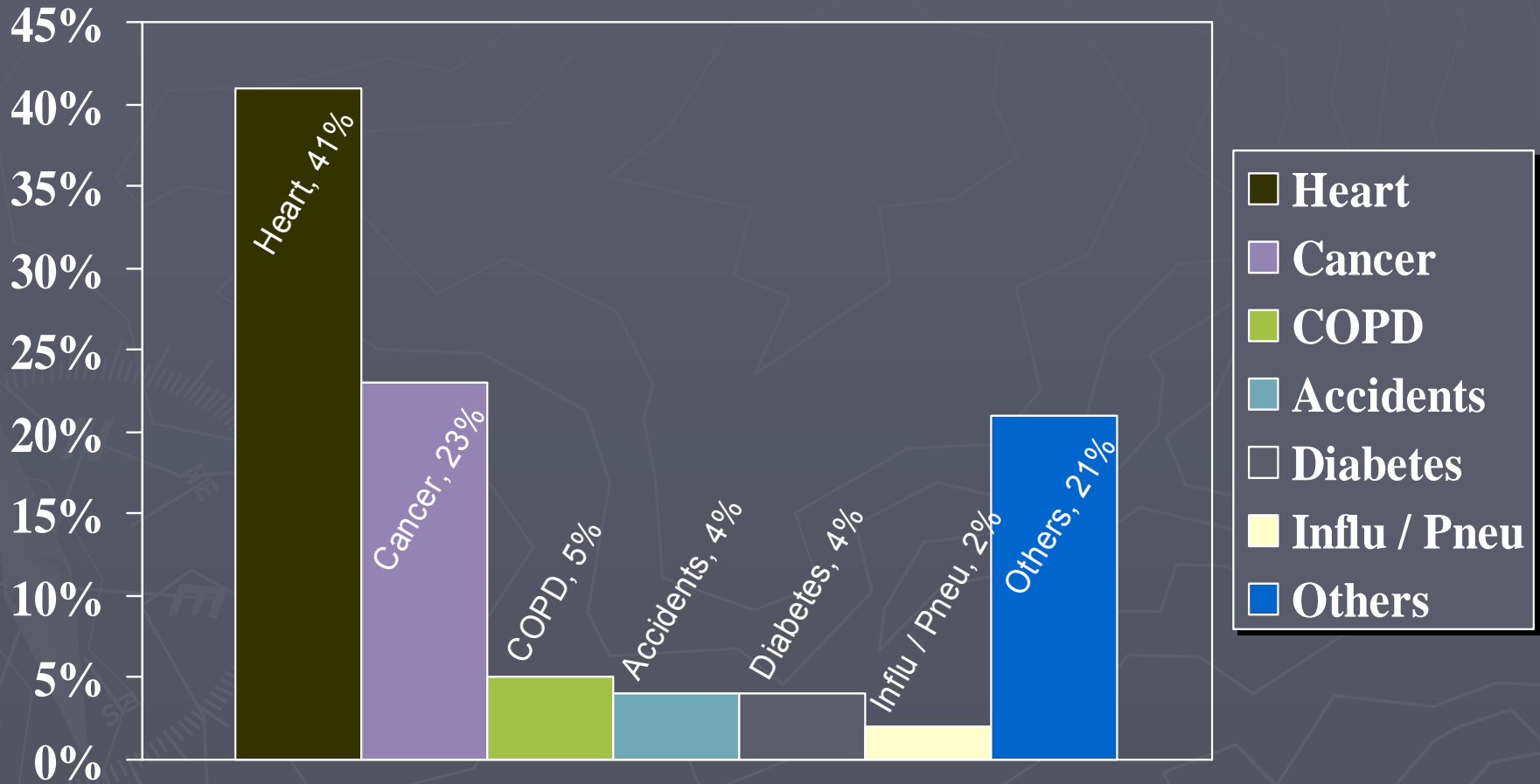


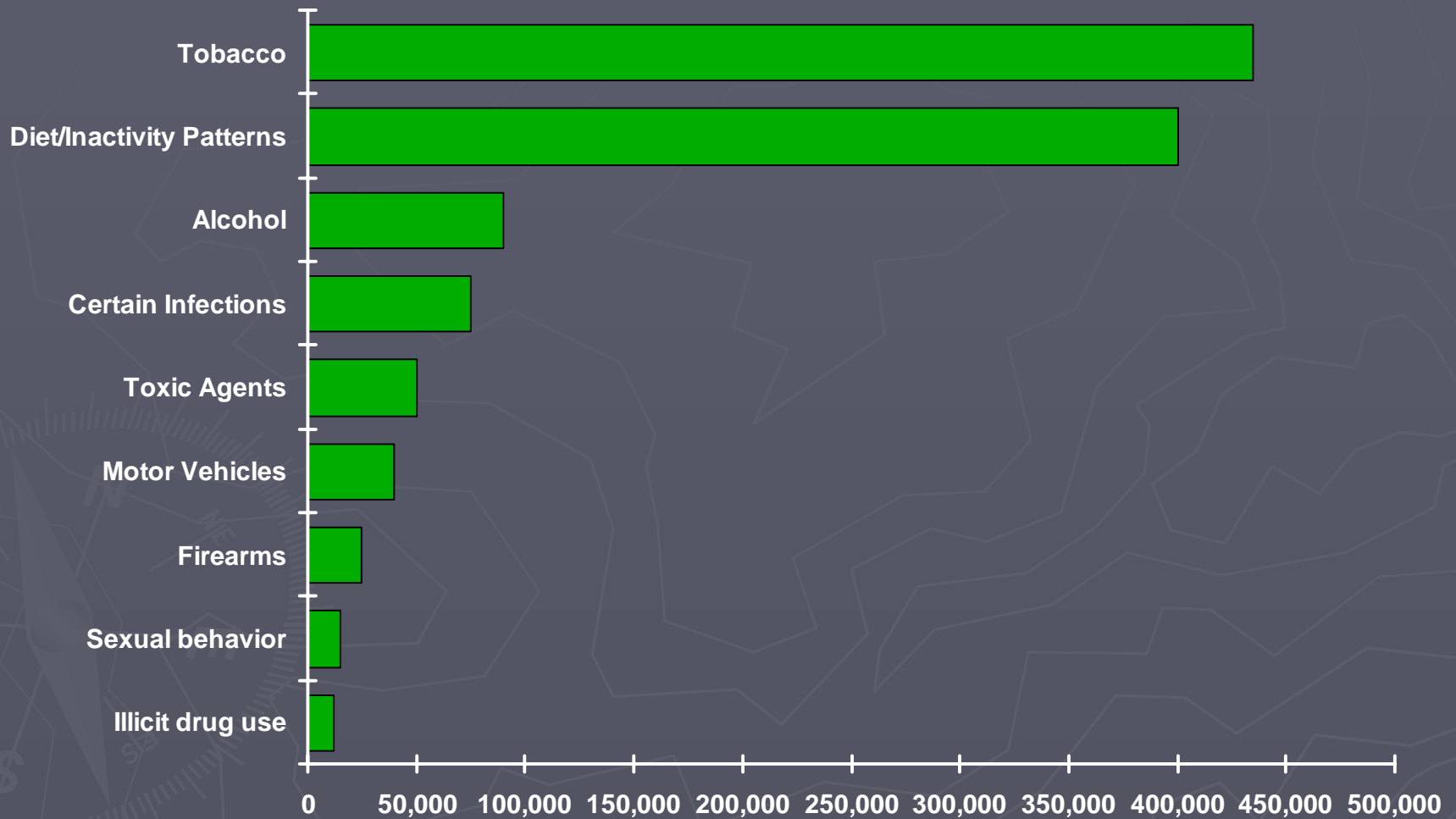
Community Engagement and Changing Risky Behaviors

