

Kaiser Permanente's Comprehensive Approach to the Obesity Epidemic:

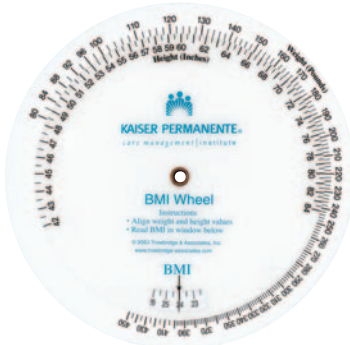
BRINGING EXPERTISE AND RESOURCES TO BEAR AT EVERY LEVEL

Kaiser Permanente is America's leading integrated health plan. It is a not-for-profit, group practice prepayment program with headquarters in Oakland, California. The organization serves the health care needs of some 8.2 million members in 9 states and the District of Columbia.

Kaiser Permanente has developed a comprehensive, multifaceted approach to overweight and obesity which emphasizes clinical prevention and treatment strategies as well as public health interventions. This approach recognizes the critical role of environmental and community-based strategies in preventing obesity and helping people maintain weight loss. Key elements of this approach include:

- ◆ Evidence-based clinical practices and weight management interventions
- ◆ Community health initiatives and grants that foster community partnerships
- ◆ Educational theatre programs that deliver health messages to kids and energize schools
- ◆ Farmers' markets to create healthy food environments in and around Kaiser Permanente facilities
- ◆ Sponsorship of a TV Turnoff campaign to reduce risks associated with excessive screen time

Evidence-Based Clinical Practices and Weight Management Interventions



Kaiser Permanente's Care Management Institute launched its Weight Management Initiative in early 2002 to develop and implement a plan to address overweight and obesity among members, and then share those approaches with safety net and other community providers.

- Special training has been developed for pediatricians, family medicine and internal medicine physicians on how to assess Body Mass Index (BMI) and discuss results with patients and their parents, deliver key messages and promote goal setting using "brief negotiation" and other techniques informed by behavioral science.
- Tools were created to supplement physician training; a Body Mass Index wheel, posters, and tip sheets, in both English and Spanish, were developed for the clinical setting.
- Kaiser Permanente offers a wide range of weight management programs for adults, children and families. Single session weight management programs are offered in all major service areas; medium-intensity 6- and 8-week sessions such as Kidshape® and our own KP Kids program are also available at many facilities, as are more intensive programs for high risk patients.
- A method for tracking BMI has been built into Kaiser Permanente's state-of-the-art electronic medical record system; BMI as a Vital Sign program which includes both administrative and clinical practice changes has been implemented at several medical centers in California.
- Internet-based lifestyle management programs are now available through Kaiser Permanente's member website; Balancetm, Kaiser Permanente's on-line weight management program, has been used by over 25,000 members since its introduction in the summer of 2004. Kaiser Permanente has also developed Teen Choices and Challenges, an internet-based program for adolescents which addresses nutrition and physical and body image.
- 19 distinct process and outcomes measures are now being tracked nationally throughout Kaiser Permanente in an effort to inform and improve future practices.

Community Health Initiatives

Kaiser Permanente-supported community health initiatives are working to transform the health of communities across the country by linking an evidence-based and prevention-oriented approach to medicine with community activism and proven public health interventions. Healthy Eating, Active Living (HEAL) initiatives emphasizing environmental and policy change are in various stages of development in every Kaiser Permanente region, as are targeted HEAL grant programs to support community organizations promoting healthy eating and active living.



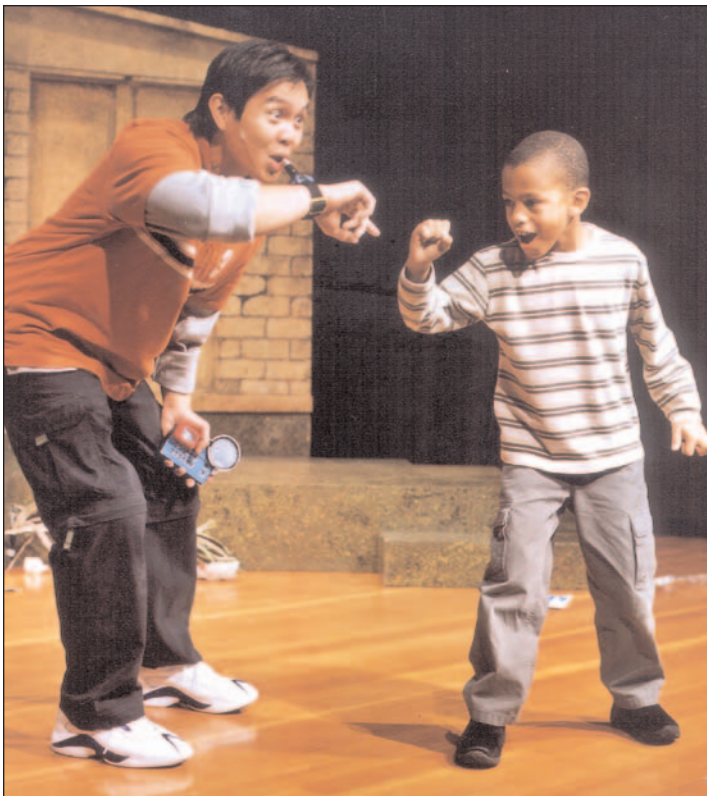
In addition, in 2004 Kaiser Permanente committed more than half a million dollars in grant money and services to fund and advance promising community partnerships that were developed in response to the U.S. Department of Health and Human Services (HHS) STEPS to a HealthierUS program. Eight communities including San Francisco, San Diego and

