

## Health Linkage

### **Western Area Health Linkages Initiative Diane Scott, Health Linkages Chair**

#### *Linking Toward Lean: The 50 Million Pound Challenge*

#### **Situation:**

Obesity is a significant health threat. African American women have the highest rates of being overweight or obese compared to other groups in the U.S. About four out of five African American women are overweight or obese. In 2005, African Americans were 1.4 times as likely to be obese as Non-Hispanic Whites. From 2001-2004, African American women were 70% more likely to be obese than Non-Hispanic White women. In 2003-2004, African American children between ages 6 -17 were 1.3 times as likely to be overweight than Non-Hispanic Whites. Deaths from heart disease and stroke are almost twice the rate for African Americans as compared to Whites. Obesity increases the risk of many diseases and health conditions, including hypertension, osteoarthritis, high cholesterol, Type 2 diabetes, coronary heart disease, stroke, gallbladder disease, sleep apnea and respiratory problems and some cancers.

Obesity should be viewed as a chronic condition and effective treatment requires a multidisciplinary approach. It is imperative to help people change the way they think!

#### **Priorities:**

- State Farm has challenged each of the 4 Links Area Directors to “build the largest team and lose the most weight.”
- The Area Director who has the largest 50 Million Challenge Team documented on the official 50 Million Challenge website will receive a \$5,000 incentive. The membership on the team is not limited to members of the Links, Incorporated organization. However, the Area Director must have participants join their specific team. The only stipulation is that all team members be 18 years of age or older during the contest period. The contest will start on September 15, 2008 and end on November 15, 2008.
- The winner will be notified in writing via email after November 15, 2008 but before November 20, 2008 based on the Links Area Director's Team totals reflected on the official 50 Million Pound Challenge website.
- The Western Area is small but mighty and we can do this, person by person, pound by pound.

#### **Mission/Vision:**

Through the advocacy, and action of Link members in the Western Area, participants will be aggressively sought to join our team and take the 50 million pound challenge offered by State Farm. Participants will be supported by other team members in their weight loss efforts and receive information relative to the positive benefits of a weight reduction program.

Input	Activities	Participation	Short-Term	Impact
<p>State Farm 50 million pound challenge</p> <p>Health Linkage Team</p> <p>Link Chapters and Members</p> <p>Educational information and data specifically focused on obesity and weight loss</p>	<p>Encourage Link members and their families and friends to join the challenge.</p> <p>Approach other organizations about joining in with the Links, such as Jack &amp; Jill, fraternities and sororities, church groups and civic groups.</p> <p>Encourage participants to select a weight loss strategy that they will commit to during the challenge.</p> <p>Develop strategies to support team members in their goals by providing tips, encouragement and educational information about weight loss and the benefits of weight loss.</p>	<p>Western Area Link Chapter members and their families and friends 18 years of age and over</p> <p>Community and community organization members who are 18 years of age and older</p>	<p>By September 15, 2008, recruit at least 400 people to take the 50 million pound challenge by joining the <i>Linking Toward Lean</i> Team.</p> <p>Document weight loss of at least 1,500 pounds by November 15, 2008.</p> <p>Participants report improvement in their well-being and personal health practices due to their weight loss program.</p> <p>Participants utilize the team to support them in their goals.</p>	<p>Improved health and well-being in Link members and other participants of the 50 million pound challenge.</p> <p>Increased awareness of risk factors related to obesity.</p> <p>Link members demonstrate fitness and healthy practices and choices and develop habits that lead to less obesity.</p> <p>Chapters regularly utilize and distribute information to members and community members.</p>
<p>Technology / Internet</p>	<p>Go to the website <a href="http://www.50millionpounds.com">http://www.50millionpounds.com</a> and click on 'Join a Team' to sign up. Select <i>Linking Toward Lean</i> team.</p> <p>Monitor progress of team members online.</p> <p>Create a competitive environment for encouragement.</p>	<p>Participants and prospective participants</p>	<p>By September 15, 2008, 100% of the participants enrolled on line on the <i>Linking Toward Lean</i> team.</p> <p>Participant completed the initial challenge by November 15, 2008.</p> <p>75% of participants monitored their progress and the progress of the team online.</p>	<p>Chapters use results of the weight loss challenge as a basis for future health programming.</p>
<p>Marketing Support</p>	<p>Widely promote the 50 million pound challenge throughout the</p>	<p>Chapter Publicity Chairs Western Area Publicity</p>	<p>By September 15, 1008, 90% of Link members in the Western Area</p>	<p>Increased visibility and recognition in Link</p>

	Western Area.	Chair	aware of the 50 million pound challenge.	communication and externally.
Assessment Methodology	Monitor progress of the <i>Linking Toward Lean</i> Team data online.	Team Leader, Health Chair and participants	By November 15, 2008, the <i>Linking Toward Lean</i> team met its weight goal.	A healthier and leaner Western Area!