Field Experience Presentation:

USDHHS
Office of Disease Prevention and Health Promotion

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KIN840
November 4, 2011
Overview

- U.S. Dept. of Health and Human Services (HHS)
  - History/background, organizational structure

- Office of Disease Prevention and Health Promotion (ODPHP)
  - Background, Major Initiatives

- My Field Experience
  - Goals/objectives, activities, products
  - Application of K-State Education
U.S. Dept. of Health and Human Services: History

- Originally known Dept. of Health, Education, & Welfare (HEW)- Est. in 1953
- 1979 Dept. of Education Organization Act became law
- 1980 HEW became HHS

Mission

“to enhance the health and well-being of Americans by providing for effective health and human services and by fostering strong, sustained advances in the sciences, underlying medicine, public health, and social services”
U.S. Dept. of Health and Human Services: **Achievements**

<table>
<thead>
<tr>
<th>Event</th>
<th>Year</th>
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<tbody>
<tr>
<td><em>Smoking and Health: Report of the Advisory Committee of the Surgeon General of the Public Health Service</em></td>
<td>1964</td>
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<tr>
<td>Medicare and Medicaid programs created</td>
<td>1965</td>
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<tr>
<td>Lead effort to eliminate small pox</td>
<td>1977</td>
</tr>
<tr>
<td>Aided in identifying HIV</td>
<td>1984</td>
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<td>2010 Affordable Care Act</td>
<td>2010</td>
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U.S. Dept. of Health and Human Services: Organizational Structure

Secretary Kathleen Sebelius

Deputy Secretary Bill Corr
Office of the Assistant Secretary for Health (OASH)

Howard Koh, M.D., MPH
(also known as the ASH)
Office of Public Health and Science (OPHS)

- Regional Health Administrators
- USPHS Commissioned Corps
- Office of the Surgeon General
- Medical Reserve Corps

- National Vaccine Program Office Division
  - Office of Disease Prevention and Health Promotion

- Office of HIV/AIDS Policy
- Office of Research Protections

- Office of Minority Health
- Office of Populations Affairs
- Office of Research Integrity
- Office on Women's Health
- President's Council on Physical Fitness and Sports
- Advisory Committee on Blood Safety and Availability
- President's Council on Bioethics
Office of Disease Prevention and Health Promotion: Background

- Founded in 1976 - National Consumer Health Information & Health Promotion Act

“a) coordinate all activities with the Department [of Health and Human Services] which relate to disease prevention, health promotion, preventive health services, and health information…, b) coordinate such activities with similar activities in the private sector, c) establish a national (health) information clearinghouse; d) support (related) projects (and) research.”
<table>
<thead>
<tr>
<th>ODPHP: Achievements</th>
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<tr>
<th><strong>Dietary Guidelines for Americans</strong></th>
<th>1980 to present</th>
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</thead>
<tbody>
<tr>
<td><strong>Coordinated support for founding of National Public Health Week</strong></td>
<td>1994</td>
</tr>
<tr>
<td><strong>Healthy People 2010 and Leading Health Indicators developed</strong></td>
<td>1996-2000</td>
</tr>
<tr>
<td><strong>Launching of healthfinder®</strong></td>
<td>1997- present</td>
</tr>
<tr>
<td><strong>Coordinated development of Surgeon General’s Call to Action on Overweight and Obesity</strong></td>
<td>2001</td>
</tr>
<tr>
<td><strong>Physical Activity Guidelines for Americans</strong></td>
<td>2008</td>
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ODPHP: Structure

- Small office located in Rockville, Maryland
- 20-25 full time employees (also APTR Fellows & Visiting Scholars)

Diagram:

- **ODPHP**
  - Community Strategies Team (CST)
  - Health Communications Team (HCT)
  - Prevention Science Team* (PST)
Community Strategies Team

- Major Initiative: **Healthy People**
  - Science-based objectives
  - Updated every 10 years
  - *Healthy People 2020* released December 2, 2010

