



# News from the Foundation for Healthy Communities

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## *NH physicians fighting childhood obesity with 5210*

Pediatricians and family practitioners in the Derry/Londonderry and Conway areas are taking part in the Foundation's **5-2-1-0 Childhood Obesity Prevention Project**. The mission of the project is to slow the increasing prevalence of childhood obesity through the promotion of healthy eating and physical activity. Participating practices include **MWV Healthcare Associates, Saco River Medical Group, and the White Mountain Community Health Center in the Conway area, and Derry Pediatrics and Londonderry Pediatrics.**

Physicians in the project are advocating for healthier habits that can prevent long-term weight-related health issues such as diabetes, asthma, high blood pressure, high cholesterol, skeletal problems, sleep apnea, and gall bladder and liver diseases. To do that, doctors are promoting 5-2-1-0, the key health message endorsed by the NH Childhood Obesity Expert Panel:



- 5:** Fruits and vegetables...more matters! Eat at least five servings a day. Limit fruit juice;
- 2:** Cut non-school related screen time to 2 hours or less a day (TV, videogames, and computer use);
- 1:** Participate in at least one hour of moder-

ate to vigorous physical activity every day;  
**0:** Restrict soda and sugar-sweetened sports and fruit drinks. Instead, drink water and 3-4 servings/day of fat-free/skim or 1% milk.

Many office waiting rooms are now stocked with health-focused books about vegetables, fruits, and physical activity. 5210 posters grace the waiting room walls, exam rooms, and hallways.

Doctors also are helping families to set health goals and plan the steps needed to accomplish them. Physicians and clinical support staff participating in the project will soon be trained in motivational interviewing, a counseling technique to increase the effectiveness of behavior change education.

BMI documentation and parent education are two more main goals of the project. Recommended by the American Academy of Pediatrics, Body Mass Index (BMI) is a calculation used to screen for weight issues in children that can lead to health problems. Clinicians are now calculating BMI at all well-child visits, documenting it in the record, and plotting BMI on a growth chart.

The BMI growth chart is similar to the height and weight growth charts that parents are familiar with, and makes it easier for parents to understand what weight range is healthy for their child.

The doctor's office is not the only place you will hear and see 5210. This project extends into the communities of the participating

### NOTES & CALENDAR

◇ **NHCCC annual meeting:**  
March 25, 2008

◇ **Cultural Awareness  
Health Care work group:**

**December 12** -Hospitals, language and culture audio conference. Contact Rebecca Sky (rsky@healthynh.com) for details.

**January 16, 2008** - regularly scheduled meeting



practices. Schools, after school programs, and parks and recreation departments are promoting 5-2-1-0 and working on ways to offer healthier foods and opportunities for kids to be active. The communities are working to support kids and their families in making healthy choices and help make sticking to new habits easier. For more information on the 5-2-1-0 *Childhood Obesity Prevention Project*, contact Beth Gustafson Wheeler at 603.225.0900 or [bwheeler@healthynh.com](mailto:bwheeler@healthynh.com).

## *Hand washing campaign to launch in 2008*

In a statewide effort to bring attention to proper hand hygiene, the NH Healthcare Quality Commission, with staff support by the Foundation for Healthy Communities, is planning a campaign titled, "**HIGH FIVE for a Healthy New Hampshire**". The campaign has identified five best practices for good hand hygiene:

1. Leadership commitment
2. Availability/convenience of products
3. Hand hygiene training and competency verification

4. Measurement
5. Accountability

There is a strong focus on reducing infections that patients can acquire while receiving care in health facilities.



Despite the known benefits to hand hygiene, research reports indicate that compliance is not always optimal. Direct patient caregivers,

housekeeping, families and patients all play a very important role in proper hand washing and reducing preventable infections.

A statewide 2-month pilot program for all hospitals and ambulatory surgical centers to pilot a uniform system for measuring and reporting on HH to the NH Healthcare Quality Assurance Commission was initiated on November 1. Results of the pilot program will be used to launch the campaign in 2008.



## Leadership conference offers training for the ‘critical thinker’

The Foundation for Healthy Communities’ Critical Access Hospital Quality Improvement Network hosted “Leading as a Critical Thinker” on October 30<sup>th</sup> at the Inn at Mill Falls in Meredith, NH. Thirty department leaders from eight Critical Access Hospitals attended the conference. This is the third leadership conference offered to New Hampshire’s critical access hospitals through funding provided through an agreement with the State of New Hampshire Department of Health and Human Services, Division of Public Health Services, with funds provided in part or wholly by the State of New Hampshire and/or United States Department of Health and Human Services.

Critical thinking has been defined as “our capacity to focus our thinking to get the

results we need.” Critical thinking allows us to problem solve in creative and more productive ways. Being able to think critically, no matter what we are doing, is often the most important factor in determining how successful we are.

This session focused on the behaviors, knowledge and characteristics of the critical thinker along with the personal and organizational skills that promote critical thinking. Charlie White, Director of Rural Health Quality for the Foundation said he was struck by the amount of positive energy that is



created when department leaders from different organizations are brought together to learn new strategies and tools on how to improve their leadership skills.

The Foundation looks forward to providing similar opportunities in the future for our state’s critical access hospitals.

## Rain drowns out Smokeout message in Nashua

On Thursday, November 15, millions of smokers around the country and in New Hampshire took part in the American Cancer Society’s Great American Smokeout® and quit for a day...and hopefully longer.

Heavy rain kept more people from seeing a powerful display at Nashua City Hall Plaza created by the Nashua Tobacco-Free Coalition to recognize the Smokeout. 124 pairs of shoes represented the same number of tobacco-related deaths in Nashua per year. Shoes were



tagged with various statistics about tobacco use, such as, “A pack-a-day smoker will spend \$1400 on cigarettes this year.”

The shoe collection was spear-headed by DECA (Distributive Education Club of America) marketing students at Nashua High South, who also designed a display ad for the *Telegraph* and their school paper, *Panther Prints*. The shoes were also on display at the main entrance to Nashua High South earlier that morning.



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*Improving health and healthcare delivery  
in New Hampshire.*

*The Foundation for Healthy Communities is a nonprofit corporation that exists to improve health and health care, and includes New Hampshire hospitals, health plans, clinicians, home care agencies and public policy leaders.*

*The Foundation’s primary objectives are:*

1. *To collect, analyze, and evaluate data about health and about the delivery, quality, management and organization of health services;*
2. *To promote, sponsor and conduct applied research and scientific investigation relative to quality, health delivery process improvement and health policy; and*
3. *To communicate information, sponsor education and training, and facilitate innovation and access for the improvement of health and the creation of healthy communities.*