Terry L Dwelle MD MPHTM
State Health Officer

ND – Leading Causes of Death

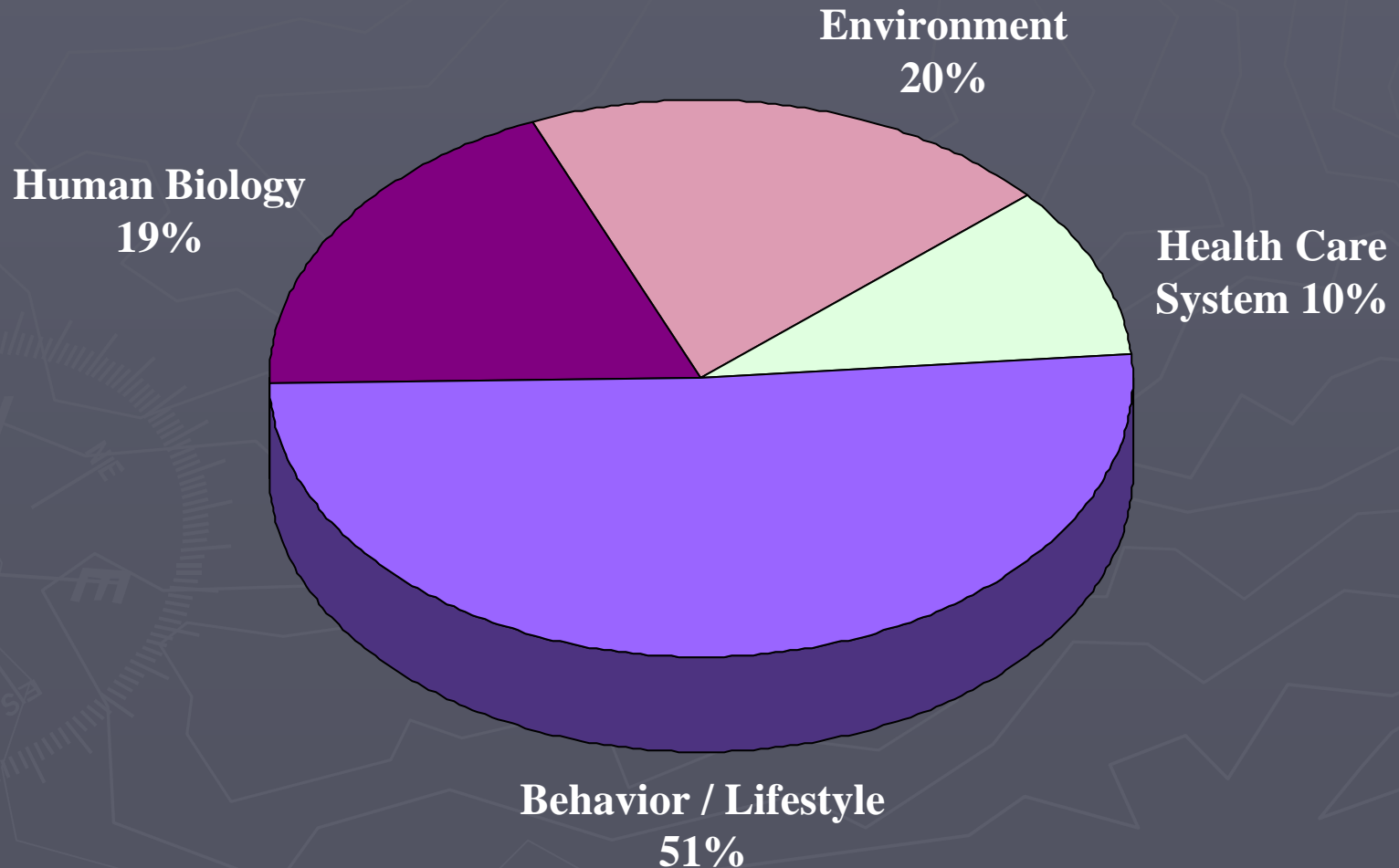


Real Causes of Death



JAMA Mar 10, 2004

Factors Contributing to Premature Death before Age 75



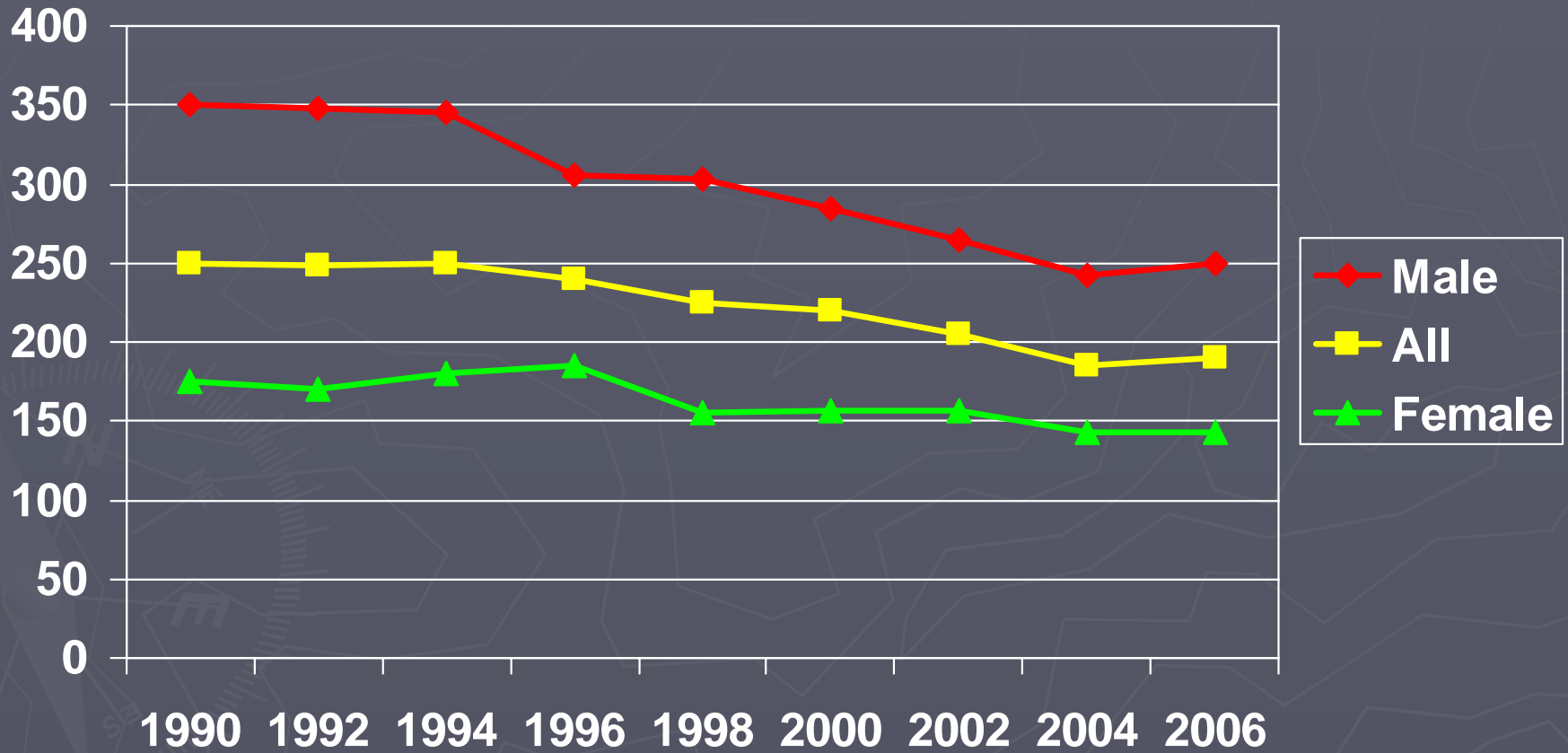
Cardiovascular Risk Factors

	N American	White	All