- CST coordinates contributions to objectives from several federal agencies
  - Federal Interagency Workgroup (FIW) reviews objectives
  - CST also works with Institute of Medicine (IOM) to review objectives & develop Leading Health Indicators (LHIs)
Community Strategies Team

- **Topics** - general health category

- **Key indicators** - measurement (e.g. prevalence) that relates to a health issue of particular public health concern

- **Objectives** - quantifiable values that serve as the target for improvement

- IOM recommends topics, LHIs, and objectives to further refine the 10-year agenda

- FIW finalizes objectives
  - All contain baseline measure, data source, target & target-setting method
Healthy People 2020

- 600 objectives, over 1,300 measures

- New features: 13 topic areas & objectives, social determinants of health, implementation framework
Healthy People 2020

- Implementation Framework: MAP-IT

[Diagram showing the stages: Mobilize, Assess, Plan, Implement, Track]
Health Communications Team

- Major Initiatives:
  1. Healthy People 2020 Communication and Health Information
     - Sets objectives to use health communications strategies to improve health care quality
  2. Healthfinder.gov®
     - Provides health information and interactive resource tools
  3. Health Literacy
     - Ability to receive, process, and understand health information so that consumers can make an informed decision regarding their health care
     - Nearly 80 million Americans have reduced health literacy³
Health Literacy (con’t)

- Those with low health literacy less likely to practice preventive behaviors

- HCT helped coordinate & facilitate HHS Health Literacy Workgroup
  - National Action Plan to Improve Health Literacy
  - **Vision** - generate community engagement and mobilization to produce a health care system that
    - Provides accurate & actionable information for everyone
    - Delivers person-centered health information and services
    - Supports lifelong learning and skills to promote good health
Prevention Science Team*

Major Initiatives:

1. Dietary Guidelines for Americans (DGA)
2. Dietary Reference Intakes (DRIs)
3. Physical Activity Guidelines for Americans (PAG)
Dietary Guidelines for Americans

**Background**

- Science-based recommendations for healthful eating for Americans age 2 and older
  - Leading recommendations for USDA food service programs (e.g. National School Lunch Program, WIC)

- First guidelines were released in 1980
  - Mandated by law to be published or updated every 5 years

- *Dietary Guidelines for Americans, 2010* was released in January 2011
DGA: Development

- HHS and USDA’s Center for Nutrition Policy and Promotion (CNPP) collaborate to produce the Guidelines

3 Stages

- Stage 1: Dietary Guidance Advisory Committee (DGAC)
  - 13 appointed experts from variety of disciplines
  - Goal: investigate current scientific evidence related to association between nutrition and disease prevention
  - DGAC publishes report summarizes review and recommendations for the Guidelines
Stage 2: DGA Policy Document

- Written for policy makers, educators, nutritionists, etc.
- 2010 DGA bears centralized theme of role of nutrition in preventing chronic disease (brought on by overweight and obesity)

6 Chapters

- Ch. 2 Balancing Calories to Manage Weight
- Ch. 3 Foods and Food Components to Reduce
- Ch. 4 Foods and Nutrients to Increase
- Ch. 5 Building Healthy Eating Patterns
DGA: Development

Ch. 6 Helping Americans Make Healthy Choices


- Social and Cultural Norms and Values
  - Belief Systems
  - Heritage
  - Religion
  - Priorities
  - Lifestyle
  - Body Image

- Sectors of Influence
  - Government
  - Public Health and Health Care Systems
  - Agriculture
  - Marketing/Media
  - Community Design and Safety
  - Foundations and Funders
  - Industry
    - Food
    - Beverage
    - Physical Activity
    - Entertainment

- Environmental Settings
- Individual Factors
- Food and Beverage Intake
- Physical Activity

- Demographic Factors (e.g., age, gender, socioeconomic status, race/ethnicity, disability status)
- Psychosocial Factors
- Knowledge and Skills
- Gene-Environment Interactions
- Other Personal Factors

