

Let's Get Healthy KY

Kentucky Population Health Leadership Institute Scholars:

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Mentor:

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EXECUTIVE SUMMARY:

The purpose of this project was to develop a resource for Kentucky's families to utilize in order to eat healthier meals at home. Obesity rates among adults and children remain high across the state. Current data reveals that 31.6% of adults and 18% of adolescents in the state of Kentucky are obese. Examining obesity rates is important because obesity is related to other health conditions including heart disease, stroke, type 2 diabetes and certain types of cancer. Eating healthy is one way to make an impact on the obesity rates. It is important for families to eat healthier. We discovered, through a community survey, that families have a difficult time eating healthy meals at home because of time constraints. We found the majority of respondents prefer to eat at home but they eat out instead because of its convenience. The survey results revealed that 82% of those who responded wanted to learn more about quick healthy recipes. Additionally, 96.7% felt that cooking and eating meals at home would have an impact on their overall health. With these results, we concluded we wanted to create a resource to reach busy families. We created a social media resource tool which families can access to assist with meal prepping and making healthier food choices. This resource was one which wouldn't cost any money and would be sustainable over time.

INTRODUCTION/BACKGROUND:

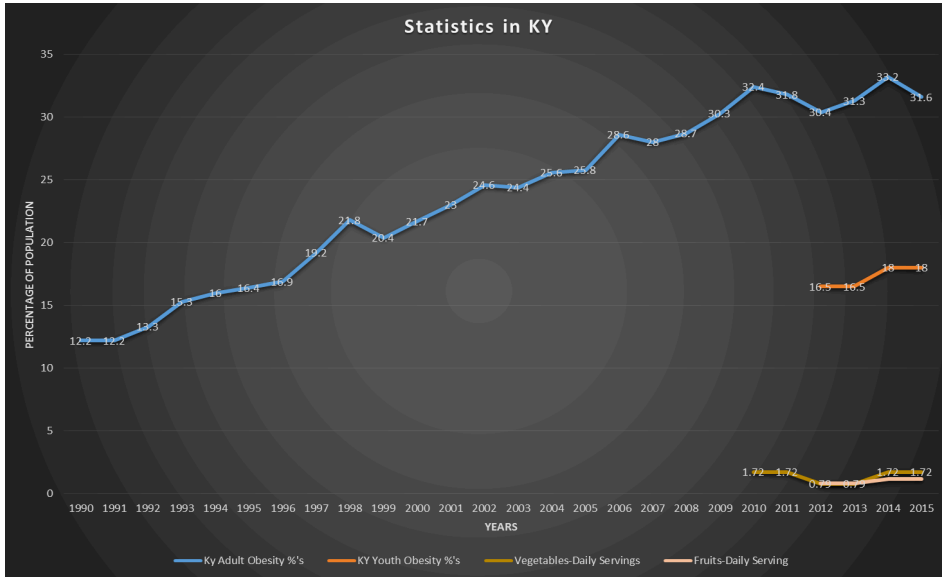
The Phine Phillies formed with a desire to address obesity concerns. We quickly determined that obesity is a broad and complex topic to address. After discussion on how and where we could make an impact we narrowed our focus to healthy eating. We then conducted a community survey and interviews to uncover the reasons why people don't eat healthy meals. Our results determined that families want to eat healthy meals at home but find it difficult to do so because of perceived time constraints.

Our team wanted to reach a large group of busy families with a resource that could be easily utilized. With this in mind, we determined we wanted to create a social media resource tool. It was determined a social media resource would be easily accessible and sustainable. Our team then created a Facebook page named Let's Get Healthy KY (<https://www.facebook.com/letsgethealthyky>). This page was designed to be dedicated to families finding healthy meal time and adapting an all-around healthy lifestyle. We utilized the page to share healthy meal prepping ideas, ways to save time on planning meals, and tips on how to meal prep.

