



# B'more Fit for Healthy Babies Program Overview

Healthcare's Heavyweight Battle:  
How America Can Win the Fight Against Obesity

---

Healthcare Leadership Council

April 16, 2015



Leana Wen, M.D.  
Health Commissioner



Stephanie Rawlings-Blake  
Mayor



# Background

- Obese women of reproductive age are more likely to experience preeclampsia, caesarean delivery, and postoperative complications.<sup>1</sup>
- Obese women are nearly three times as likely to experience stillbirth and neonatal death compared to women with a healthy weight.<sup>2</sup>

<sup>1</sup> Kabiru, W., & Raynor, B. D. (2004). Obstetric outcomes associated with increase in BMI category during pregnancy. *American Journal of Obstetrics and Gynecology*, 191(3), 928-932.

<sup>2</sup> Kristensen, J., Vestergaard, M., Wisborg, K., Kesmodel, U., & Secher, N.J. (2005). Pre-pregnancy weight and the risk of stillbirth and neonatal death. *BJOG*, 112(4), 403-8.

# B'more Fit for Healthy Babies

- B'more Fit operates under B'more for Healthy Babies, a citywide infant mortality initiative.
- Postpartum weight reduction intervention to help women reduce risk of future pregnancy complications.
- Receives funding from the federal Office on Women's Health, the Leonard & Helen Stulman Foundation, and Weight Watchers.
- 17 organizations comprise the B'more Fit coalition.
- Includes an equity based approach and considers the influence of racial, gender, and environmental factors related to weight loss and healthy living.

# Program Strategy

- **Goal 1:** Increase the number of women who enter pregnancy at a healthy weight.
- **Goal 2:** Create family and community support for healthy diet and fitness.
- **Goal 3:** Improve accessibility to healthy food, fitness opportunities, and weight loss programs.
- **Goal 4:** Advocate with state and local governments, workplaces, health insurance providers, and other entities to adopt policies that create an enabling environment for healthy weight and fitness.

# B'more Fit & Healthy People (HP) 2020 Objectives

- 20% of participants who attend 2 or more 12-week sessions will have lost 10% of body weight.
  - HP 2020: MICH -16.5; NWS- 9
- 80% of participants will report improved family eating and exercise habits (increased number of fruit/vegetable servings offered and total number of minutes of exercise per week).
  - HP 2020: NWS- 14, NWS-15
- B'more Fit for Healthy Babies will be self-sustaining.
  - HP 2020: ECBP- 10

# Intervention Components

- **Fitness Activity**
  - Group fitness classes led by designated certified fitness instructors.
  - Activities include Zumba, boot camp, toning and stretching.
  - Duration of classes have been extended from 30 to 60 minutes.



# Nutrition Counseling



- Weight Watchers facilitates weekly group sessions featuring weigh-ins, 30-minute discussions on healthy eating strategies and tracking, celebration of participants' successes, and Q&A period for new enrollees.
- Participants use the point tracker, food guide, and Weight Watchers online/written materials.
- Augmented traditional curriculum to include info on budget/ grocery shopping, menu planning, and healthy food preparation.

# Additional Intervention Components

- On-site childcare
- Transportation
- Trauma Informed Care committee
- Cooking demonstrations
- Ongoing healthy eating classes for participants' children
  
- Three sites
  - 1 Spanish speaking & 1 English speaking for postpartum women
  - Co-ed site for women and men

## Results: B'more Fit for Healthy Babies

- More than **500 women** have participated in the original two sites.
- **14.2% (n= 17)** of women who have attended **at least 12 weeks (n= 120)** have lost **≥10%** of their body weight.
- **42.5% (n= 51)** of women who have attended **at least 12 weeks (n= 120)** have lost **≥5%** of their body weight.
- Consistent attenders have lost > **5,700** pounds.

# 2014 Overall Accomplishments



- Launched an online provider toolkit on weight loss counseling.
- Employed at least three B'more Fit participants in health related positions.
- Published a research note in the Journal of Evaluation and Program Planning, a peer reviewed publication.
- Presented at APHA and CityMatCH.
- Received funding from the Krieger Foundation for Trauma Informed Care work.

## Why we exist...



A partnership between the Baltimore City Health Department and the Family League of Baltimore funded by the the federal Office on Women's Health, Leonard and Helen R. Stulman Foundation, Weight Watchers/ US Conference of Mayors, and the Krieger Foundation.