.



## Provide Funding for Fresh Vegetables

- Would be provided to all families
- Amount would be based off of family size
- Despite being free, some may still refuse to eat vegetables  
(Carty, Mainvil, & Coveney, 2017)

## **Recommendation: Educate School Age Children on Obesity Risks and Preventative Measures**

- Teaching children healthy habits can follow them into adulthood
- Would reach a large audience that could influence family
- Providing healthy recipes could promote family time
- Cost would be minimal
- Coursework could require frequent updates as recommendations change
- May be difficult to find time to incorporate into curriculum
- Despite education, some may still choose to not make healthy choices

**EDUCATION IS KEY TO PROMOTING CHANGE**

# References

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- ❖ Carty, S. A., Mainvil, L. A., & Coveney, J. D. (2017). Exploring family home food environments: Household resources needed to utilize weekly deliveries of free fruits and vegetables. *Nutrition & Dietetics*, 74(2), 138–146.
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- ❖ Edwards, M. B., Jilcott, S. B., Floyd, M. F., & Moore, J. B. (2015). County-level disparities in access to recreational resources and associations with adult obesity. *Palaestra*, 29(2), 39–54.
- ❖ Library Of Congress. (2019, March 16). *Current Legislation*.  
<https://www.congress.gov/search?q=%22congress%22:%22116%22,%22source%22:%22legislation%22,%22search%22:%22obesity%22}&searchResultViewType=expanded&KWICView=false>