Learning objectives

• Understand the Social Ecological Model (SEM)
  – Impact on health and behavior
  – Use in public health

• Understand the role of the organizational level in the Social Ecological Model
  – Characteristics and impact on health and behavior
  – Use in public health programs

• Apply SEM organization level to create a public health program targeted at obesity

Organizational level
Nichole Murray

Social Ecological Model

• Helps us understand the interactions between individuals and environmental factors

• Relies on the belief that individual behavior is affected by multiple factors or levels which are in turn affected by individual behavior.

Social Ecological Model – Organizational Level

SEM – Organizational Level

• In public health, we can utilize SEM to tackle public health issues

Obesity – A public health epidemic

• In recent years we have seen an increase in obesity in adults and children.
  – 1/3 US population obese
  – 17% of children and adolescence described as obese
  – Associated with increased morbidity and mortality

Social Ecological Model

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Individual Behavioral Factors

Societal norms
Policy and laws

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Obesity at the organizational level

- Childhood Obesity
  - Doubled over the past 30 years
  - Immediate and long term effects
    - Childhood Diabetes
    - Obesity and increased health issues as adults

Vicious Cycle

- Your turn! Can you think of a couple practical examples of how we can address childhood obesity?

What can be done?

- Increase time, intensity and duration of physical activity during the school day
- Ensure that all foods and drinks served and sold in schools meet or exceed the most recent Dietary Guidelines

Nutrition Education

- Integrating educational programs that teach healthy food choices.
  - What is the food pyramid
  - Proportion choices
  - Health snack alternatives
Healthier School Lunches

- Improved school lunches
  - Vegetables
  - Lean meats
  - Whole grain
- Healthier snack choices in vending machines
  - Fruit snacks
  - Granola bars
  - Juice
  - Water

Physical Education

- Increased physical education
  - Recess
  - Outside physical activities

Example

- New York City’s childhood obesity initiative
  - The New York City Department of Health improved city conditions and implemented regulation for food preparation in chain restaurants and stores.
  - Policy restricted the use of artificial trans-fats by restaurants and vendors to increase access to healthy foods and to decrease the risk of heart disease and obesity

Application of Organizational level

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
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<tbody>
<tr>
<td>Intrapersonal</td>
<td>Knowledge about different foods, skills in cooking, self-efficacy to make changes in diet</td>
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<tr>
<td>Interpersonal (Family, friends)</td>
<td>Patterns of food preparation in household, food habits of peers</td>
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<tr>
<td>Community</td>
<td>Community norms regarding diet</td>
</tr>
<tr>
<td>Organizational (churches, stores, community organizations, food manufacturers)</td>
<td>Food availability and prices in local stores &amp; restaurants, foods served at church dinners, actions by community groups to improve local availability of healthy foods</td>
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References