High BP	27.3%	26.2%	26.1%
High Chol	32.8%	30.8%	30.6%
Smokes	45.1%	22.6%	23.2%
Overweight	70.6%	59.9%	60.4%
Sedentary	62.9%	55.3%	55.9%
Diabetes	11.5%	4.6%	5.2%
At least 1 Risk factor	94%	92%	92%

Physical Activity

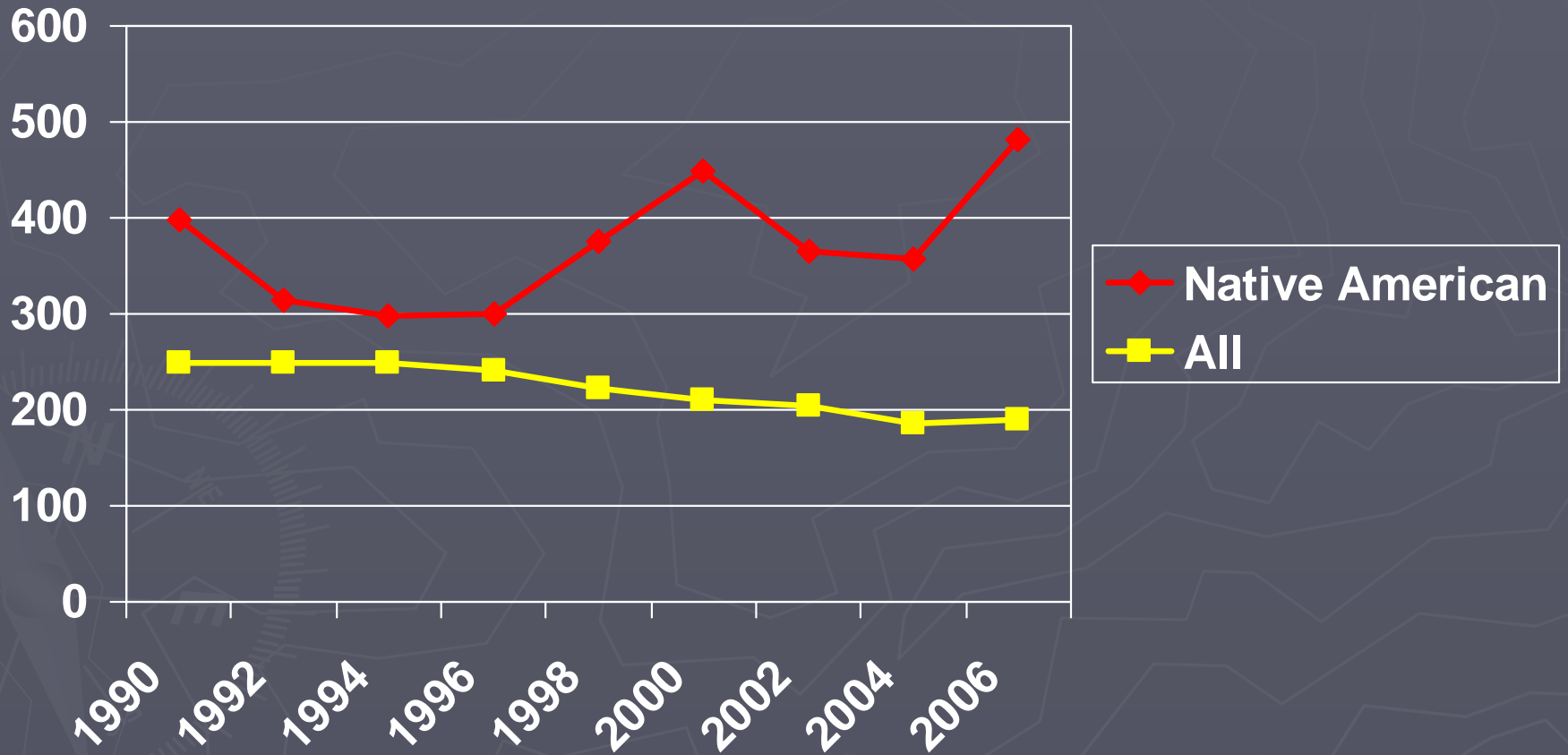
Description	1992	1998	2001	US 2000 Data	2010 Target
Adults – Vigorous Act	11.1% (1996)		24%	23%	30%
Youth – Moderate Act		25.2% (1999)	25.7%	25.5% (2001)	35%
Youth – Vigorous Act	59.7% (1995)	65.1% (1999)	60.4%	64.6% (2001)	85%
PE in School – Youth	31.1% (1995)	37.4% (1999)	31.6%	32.2% (2001)	50%
TV \leq 2 hours / school day		72.3% (1999)	73.7%	61.7% (2001)	75%