- Homes
- Schools
- Workplaces
- Recreational Facilities
- Foodservice and Retail Establishments
- Other Community Settings
DGA: Development

- **Stage 3: Consumer Messages**
  - Multiple government agencies collaborate to design messages and communication materials
  - Past efforts to communicate DGA include MyPyramid.gov
DGA: Development

- “MyPyramid” replaced by “MyPlate”
## ChooseMyPlate.gov

<table>
<thead>
<tr>
<th>Dates</th>
<th>Theme</th>
<th>Selected Key Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. – Dec. 2011</td>
<td>Foods to Increase</td>
<td>Make half your plate fruits and vegetables.</td>
</tr>
<tr>
<td>Jan. – April 2012</td>
<td>Balancing Calories</td>
<td>Enjoy your food, but eat less.</td>
</tr>
<tr>
<td>Sept. – Dec. 2012</td>
<td>Foods to Increase</td>
<td>Make at least half your grains whole grains.</td>
</tr>
<tr>
<td>Jan. – April 2013</td>
<td>Balancing Calories</td>
<td>Avoid oversized portions.</td>
</tr>
<tr>
<td>May – Aug. 2013</td>
<td>Foods to Reduce</td>
<td>Compare sodium in foods like soup, bread, and frozen meals – and choose the foods with lower numbers.</td>
</tr>
<tr>
<td>Sept. – Dec. 2013</td>
<td>Foods to Increase</td>
<td>Switch to fat-free or low-fat (1%) milk.</td>
</tr>
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Dietary Reference Intakes

- List of recommended range of values of intake for specific nutrients
  - Formerly known as the Recommended Daily Allowance (RDA)

- Developed by the Institute of Medicine (IOM)

- Help guide recommendations made by the Dietary Guidance Advisory Committee for the Dietary Guidelines

- ODPHP leads an interagency steering committee that works to coordinate funding and guidance for IOM
Physical Activity Guidelines for Americans

Background

- First federal physical activity guidelines published in 2008
- Leading science based recommendations promoting physical activity as means reduce chronic disease risk
- Development process similar to the *Dietary Guidelines*
PAG: Development

- **Physical Activity Guidelines Advisory Committee (PAGAC)**
  - 13 appointed experts from variety of disciplines
  - Goal: investigate current scientific evidence related to association between physical activity and disease prevention
  - Also, to determine if evidence strong enough to create physical activity guidelines

- Committee report divided into 11 health topics
  1. Cardiorespiratory health
  2. All-cause mortality
  3. Energy balance
  4. Metabolic health
  5. Musculoskeletal health
  6. Cancer
  7. Functional health
  8. Mental health
  9. Adverse events
  10. Youth
  11. Underserved populations
PAG: Development

- Physical Activity Guidelines Advisory Committee Report
  - Demonstrated association between physical activity and reduced incidence of chronic disease

- Physical Activity Guidelines writing group assembled to write the Guidelines and policy document

- ODPHP oversaw work of the PAGAC and writing group
PAG: Development

- *2008 Physical Activity Guidelines for Americans* (policy document)

- 7 Chapters with key guidelines for:
  - Children & adolescents
  - Adults
  - Older Adults
  - Women during/after pregnancy
  - Adults with disabilities
  - Safety in physical activity participation

- Consumer materials include:
  - 2008 Physical Activity Guidelines for Americans toolkit
  - Be Active Your Way brochure
My Field Experience

- Focus: observe and participate in team initiatives associated with the 2010 DGA and 2008 PAG

- Goal: meetings with PST staff and to assist in team projects

- Objective: develop physical activity education materials for potential distribution
My Field Experience: Activities

Meetings

- Prevention Science Team meeting held weekly
- Office-wide meetings held bi-weekly
- Out of office-meetings
  - NIH National Institute of Diabetes and Digestive and Kidney Disease (NIDDK)
  - Kaiser Permanente’s Center for Total Health
My Field Experience: Activities

