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
Background

• Obese women of reproductive age are more likely to experience preeclampsia, caesarean delivery, and postoperative complications.1

• Obese women are nearly three times as likely to experience stillbirth and neonatal death compared to women with a healthy weight.2


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 federal Office on Women’s Health, Leonard and Helen R. Stulman Foundation, Weight Watchers/US Conference of Mayors, and the Krieger Foundation.