Deaths by Heart Disease



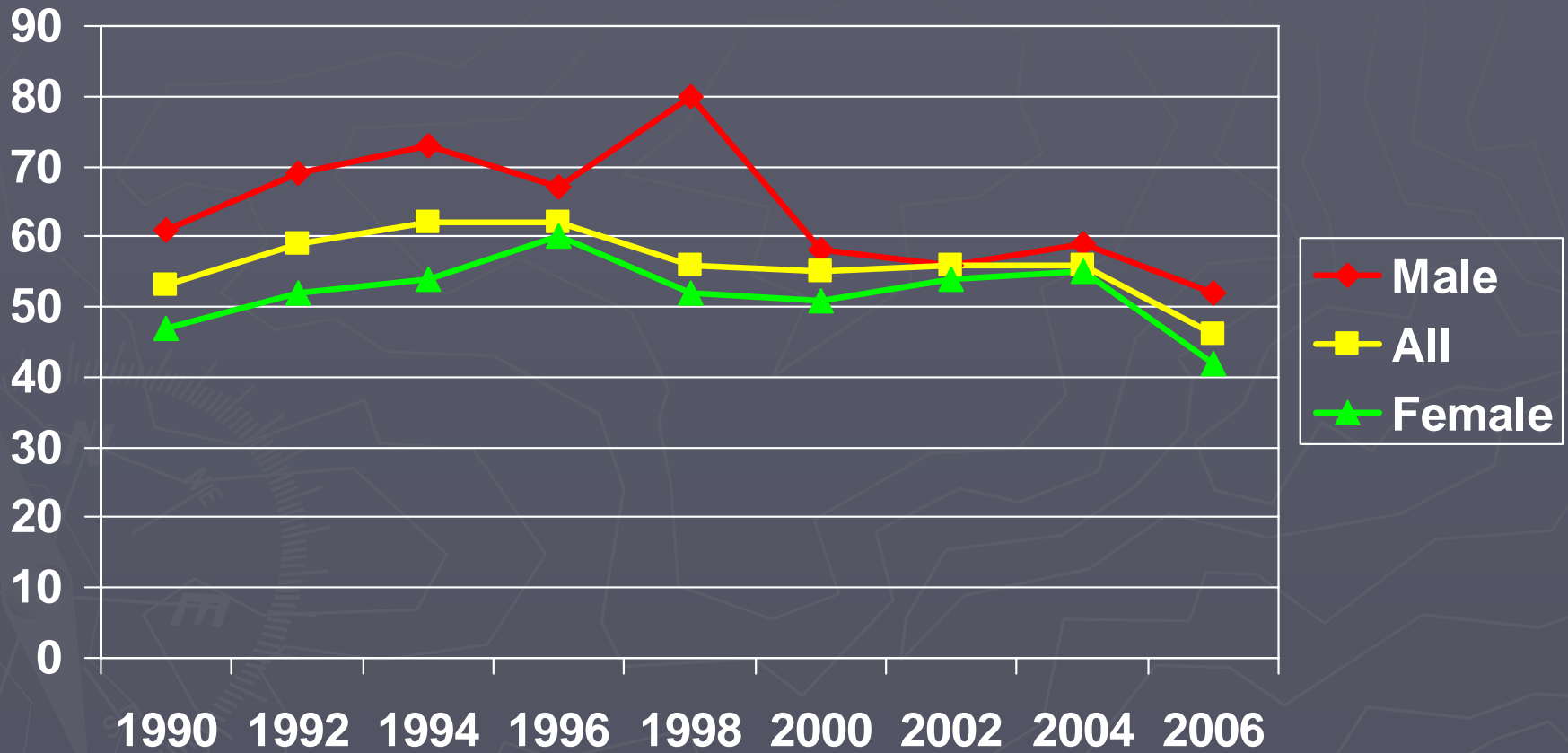
Death rate is per 100,000

Deaths by Heart Disease - Race



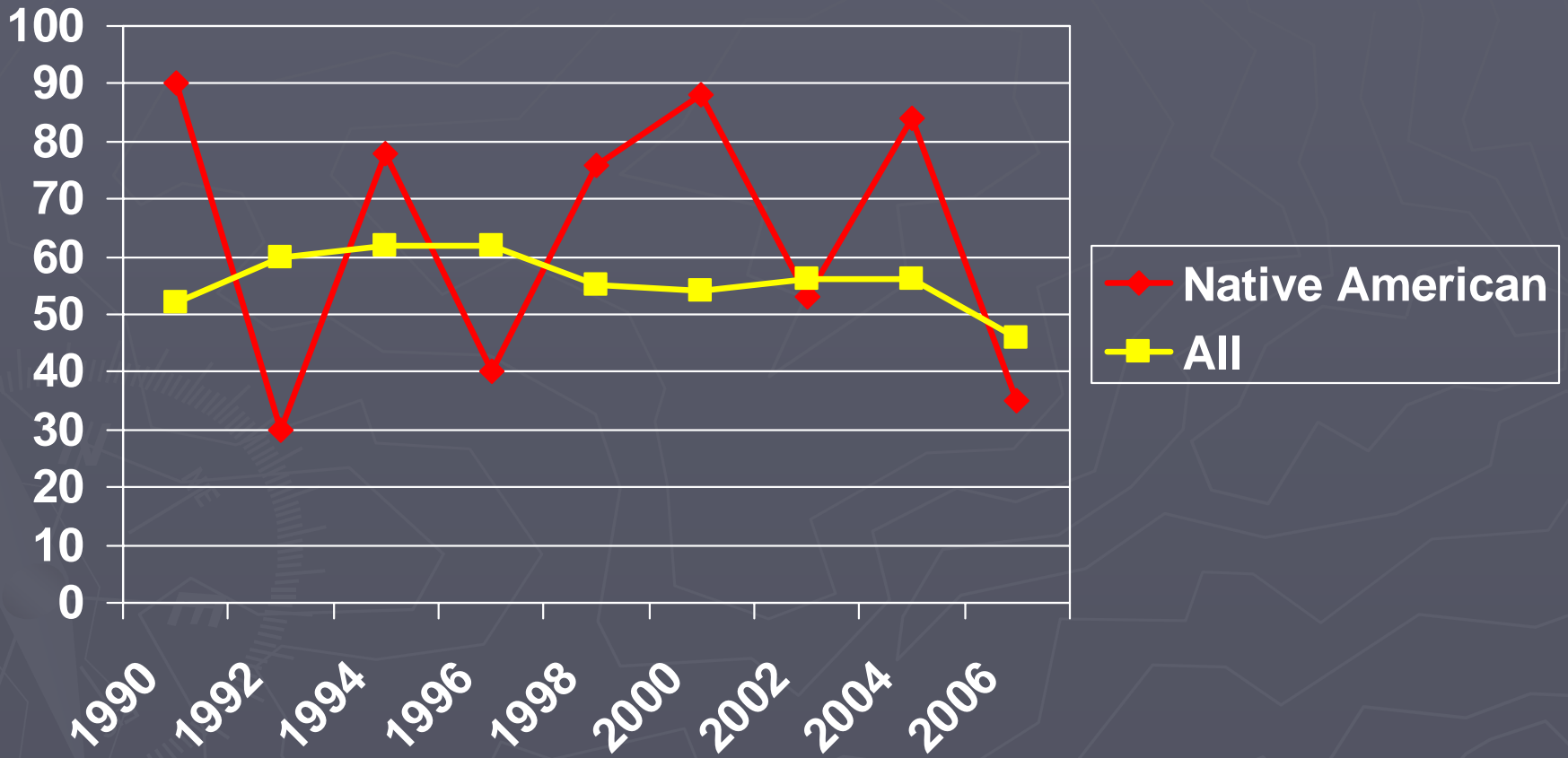
Death rate is per 100,000

Deaths by Stroke



Death rate is per 100,000

Deaths by Stroke - Race



Death rate is per 100,000

Chronic Disease Summary

- ▶ Prevent / better manage chronic diseases
- ▶ Current health care systems haven't worked as well as desired
- ▶ New ideas needed