Projects

- Dietary Guidance Review Process
- Eat Healthy, Be active: Community Workshop
- Health and Sustainability Guidelines for Federal Concessions and Vending Operations
- Motivating Individuals toward Sustained Healthful Diet and Physical Activity Behaviors: A Stakeholder Dialogue
My Field Experience: Activities

Community Events

- HHS Night at the Ballpark (Washington National’s Stadium)
My Field Experience:

Activities

HHS Innovates Award Program

- Health and Sustainability Guidelines
My Field Experience: Activities

Nickelodeon’s World Wide Day of Play

Shellie Pfohl, Dr. Steve McDonough, Curtis Pride, Dominique Dawes, Secretary Sebelius, Chris Paul, Michelle Kwan, Donna Richardson-Joyner, Cornell McClellan, & Dr. Howard Koh
**My Field Experience: Products**

**Let’s get moving for the health of it**

### Already doing some activity?

Keep going!

- Ask family or friends to join you.
- Try a new sport or activity.
- Plan your activity in advance and set a goal for what you will do when you do it.

### Need more of a challenge?

- Ask your teacher to devise challenging activities for your class to do.
- Find a partner or team to help make the activity more enjoyable.

### Physical activity is great for kids!

Whether they’re in a sports team, dance group, or playing outside in the neighborhood, children can begin to develop an active lifestyle.

Research shows that children who are active will be less likely to be overweight as adults. Physical activity also helps children make new friends and learn new skills.

**Children need at least 60 minutes of physical activity per day.**

- Children can achieve 60 minutes each day by accumulating 30 minutes of vigorous activity and 30 minutes of moderate activity.

**Alcohol intake and physical activity**

- Drink plenty of water.
- Avoid alcohol.

### Benefits of activity

- Lower risk of obesity
- Diabetes & heart disease
- Stronger muscles and bones
- Improved mental health
- Manage stress
- Make friends
- Improved self-esteem

### Original Design

- **3D**
- **2D**
- **Colors**
- **Shapes**

### Healthful eating

- **Less** for the health of it

#### Don’t forget about healthful eating!

You can also take steps to improve what and how much you eat.

1. **Build a healthy plate:**
   - Half should be fruits or vegetables.
   - Include whole grains, fat-free or low-fat (1%) milk.
   - Cut down on foods high in solid fats, added sugars, and salt.

2. **Get the right amount of calories for you:**
   - Use the calorie chart to determine how many calories you need each day.

For more information, go to:
- [www.health.gov/nutrition](http://www.health.gov/nutrition)
- [www.health.gov/dietaryguidelines](http://www.health.gov/dietaryguidelines)
- [www.choosemyplate.gov](http://www.choosemyplate.gov)
My Field Experience: Products

Let's get moving for the health of it

Find out how to be active your way...

Already doing some activity? Keep going!
- Use the following tips to stay motivated:
  - Add family or friends to join you for a new spot or activity.
  - Plan your activity for the week ahead of time, and keep track of what you do.
  - Set a short- or long-term goal, and reward yourself when you reach it.

Need more of a challenge?
- Aim to double your activity time to 6 hours or more each week.
- Try new exercise options like bike riding, swimming, or aerobic dancing.
- Make up the activity schedule around your daily routine and gradually increase the intensity of your week's activities.
- Sign up for the President's Challenge Online (www.pap.gov) to earn points for participating in your activity and win an award.
- Do it as a group with friends or family!

Physical activity is great for kids!
- Whether they're in sports, marching bands, or playing outdoors in the neighborhood, our kids can enjoy lots of active physical activity.
- Research shows that children who are active will be less likely to be overweight or obese.
- Physical activity also creates opportunities for kids to make new friends and to learn new skills.

Children 6 years and older should be physically active for at least 60 minutes each day.
- Choose activities that are appropriate for their age, size, and physical abilities.
- Go outside and choose activities such as playing with friends, riding a bicycle, or swimming in a pool.
- Keep in mind that kids who get 60 minutes of moderate physical activity have more energy and are more active than their peers who do fewer activities.