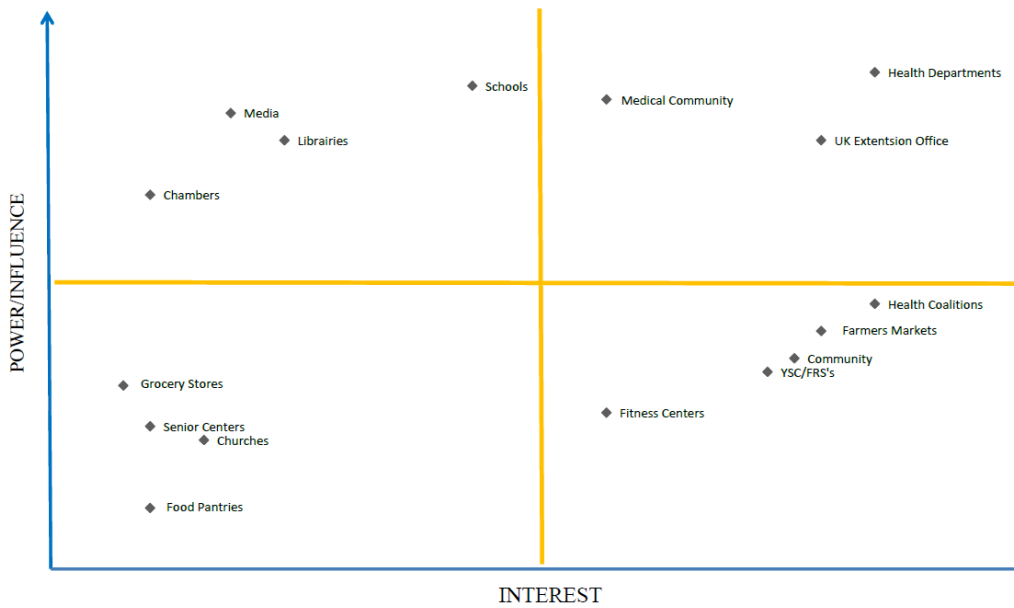
Problem Statement:

Why despite the fact families want to eat healthy do they find it hard to do so?

Behavior Over Time Graph:



Stake Holder Matrix:



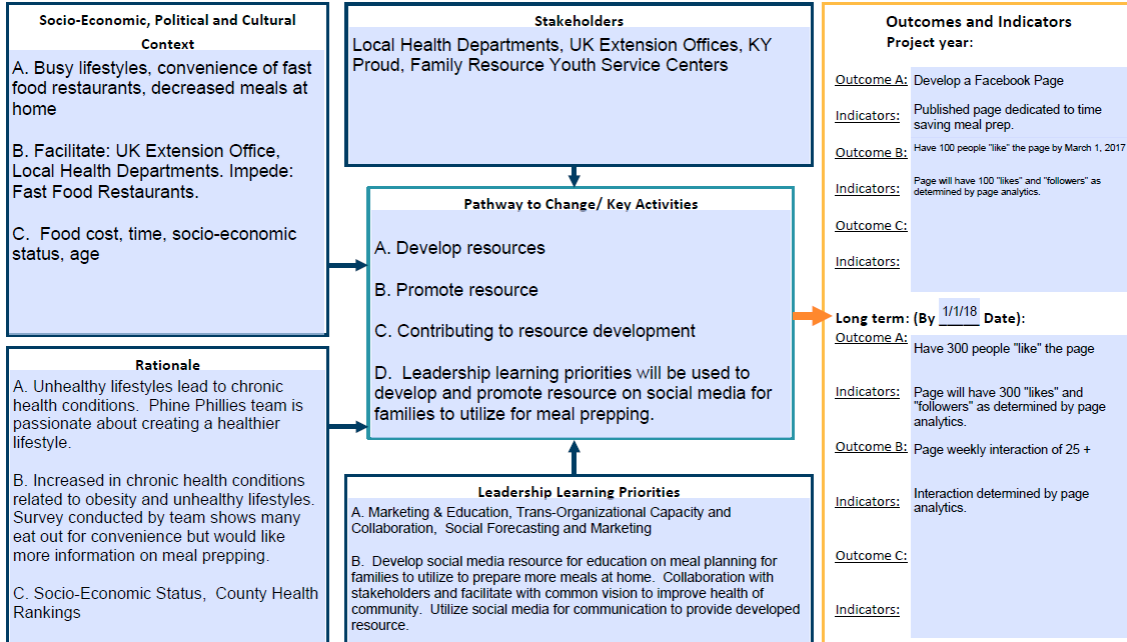
Big Picture Document:



The BIG PICTURE®

Team Name: **Phine Phillies** Location: _____

Project Impact Statement: Guide families to resources for time saving meal prep.