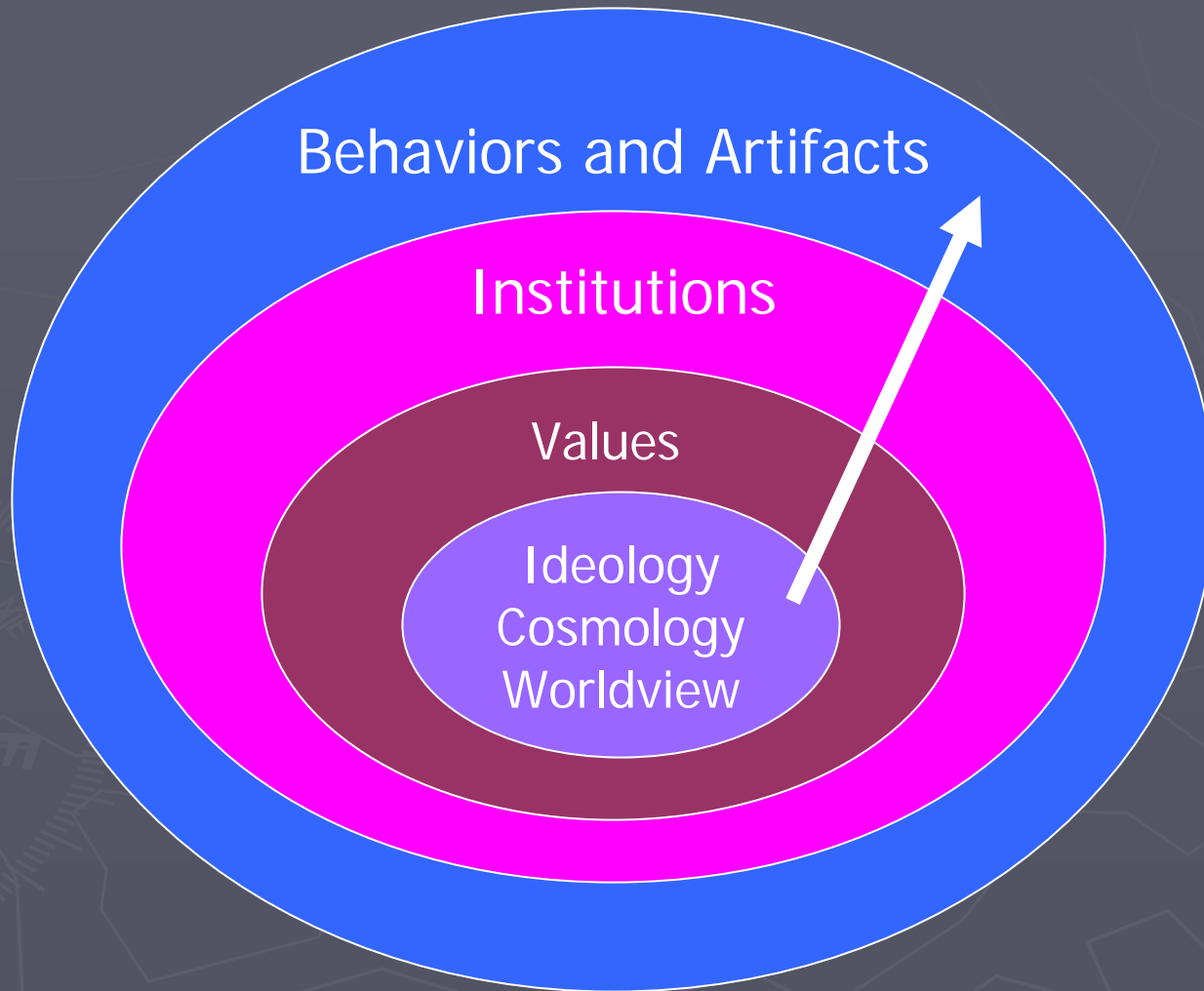
Changing High Risk Behaviors

▶ MMWR – June, 2001 – Editorial

▶ Attributes

- High level leadership support
- Had a good plan
- Adequate resources committed
- Community engagement

