



Week 4: Obesity Health Policy Analysis

Your Name

Chamberlain University College of Nursing

NR506NP: Healthcare Policy and Leadership

Professor Name

Submission Date

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



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

- 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

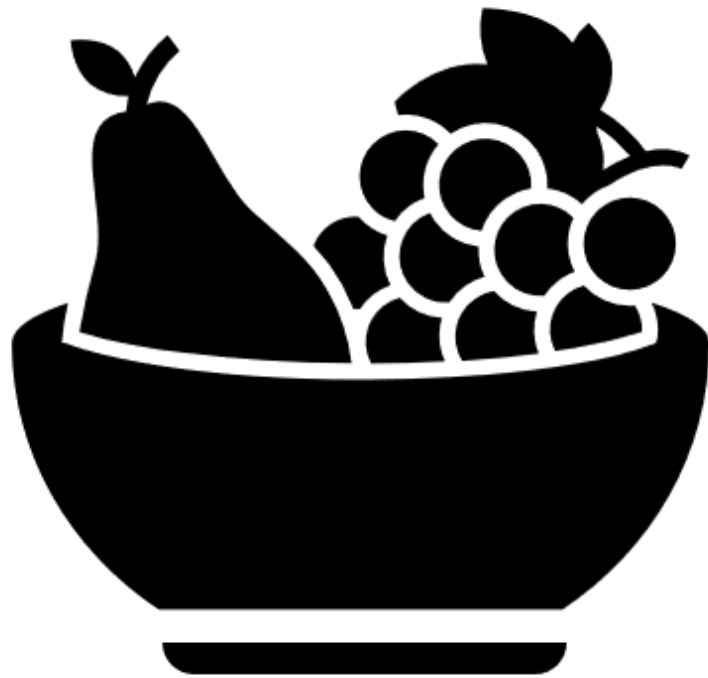
- Companies focus on vulnerable populations (children, adolescents, low-income families, etc.)
 - Other countries have already incorporated the tax
 - Although moderately successful, other interventions are needed too
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(Cedeno, 2019)

Develop a
Free of
Charge
Location that
Promotes
Exercise

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

- ❖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.
- ❖Cedeno, L. (2019). Global implementation of soda taxes: Is there a better solution for combatting obesity? *Brooklyn Journal of International Law, 45*(1), 229–365.
- ❖County Health Rankings and Roadmaps. (2020). *Explore rankings*. Retrieved from <https://www.countyhealthrankings.org/app/kentucky/2020/rankings/knott/county/outcomes/overall/snapshot>

References

- ❖ 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>