▶ **HEAL Initiatives emphasize environmental and policy change.**

Santa Clara counties, Denver, CO, DeKalb County GA, Prince George's County, MD, Multnomah County, OR, and Cleveland, OH. received grants to sustain community health partnerships in Kaiser Permanente regions that were not funded federally. In Clark County, Washington, Kaiser Permanente supplemented a successful HHS grant.

Educational Theatre Programs

Kaiser Permanente aims the spotlight on healthy eating and active living for children through its signature Educational Theatre programs. "Zip's Great Day" educates school age children on a range of important health issues including diet and physical activity.



A new theatre production, "The Amazing Food Detective," is currently being developed in partnership with the California Nutrition Network to specifically target healthy eating and active living for elementary school children. That production will include a week-long series of workshops with upper primary grade children to develop media literacy skills and reinforce key messages. These programs are developed in consultation with health experts, health educators, schools, communities and public health organizations and provided at no cost to schools in Kaiser Permanente communities.

▶ **A new production promotes healthy eating and active living for elementary school kids.**

Farmers' Markets

The inability to access fresh produce is a barrier to healthy eating in many communities. Kaiser Permanente has launched a program to establish farmers' markets and farm stands in its hospitals and medical office buildings throughout the nation.



▶ **Farmers markets' are being developed as part of Kaiser Permanente's Comprehensive Food Policy.**

Developed in collaboration with local health departments and community-based organizations, the markets were created to improve access to fresh, local food for members, employees and communities and to provide a venue for health education and social marketing. Farmers markets' are being developed as part of Kaiser Permanente's Comprehensive Food Policy, the goal of which is to ensure that organizational practices support healthy food environments in and around Kaiser Permanente facilities.

TV-Turnoff Campaign

Kaiser Permanente's national partnership with the TV-Turnoff Network raises awareness of the effects of excessive television viewing on health through an annual TV-Turnoff campaign. The intensive campaign disseminated 50,000 TV-Turnoff posters, 2,000 Organizer's Kit and more than 19,000 copies of a shorter online version, and shared tools to support clinicians, members, and communities to promote and adopt more active lifestyles. The effort included radio shows airing on more than 1,900 stations.

Generating and Disseminating Research

Kaiser Permanente has brought its research resources to bear on obesity issues for many years with an emphasis on moving research into practice both for Kaiser Permanente physicians and for the community. As an example, Kaiser Permanente's Center for Health Research in Portland, Oregon teamed up with its local health care providers in 2004 to present a series of public forums in English and Spanish on childhood obesity.



Most recently, Kaiser Permanente's Garfield Memorial Fund has directed \$2.4 million into eight new weight management projects. Each focuses on laying an evidence-based foundation for developing, evaluating and sharing proven models of obesity prevention and treatment. Studies, once completed, will inform not only Kaiser Permanente practices, but results will be shared with community health organizations.

At a national level, Kaiser Permanente is currently engaged in a collaboration with the Centers for Disease Control, the Robert Wood Johnson Foundation and Health Partners to translate the CDC's "Guide to Community Preventive Services" chapters on physical activity and nutrition into action.

Delivering Outcomes

Kaiser Permanente recognizes that dealing with a health issue of this magnitude requires a commitment of many years, however early results include:

- Effective initiatives in place to improve capture and coding of weight, height, and/or BMI in Kaiser Permanente electronic data systems; significantly increased BMI capture rates at Kaiser Permanente facilities in California – some as high as 97 percent.
- Nearly 1,000 Kaiser Permanente clinicians and over 1,000 community clinicians trained to address overweight and obesity with their patients.
- Preliminary results from evaluation of KidShape® and KP Kids weight management programs indicating statistically significant improvements in health behavior, including: increased physical activity, reduced TV viewing, increased consumption of fruits and vegetables and reduced consumption of soda and junk foods; significant weight loss associated with Balance, KP's on-line weight management program.
- Kaiser Permanente-supported community health partnerships recently garnered three of the five Steps to a Healthier U.S. Round II community grants given nationwide in 2004 by the Department of Health and Human Services.
- Farmers markets and farm stands established in 11 Kaiser Permanente hospitals and medical office buildings between 2003-2004; more than 29 markets are expected to be in operation by the end of 2006 in California, Oregon, Hawaii, Colorado and the Washington D.C. region.
- For TV Turnoff Week more than 19,000 organizers engaged in the effort to reach over 7.6 million people in 2004; Web traffic (at www.tvturnoff.org) increased from about 86,000 visitors in 2003 to nearly 220,000 in 2004.
- A growing contribution to the public health knowledge surrounding the treatment and prevention of obesity.

