

The New Mexico Plan to Promote Healthier Weight 2006-2015

A Comprehensive Plan to Reduce Obesity, Overweight, and Related Chronic Diseases

A Statewide Collaborative Coordinated by:

Physical Activity & Nutrition Program
for Healthier Weight



University of New Mexico
Prevention Research Center



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The Plan may also be downloaded electronically by visiting either of the following websites:

NM Department of Health, Physical Activity & Nutrition Program for Healthier Weight:

<http://www.health.state.nm.us/obesity.html>

University of New Mexico Prevention Research Center:

<http://hsc.unm.edu/chpdp>

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Introduction & Acknowledgements



Obesity and overweight are epidemic in New Mexico and in the United States, and are the result of complex interactions of social, behavioral, cultural, environmental, physiological and genetic factors. *The New Mexico Plan to Promote Healthier Weight* is a comprehensive strategic plan to reverse the trend of the increasing rates of overweight and obesity among New Mexicans, by improving nutrition, increasing physical activity, and addressing health disparities and other contributing factors. This first ever statewide plan is to be used as a guide for those devising effective interventions to promote healthful eating and physical activity in various settings. Below is a brief history of the plan development, and recognition of the many people who contributed to this effort.

2003: The New Mexico Department of Health's Chronic Disease Prevention and Control Bureau received funding from the Centers for Disease Control and Prevention to develop a strategic plan for reducing obesity and related chronic diseases in New Mexico. The Bureau created the Obesity Prevention, Physical Activity and Nutrition Program (now known as the Physical Activity & Nutrition Program for Healthier Weight) to guide and manage the plan development, with New Mexico one of 28 states to undertake this broad planning process.

2004: The University of New Mexico Prevention Research Center (within the Center for Health Promotion and Disease Prevention) acted as a key partner in the earliest stages of development, coordinating a series of regional workshops around the state between April and June of 2004. Workshop participants shared concerns and identified needs that exist in their communities, as well as efforts already underway to address obesity and promote physical activity and healthful nutrition. About the same time, New Mexico Action for Healthy Kids conducted a statewide strategic planning forum to address nutrition and physical activity in the school setting. This process brought together a broad base of experienced professionals and resulted in comprehensive goals, recommendations and strategies for schools, many of which are incorporated into this plan. The executive summary of the Action for Healthy Kids report can be found in Appendix A.

2005: A Steering Committee was convened to guide the plan development. Meetings were conducted over a six-month period to identify the format and content of the plan. A special subcommittee, consisting of members from several Native American communities, met to examine obesity and overweight in the Native American communities

**New Mexico Plan to
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of New Mexico. Related recommendations around relationships, communication, cultural sensitivity and information sharing also emerged from this meeting.

A statewide forum was held in March to obtain stakeholder feedback on the plan. Participants representing a wide range of constituencies reviewed the plan in relation to their respective fields. Input from forum participants was integrated into the draft plan by the steering committee, and reviewed a final time by forum representatives. The steering committee concluded its meetings in June after finalizing the plan's major components and structure.

In the summer, state partners working on obesity prevention initiatives were brought together to develop the 2006 implementation plan. Partner activities already aligned with the plan's objectives and strategic goals were included in this first year's implementation plan. It is anticipated that subsequent implementation plans will be similarly developed and include fresh and innovative activities that support and are supported by the state healthier weight plan. A strong collaborative network has emerged through the planning process, and an expected outcome of this network is more focused, effective and innovative programs and activities to impact obesity, overweight and related conditions in the state.

Many people share ownership of *The New Mexico Plan to Promote Healthier Weight* and gave generously of their time, energy, and expertise to its creation. This plan will be used by a broad base of partners who join the New Mexico Department of Health in recognizing that obesity is a serious health issue that can only be addressed by people working together at many levels.

A Socio-Ecologic Approach

It is understood that many factors affect an individual's ability to make positive health behavior choices and changes. These factors include the physical and social environments of communities and organizations, the policies, practices and norms within social and work settings, and access to information. This plan is based upon a multi-level model of health promotion, sometimes called a socio-ecologic model, which seeks to address these factors in a comprehensive way (McLeroy et al., 1988).

The model, depicted in Figure 1, provides a "big picture" way of thinking about health promotion strategies that extend beyond programs focused on the individual. While such programs have been moderately successful in educating individuals about healthy lifestyles, it has become clear that effective changes are very difficult to maintain without

corresponding changes to the surrounding organizational, community, social and physical environments. Programs implemented at the upper three levels of the model (public policy, community, and organizational) help support those at the individual and interpersonal level. The Native American subcommittee provided valuable insight into the different social and political structures of many Native communities that do not fall as neatly into this version of the multi-level model. This insight will help inform future relationships and activities planned with Native communities.

Socio-Ecologic Model



Figure 1. Socio-Ecologic Model

Source: Adapted from McLeroy, et al., *An ecological perspective on health promotion programs*. *Health Education Quarterly* 1988; 15:351-77.

Public Policy – state and national policies and laws; media campaigns that promote public awareness.