A note to parents:
You are your child's most important role model for physical activity. Choose activities that are fun and allow your kids to enjoy themselves.
- Let's Move! Let's Move! is a great resource for active kids.

Did you know that there are risks to being inactive?
- Not taking time to move can lead to serious health problems.
- Being inactive can increase your risk of heart disease, stroke, diabetes, and obesity.
- It can also affect your mood, energy levels, and overall health.

Benefits of active living:
- Lower rate of chronic diseases such as diabetes and heart disease
- Stronger immune system and immune system functions
- Better sleep and reduced stress
- Lower risk of depression and anxiety
- Improved self-esteem
- Improved social skills

Getting started
To get the benefits of active living, adults of all ages should aim to get at least 30 minutes of moderate activity most days of the week. If you're just getting started, keep these tips in mind:
- Start slow and go gradual.
- Find activities that you enjoy.
- Make time for physical activity as part of your daily routine.
- Sign up for the President's Challenge Online (www.pap.gov) to earn points for participating in your activity and win an award.
- Do it as a group with friends or family!

Moderate activities:
- Walking briskly
- Swimming
- Biking on level ground or in a trail ride
- Sports with low impact on your joints (e.g., tennis, basketball)
- Aerobic exercise (e.g., dance, yoga, Pilates)
- Raising your heart rate (e.g., running, playing sports)
- Using hand weights or other similar equipment

Don't forget about healthful eating!
You can take steps to improve what you eat and how much you eat.
Here are some ways you can make better choices:
- Build a healthy plate:
  - Mix fruits and vegetables.
  - Include whole grains and fat-free or low-fat milk.
- Cut down on fast foods in odd times (e.g., snacks, treats, fast foods, alcoholic beverages, and fat).
- Set the right amount of energy for you.
- Learn your personal daily calorie limit at www.choosemyplate.gov, and keep that number in mind when deciding what to eat.

Physical Activity Guidelines
These guidelines are based on the 2008 Physical Activity Guidelines for Americans. The guidelines provide science-based advice to help Americans enjoy active and older adults to live longer, healthier, and more active lives.

For more information, go to:
- www.fns.usda.gov/physicalactivity
- www.gov entrega de Juan de Dios
- www.sams.org
- www.choosmyplate.gov

After edits from American Institutes of Research
My Field Experience: **Products**

Dietary Guidelines for Americans

- **Physical Activity Guidelines for Americans**
  - Encourages individuals to get the amount of physical activity they need, based on the Guidelines and their own goals.
- **Be Active Your Way: A Guide for Adults**
  - Is a quick overview of the types and amount of physical activity recommended in the Guidelines.
- **Be Active Your Way: Fact Sheet for Adults**
  - Provides simple, adaptable strategies & tools for individuals to incorporate regular physical activity into an overall healthy lifestyle.

To download both resources visit: [http://www.health.gov/dietaryguidelines](http://www.health.gov/dietaryguidelines)

Original Design

Final Design
Job Corps’ Top Chefs Competition Promotes Let’s Move! Healthy Meals

Posted by Holly H. McPeak, Nutrition Advisor, HHSS/DASH on September 26, 2011

In Lounge 201 on Capitol Hill, 19 Job Corps food service managers from Job Corps centers nationwide exercised their culinary creativity in a “Top Chef” food competition in support of Let’s Move! This event known as “Job Corps’ Top Chefs: Creating Healthy and Nutritious Food Services,” was the culmination of a three day summit, September 13-15, 2011, held in Washington DC. It was hosted by the National Job Corps Association (NJCA) is held annually, with this year being the second conference.

As a nutrition advisor for the U.S. Department of Health and Human Services’ Office of Disease Prevention and Health Promotion, I was asked to be one of nine judges at the Top Chef competition and judge a lunch session. I brought my appetite (as well as my curious intern, Mellina Stephen) to the Top Chef competition.