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10 Essential Public Health Services/National Goals Supported:

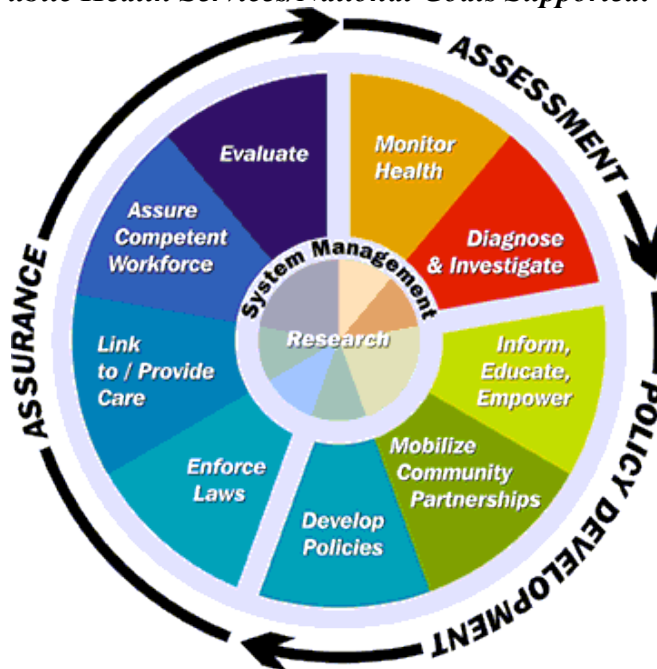


Figure 1: CDC National Public Health Performance Standards Program

The 10 Essential Public Health Services describe the public health activities that all communities should undertake and serve as the framework for the NPHPS instruments.

Our project addressed the following essential services:

3. Inform, educate, and empower people about health issues.
4. Mobilize community partnerships and action to identify and solve health problems.

PROJECT OBJECTIVES/DESCRIPTION/DELIVERABLES:

Objectives:

1. Develop a social media resource on healthy meal preps.
2. Publish and promote social media resource.
3. Have engagement from community on the social media resource.
4. Decrease obesity rates in the community

Deliverables:

1. Social media resource that would be sustainable and cost effective.
2. Linking the community to articles and other resources that could be “shared” on our page of healthy time saving meal ideas.
3. Promote the above to impact the obesity rates within the community.

METHODOLOGY:

In order to meet our objective, we began with a survey of the community and interviews to determine what the barriers to healthy eating were within the community. Additionally, we asked if people had an interest in a resource to find healthy meal tips. We used the information from the survey in the development of the social media resources.

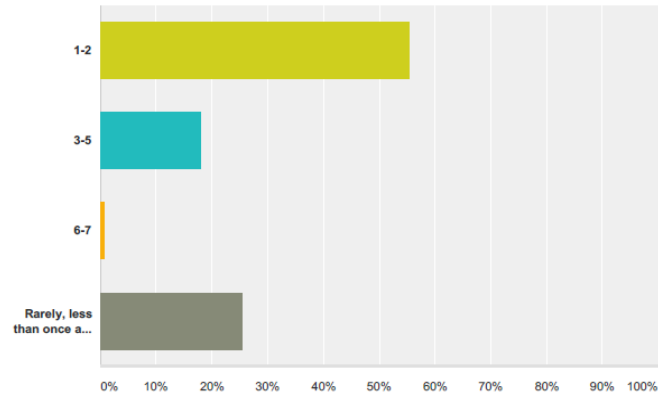
After we developed the resource we published and promoted the page to the communities and health departments.

RESULTS:

1. Below are responses from our survey

Q5 About how many times a week do you and/or your family eat out for dinner?

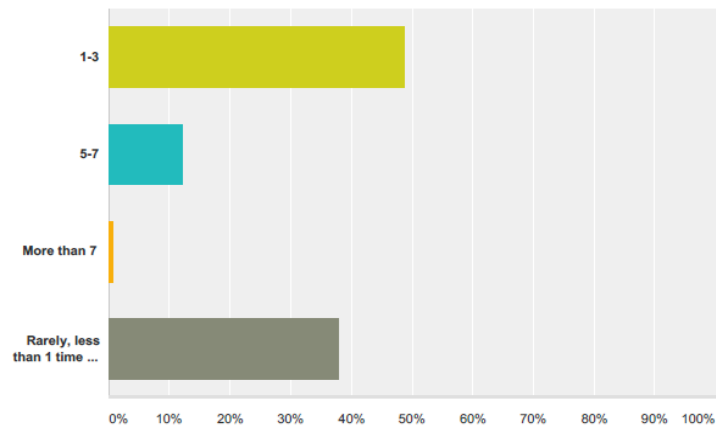
Answered: 126 Skipped: 3



Answer Choices	Responses	
1-2	55.56%	70
3-5	18.25%	23
6-7	0.79%	1
Rarely, less than once a week	25.40%	32
Total		126

Q6 About how many times a week do you and/or your family get food from a drive thru?