Community – coalitions, citizens, community leaders coordinating efforts for change, including local policies.

Organizational – changing policies, practices and physical environment of an organization (e.g., a workplace or school).

Interpersonal – family, peers and social groups that help educate and support, such as walking groups and lay health advisors.

Individual – motivating individual behavior change through knowledge, attitudes or beliefs.

An informal needs scan was conducted as part of the regional workshops mentioned earlier. Results indicated that while the vast majority of physical activity and nutrition programs in New Mexico are geared toward the socio-ecologic model's lower levels, participants understand the need to address the upper levels in order to enhance and sustain their current efforts.

New Mexico's first statewide strategic plan to combat overweight and obesity provides information on the impact of overweight and obesity for New Mexico, highlights some of the efforts currently underway to address this health concern, and suggests strategic approaches and objectives which will be used to demonstrate progress, direct efforts, and ultimately improve the health of New Mexicans for many years to come.

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Important statewide partners:

Albuquerque Alliance for Active Living	Federal Highway Administration
Albuquerque Area Indian Health Board	First Nations Community Health Source
American Cancer Society	Five Sandoval Indian Pueblos - Santa Ana and Zia CHR Programs
American Heart Association	Gallup Indian Medical Center Diabetes Program
Ben Archer Health Center, Hatch	General Mills
Bernalillo County Health Council	Governor's Council on Physical Fitness and Health
Bernalillo County Parks and Recreation	Hidalgo Medical Services
Cañoncito Band of Navajos Health Center, Incorporated	Indian Health Service, Albuquerque Area Diabetes Program
Catholic Indian Center GAIN Program	Indian Health Service, Albuquerque Service Unit
City of Hobbs	Intel Corporation Wellness Program
City of Rio Rancho Parks and Recreation	Kirtland Air Force Base Fitness and Nutrition Program
City of Roswell Recreation Department	La Clinica de Familia, Incorporated
Climbing to Success - Action for Youth	Las Cruces Public Schools, Health and Nutrition Programs
Colfax County Health Council	Los Alamos National Laboratories Wellness Program
Community United for Quality Living	Lovelace Health Plan
Dairy MAX	LUNA Health Council
De Baca County Health Council	Mid Region Council of Governments
Eastern New Mexico University - Roswell	Montañas del Norte Area Health Education Center
Eddy County Community Health Council	
Envision New Mexico	
Farm to Table	

Nambe Pueblo Health and Human Services
National Dance Institute of New Mexico
National Indian Council on Aging
National Park Service Rivers, Trails & Conservation
Assistance Program
Navajo Health Education Program
Navajo Special Diabetes Project
NM Action for Healthy Kids
NM Association of Food Banks
NM Clinical Prevention Initiative
NM Department of Health Arthritis and Osteoporosis
Program
NM Department of Health Breast and Cervical
Cancer Program
NM Department of Health Comprehensive Cancer
Program
NM Department of Health Diabetes Prevention and
Control Program
NM Department of Health Office of African American
Affairs
NM Department of Health Office of Disability and
Health
NM Department of Health Office of School Health
NM Department of Health Regional Health
Promotion Teams
NM Department of Health Tobacco Use Prevention
and Control Program
NM Department of Health Women, Infants, and
Children Program
NM Department of Transportation, Bicycle,
Pedestrian and Equestrian Advisory Council
NM Farmers Marketing Association
NM Food and Agriculture Policy Council
NM Healthcare Takes on Diabetes
NM Human Services Department, Food Nutrition
Services Bureau
NM Media Literacy Project
NM Medical Society
NM Pediatric Society
NM Primary Care Association
NM Public Education Department
NM Restaurant Association
NM Senior Olympics
NM State University Cooperative Extension Service
NM State University Physical Education Department

NM State University Southern Area Health Education
Center
NM State University Student and Employee Health
Center
NM Veterans Administration Healthcare System
NM Wellness Coalition
Overeaters Anonymous
Pine Hill Health Center
Presbyterian Health Plan
Pueblo of Cochiti Diabetes Program and CHR
Program
Pueblo of Isleta Diabetes Program
Pueblo of Laguna Diabetes Program
Pueblo of Pojoaque Diabetes Program
Pueblo of San Juan Diabetes Program
Pueblo of Zia
Pueblo of Zuni, School Healthy Lifestyles Program
Quay County Children's Medical Services
Quay County Maternal and Child Health Council
REACH 2000
Regional Endocrinology Associates
Roosevelt General Hospital
Sandia National Laboratories Wellness Program
Sandoval County Community Health Alliance
Santa Barbara Martineztown Neighborhood
Association
Second Presbyterian Church Health Center
Socorro County Health Council
Southwest Endocrinology Associates
Southwest Indian Polytechnic Institute
Teen Parent Residence
To'Hajiilee Diabetes Program
U.S. Congressman Tom Udall
U.S. Senator Jeff Bingaman
University of New Mexico Center for Native
American Health
University of New Mexico Diabetes Certificate
Program, Gallup
University of New Mexico Employee Health
Promotion Program
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