



The American Recovery and Reinvestment Act **Communities Putting Prevention to Work (CPPW)**

Fernando A. Guerra, M.D., M.P.H., F.A.A.P.
Director, San Antonio Metropolitan Health District



METRO HEALTH
SAN ANTONIO'S PUBLIC HEALTH TEAM



Poor Walkability in Residential Areas

Popular Mobile Vendors located near Elementary Schools at 3:30 PM



Broken Sidewalks



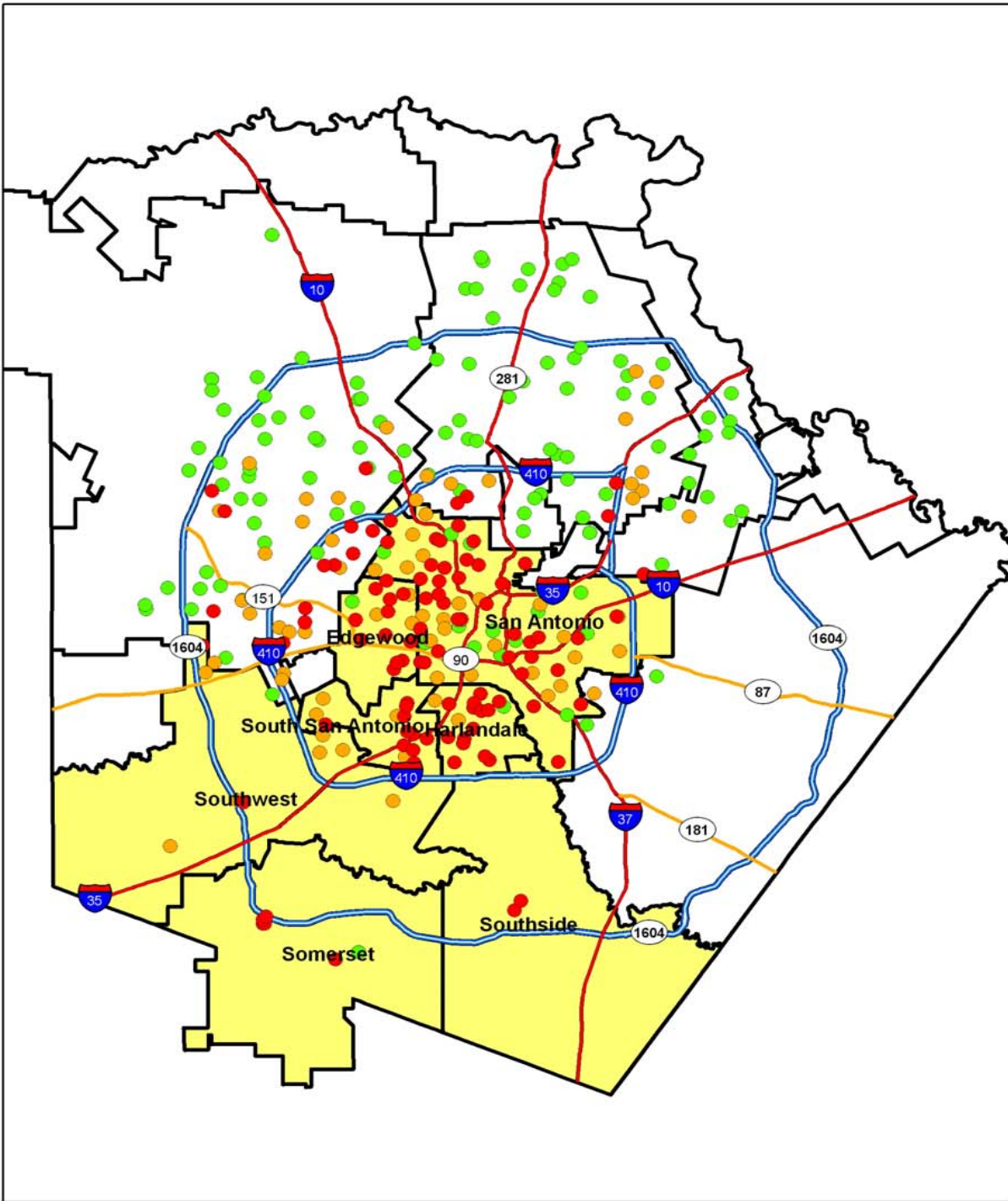
Food Deserts

Need for Obesity Prevention in San Antonio/Bexar County

- 65.8% of adults are overweight or obese¹
- 30% of students assessed have an unhealthy weight²
- 15.6% of residents are diabetic –nearly double the national average³
- The rate of end-stage renal disease is twice the national rate³
- Diabetes is the leading cause of death among Hispanic males aged 45-64⁴
- 26.7% of births are to women with a BMI>30⁵

1) BRFSS, 2009. 2) Texas Education Agency FitnessGram, 2009. 3) Texas Department of State Health Services, 2008. 4) Bexar County Health Profiles, 2007. 5) Bexar County Health Profiles, 2008.

Prevalence of Obesity and Overweight in Bexar County Children by Campus and School District



% Unhealthy Weight by Campus

- under 29%
- 29% to 36%
- 37% to 67%

School Districts > 35% Unhealthy Weight

According to FITNESSGRAM a Healthy Weight equals BMIs ranging from 14.7-27.8 for boys and 16.2-27.3 for girls adjusted for age. FITNESSGRAM includes Grades 3-12 with approximately 175,000 Bexar County students tested. 70% of these students were considered Healthy Weight.

Source: 2009 FITNESS GRAM
Texas Education Agency



SA-CPPW Overview



Implement evidence-based policy, environmental & systems changes to:

- Increase physical activity
 - Ciclovía/Reclavía events & bike share programs
 - PE training & equipment for schools
- Improve nutrition
 - Work with schools to limit unhealthy food and beverages
 - Expand voluntary dietician consultation & menu labeling with restaurants
- Improve the Built Environment
 - Implement complete streets policy
 - Work with schools to develop safe routes to schools plans
- Promote Behavior Change
 - Implement locally relevant and culturally appropriate social marketing campaign
 - Promote active transportation options
 - Internet-based health & wellness community portal

Leveraging Partnerships



San Antonio Express-News

UTSA



**Healthy Kids,
Healthy Communities**
Supporting Community Action to
Prevent Childhood Obesity



Robert Wood Johnson Foundation

Policy Change Implications

- School policies to limit unhealthy food access
- Safe routes to school
- Complete streets
- Pedestrian safety act
- Shared use agreements
- Unhealthy snack food regulations in
City buildings & parks
- Food licensing incentives

Closing Thoughts

- Policy and environmental change strategies support long-term sustainability
- Need to focus on health disparities and cultural sensitivity for key segments of the community
- Ensure that changes do not neglect or further the health inequities among the underserved
- Create a new social norm grounded in health
- Improving health is a critical element of community vitality and economic growth

Questions?

Fernando A. Guerra, M.D., M.P.H., F.A.A.P.
San Antonio Metropolitan Health District

fernando.guerra@sanantonio.gov
www.sanantonio.gov/health