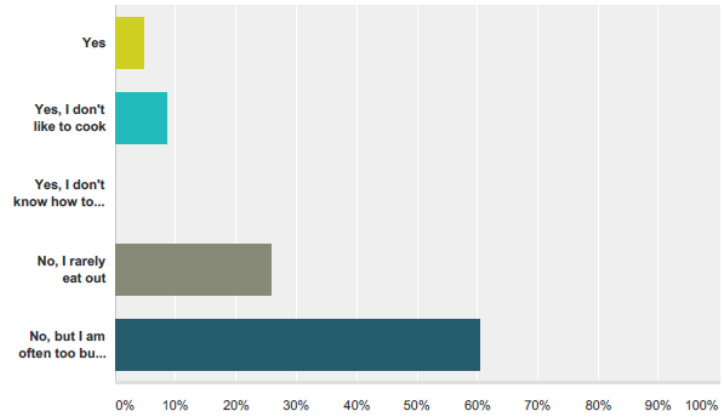
Answered: 129 Skipped: 0



Answer Choices	Responses	
1-3	48.84%	63
5-7	12.40%	16
More than 7	0.78%	1
Rarely, less than 1 time a week	37.98%	49
Total		129

Q7 Do you prefer eating out to eating at home?

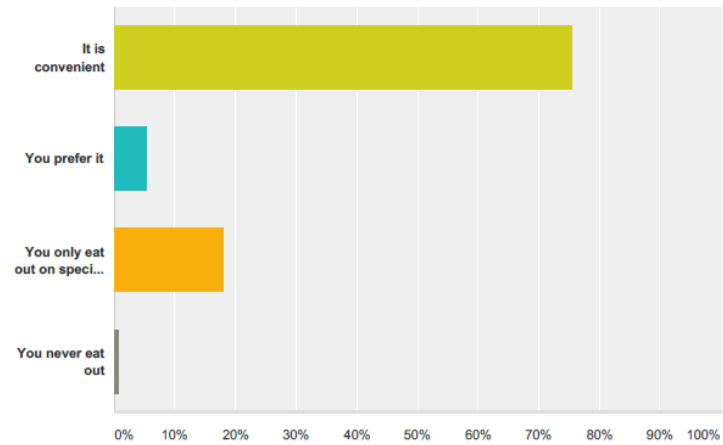
Answered: 127 Skipped: 2



Answer Choices	Responses	Count
Yes	4.72%	6
Yes, I don't like to cook	8.66%	11
Yes, I don't know how to cook	0.00%	0
No, I rarely eat out	25.98%	33
No, but I am often too busy to cook	60.63%	77
Total		127

Q9 Mostly, when you and/or your family eat out it is because:

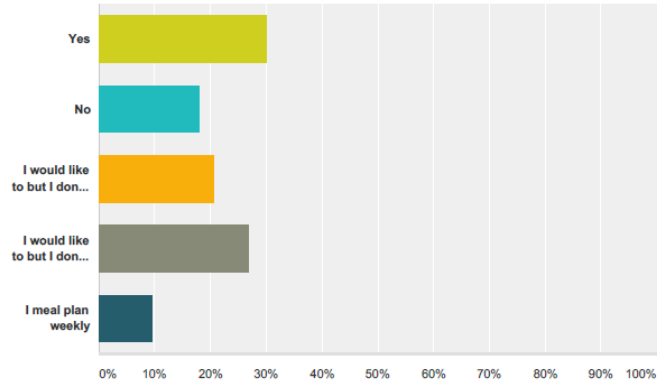
Answered: 127 Skipped: 2



Answer Choices	Responses	Count
It is convenient	75.59%	96
You prefer it	5.51%	7
You only eat out on special occasions	18.11%	23
You never eat out	0.79%	1
Total		127

Q12 Would you and/or your family be willing to spend a few hours one day a week prepping meals for you and your family for an entire week?