When seated at the judges table, I had the pleasure of making new acquaintances as well as reconnecting with former ones. The distinguished judges were Edna Primrose, National Director of Job Corps, U.S. Department of Labor; David Scanlan, President of Sodexo Government; Lance Lemin, Executive Chef, Sodexo; Daniel Thomas, Chef, U.S. Capital Senate; and my good friend and chef, Terrell “Chef Tee” Danley (owner of Crème Cafe in D.C.). Job Corps also reached out to three students from the Potomac Job Corps Center for their valuable input.

The nutritionist in me wanted to ensure that the “healthy” meals presented met the Dietary Guidelines for Americans, 2010 and promoted the nutrition messages from ChooseMyPlate.gov.

The competition which was enthusiastically moderated by LaVera Leonard, President of the NJCA, divided the chefs into 6 teams. Two teams battled head-to-head in one of three categories: side dish, entrée, and dessert. They were tasked with preparing a dish that was visually appealing, creative, and tasty (“student friendly”).

All of the dishes were very delicious and presented a refreshing, “healthier” interpretation of classic dishes. For example, the winning side dish was macaroni and cheese made with whole wheat pasta, broccoli, low fat cheddar cheese, and low fat milk. The dish was perfectly portioned from a cupcake-like mold and was a true favorite for the students! The winning entrée dish featured baked chicken breast topped with sliced pear halves, and a balsamic and fig glaze. For dessert, a warm sweet potato bread pudding made with sunflower bread, and sweetened with agave won its category. All food items were selected from the local farmers market, in support of the USDA’s initiative Know Your Farmer, Know Your Food.

Overall, I was impressed by the entire competition and enjoyed the animated feedback from the chef judges and the honest remarks from the student judges.

The event ended on a positive note as Sodexo President, David Scanlan, encouraged the Job Corps student judges to take advantage of job opportunities. Chef Daniel Thomas also offered words of inspiration to the contestants, and to further promote making healthy choices, I distributed copies of the Let’s Eat! consumer brochure.

The Top Chef winning recipes can be found here (pdf). I would encourage you to take a look and maybe try them out. I know I will!
Application of K-State Education

- **At ODPHP**
  - Dietary Guidelines Review Process & Consumer Materials
    - KIN655 Fitness Promotion & MC740 Health Communication Campaigns
  - Understanding ODPHPs work with DGA & PAG
    - KIN818 Social and Behavior Bases of Public Health & KIN830 Advanced Public Health Physical Activity Theory
      - Behavior change theory; physical activity guidelines
    - HMD720 Administration of Health Care Organizations
      - Affordable Care Act- plans for increasing role of preventive care
Application of K-State Education

- **As a Public Health Professional**
  - Intern at HHS Office on Women’s Health-Region VII

- **Community Programs**
  - KIN610 Program Planning & Evaluation, Fitness Promotion, & Health Communication Campaigns

- **Grant Reviewing and Presentations**
  - Graduate Teaching Assistant- KIN346

- **Literature Searches and Reviews**
  - KIN635 Nutrition & Exercise, KIN840 Exercise Adherence
Limitations

- Little advertising for internship
- Unpaid, no tangible incentives
- Decreased focus on physical activity

Recommendations

- Form or strengthen partnerships with area schools
  - Advertise position on USA Jobs.gov
- Offer Visiting Scholars stipend or community subsidy
- Fill vacant position with someone with physical activity background
What I learned....

- Insight into health policy and promotion conducted by a federal agency
- Specific ways federal agencies are fulfilling HHS mission
- Required skills working in Public Health
  - E.g. leadership, collaboration, prioritization, critical thinking, organization, & communication
Overall, my field experience....

- Exceeded my expectations
- Provided me with networking contacts
- Given me valuable work experience built upon a solid K-State education!
Acknowledgments

- Dr. Melissa Bopp
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- Dr. Katie Heinrich
- Holly McPeak
- Larry and Loretta McRae
- Wesley and Gloria Stephen
- MPH Supervisory Committee Members: Dr. D and Dr. McElroy
References


References


