Booting Obesity in the Bootheel County of New Madrid

Presented by: New Madrid County Health Department in partnership with the Missouri Foundation for Health
New Madrid County Health Department
New Madrid County Currently ranks 111/115 as one of the unhealthiest counties in Missouri. Examples include:

- 30% of county residents are smokers
- 31% report they are obese
- 14% report binge drinking
- Rank of 11,614 premature deaths based on data collected by NVSS for the 2009 County Health Rankings. NVSS calculated age-adjusted YPLL rates for the years 2004-2006.
- These statistics were retrieved from a research conducted by the Robert Wood Johnson Foundation.
My concerns about people becoming overweight, obese, and their physical inactivity started in 2005. While observing people coming into the Health Department for services we provide, watching people walking down city streets, and most of all while sitting on a bench in Wal-Mart while my wife shopped, I noticed that at least 50% of the people coming and going were either overweight or obese and from this I figured they were very lacking in physical activity. A lifestyle of poor nutrition, improper diet and lack of physical activity leads to the problem I was seeing.

When I say people this includes all ages, the elderly, middle-aged, and the young. This is when I decided something needs to be done about this very serious problem.

The Health Department applied for and received a grant from the Missouri Foundation for Health, entitled Healthy & Active Communities. This was the start of providing proper nutrition and physical activity classes for three elementary schools and five African-American Churches in New Madrid County.

Dr. Charles Baker
Senior Advisor NMCHD

Results of the policy on Physical Activity & Healthy Eating with the NMC Health Dept. employees.

Dr. Baker, our Administrator lost 35 lbs in 3 months!
Dr. Baker met with Ted Maltbia “a community leader & Deacon”. Ted Maltbia has been working to improve the communities for many years.

As a result of many discussions, and meetings with the city, county, church, and school officials, they developed a plan for a Healthy & Active program.

The participants in this program includes 5 African-American Churches, 3 Elementary schools, the County Commission to install 5 walking trails, the University of Missouri Extension for a Health Educator, and the City of New Madrid for a facility. Each partner signed a Memorandum of Understanding.
One of the important aspects of this project was selecting a staff that could implement a successful program.

- Project Director – Pat Maltbia
- Senior Advisor – Dr. Charles Baker
- N.M.C.H.D. Admin. – Jayne Dees
- Liaison – Ted Maltbia
- Evaluator – James Mauk
- Health Educators – Brooke Williams, & Sandy Campbell
- Health Educator – Dr. Maude Harris – University of Missouri Extension.
The Unique Aspect

- The unique aspect of our Healthy & Active Obesity program is that we were able to implement this grant with four different services to benefit the communities.

- We were successful at implementing the program with:
  * 5 African-American Churches
  * 3 elementary schools
  * 5 walking trails
  * A community fitness center.

- Because our program benefited the local communities in the bootheel, we were selected as the 2009 Spot Light Grantees, and we were also chosen as a human interest story for our local news station “KFVS”, through CBS news.
Leadership & Partnership

- We have a captain and co-captain in each of the five churches and three elementary schools.
- These people were trained to present a healthy & active program, that can be continued in the future.
- The only challenge we had was our BMI data at the schools. We worked that out with numbers instead of names.
- The City of New Madrid provided a facility for a fitness center.
- The County Commissioners provided the man-power for the walking trails in the communities.
- The Workforce Partnerships provided personal to work at the fitness center.
The Five Churches
The Five Churches
Physical Fitness Program for the 5 Churches

NEW MADRID COUNTY HEALTH DEPARTMENT
HEALTHY & ACTIVE COMMUNITY
In Cooperation with
The Missouri Foundation for Health

SPRITUAL BODIES

PHYSICAL BODIES

“What? Know ye not that your body is the temple of the Holy Ghost which ye have of God, and ye are not your own? For ye are bought with a price; therefore glorify God in your body, and in your spirit, which are God's” (1 Corinthians 6:19-20)

MISSOURI FOUNDATION FOR HEALTH

SISTERS AND BROTHERS TOGETHER
MOVE MORE, EAT BETTER PROGRAM GUIDE

Help your community take steps toward better health

THE WALK TO JERUSALEM
Aerobic Classes
Presented by the 5 Churches
Aerobic Classes
Presented by the 5 Churches
Dr. Maude Harris – Health Educator for the 5 African-American Churches
The Three Elementary Schools
Physical & Nutrition Class at the 3 Elementary Schools
Policy & Change at the 3 Elementary Schools
Five Walking Trails

- We have a collaboration with the New Madrid County Commissioners to develop five walking trails.
- We have completed four of the walking trails, and the fifth one is in progress.
Four Walking Trails

Approval of Libourn Walking Trail finished on June 14, 2007

December 07, 2006
Gideon Sidewalk Finished
Walking Trails

Lilbourn Walking Trail
The residents in Lilbourn stated that they are very pleased to have the walking trail.
June 29, 2007
O’Bannon Fitness Center
Healthy & Active Communities
O’Bannon Fitness Center
O’Bannon Fitness Center
Cage Fighting Team
O’Bannon Fitness