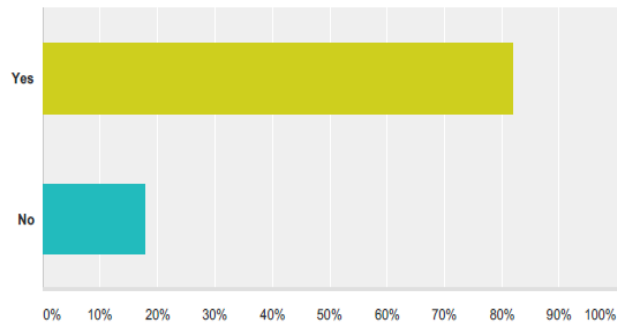
Answered: 126 Skipped: 3



Answer Choices	Responses	Count
Yes	30.16%	38
No	18.25%	23
I would like to but I don't know where to start	20.63%	26
I would like to but I don't have time	26.98%	34
I meal plan weekly	9.52%	12
Total Respondents: 126		

Q15 Are you and/or your family interested in learning more about quick healthy recipes?

Answered: 128 Skipped: 1



Answer Choices	Responses	Count
Yes	82.03%	105
No	17.97%	23
Total		128

- Based upon our survey results, our decision was to develop a social media resource. Our determination was to utilize Facebook and create a page that would be dedicated to healthy meal tips and meal prepping ideas. Our decision was based upon the sustainability and impact we felt we could have with this social

media page. Our primary goal was to have an easily accessible and sustainable resource so that the community would continue to utilize the page for access to articles and tips related to healthy eating and meal planning/prepping.

Team members completed research on resources that were already available and gathered links to information and articles that could be shared. The Facebook page was then published and promoted by the team members and several health departments. The Lets Get Healthy KY page has 113 “likes” and the post reach is 616 people.

Our team hopes that this resource will be sustainable and accessible to the community in the future.

CONCLUSIONS:

In general our research found that families are interested the type of resource tool that we developed. In creating this resource, we hope families will utilize the resource often. We hope that the page becomes a go-to resource for families and others within the communities to go to for help and ideas on making healthy meals at home. We want to offer meal saving ideas because we determined in our research that people feel too busy to eat at home. Moving forward we will continue to grow our page.

LEADERSHIP DEVELOPMENT OPPORTUNITIES:

Hayley Franklin

My personal development throughout the year with KPHLI has been one of abundance. I have learned about different learning styles through Emergenetics, bonded with my teammates, opened my mind to different styles of communication, and so much more. Throughout the year I have started to obtain my Master’s Degree at The University of Kentucky with Community and Leadership Development which aided me to use different leadership techniques throughout the project, all while learning more about our topic of meal prep and bringing more healthy/nutritious options to our communities. My teammates and mentor throughout this journey have aided me to bring my thoughts to the surface and really dig deep on the importance of our issue while bettering the quality of life for the citizens in our respective counties.

Joan Crist

As a scholar in the KPHLI program, I was quite uncertain about what I should expect. This past year has allowed me to examine my strengths and weaknesses both personally and professionally. I really enjoyed the 360 Degree Feedback, Change Style Indicator and Emergenetics profile. Some things were a surprise and some not so much. It has made me look at my weaknesses as a supervisor and co-worker in my working environment. A challenge for me has been supervising one person so it has not been a clear reflection on the 360-degree analysis of what my supervisory skills are perceived from the person I supervise. I have tried to become a better team member. I have worked on delegating more effectively and that is hard for me to trust someone to do it as I would. One goal has been to work on my conceptual skills since I am almost 50% structural. I hope to continue improving on my leadership and supervisory skills. Being involved in this program has definitely made me think from a different perspective about leadership skills.

Lori Turner

Through my time this year as a KPHLI scholar, I have gained much insight into my personal and professional strengths and weaknesses. I have tried to focus on improving my greatest weaknesses which are embracing change and delegating. I came into KPHLI knowing these were areas I needed to work on. Through our 360 Degree Feedback and Change Style Indicator, my thoughts were confirmed. I am trying to learn to embrace change with a more positive attitude and dig deeper into my 7% "yellow" thinking to be more creative with change. I am also trying to be more comfortable with delegation and having confidence in others to complete tasks. I truly hope that by improving myself, I can become a better supervisor, co-worker, and employee.

Rebecca Baker

Going into the KPHLI program I expected to learn more about leadership and my abilities to perform as a leader. I have gained knowledge about my strengths and weaknesses. The 360 Degree Feedback and Change Style Indicator helped in addressing my strengths and weakness, some of which I wasn't aware of. For me my biggest challenge is effective communication. I have actively worked on this weakness and I consider myself a better communicator now. However, there are still areas of communication, conflict negotiations, and developing & mentoring others that I will continue to work on. I will strive to become a better leader professionally and personally. It has been a good experience working with my teammates and mentor through this project.

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