Layers of Culture



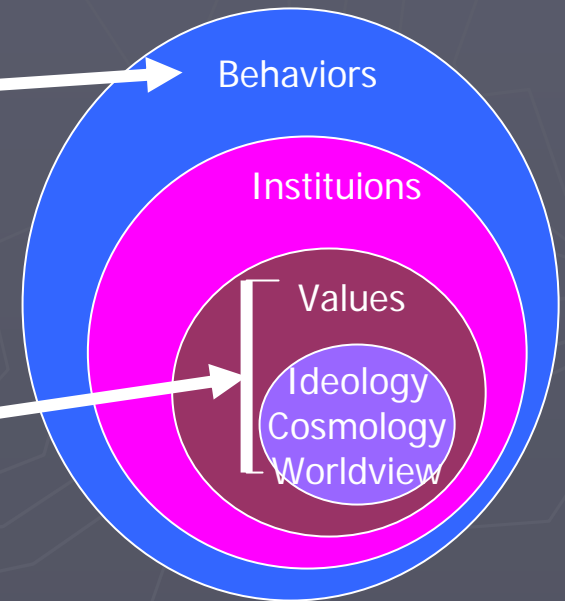
Traditional Public Health and Social Marketing?

Social Marketing

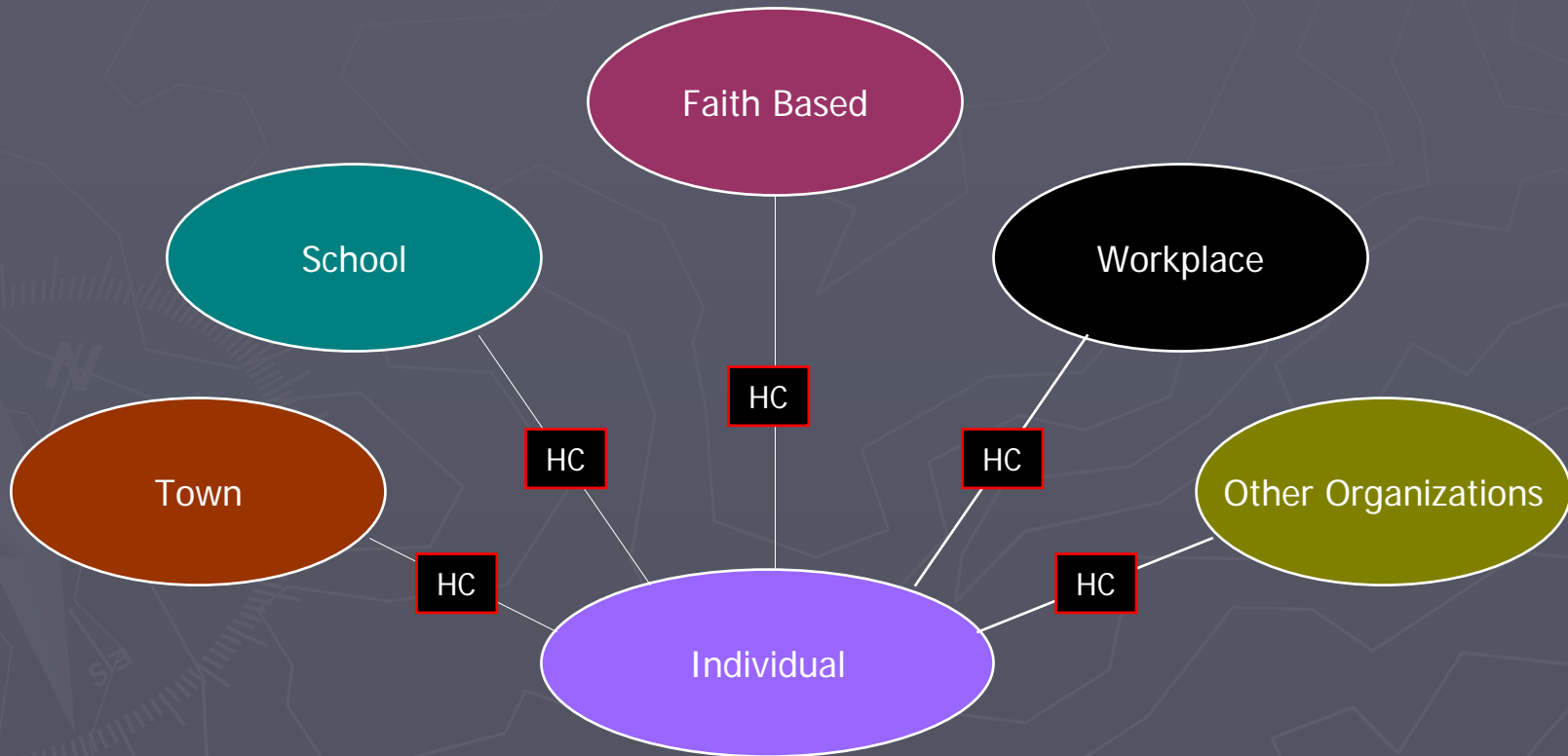
“We don’t care what a person thinks or feels.
We just want a change in the target behavior.”

Community Engagement (cultural communications)

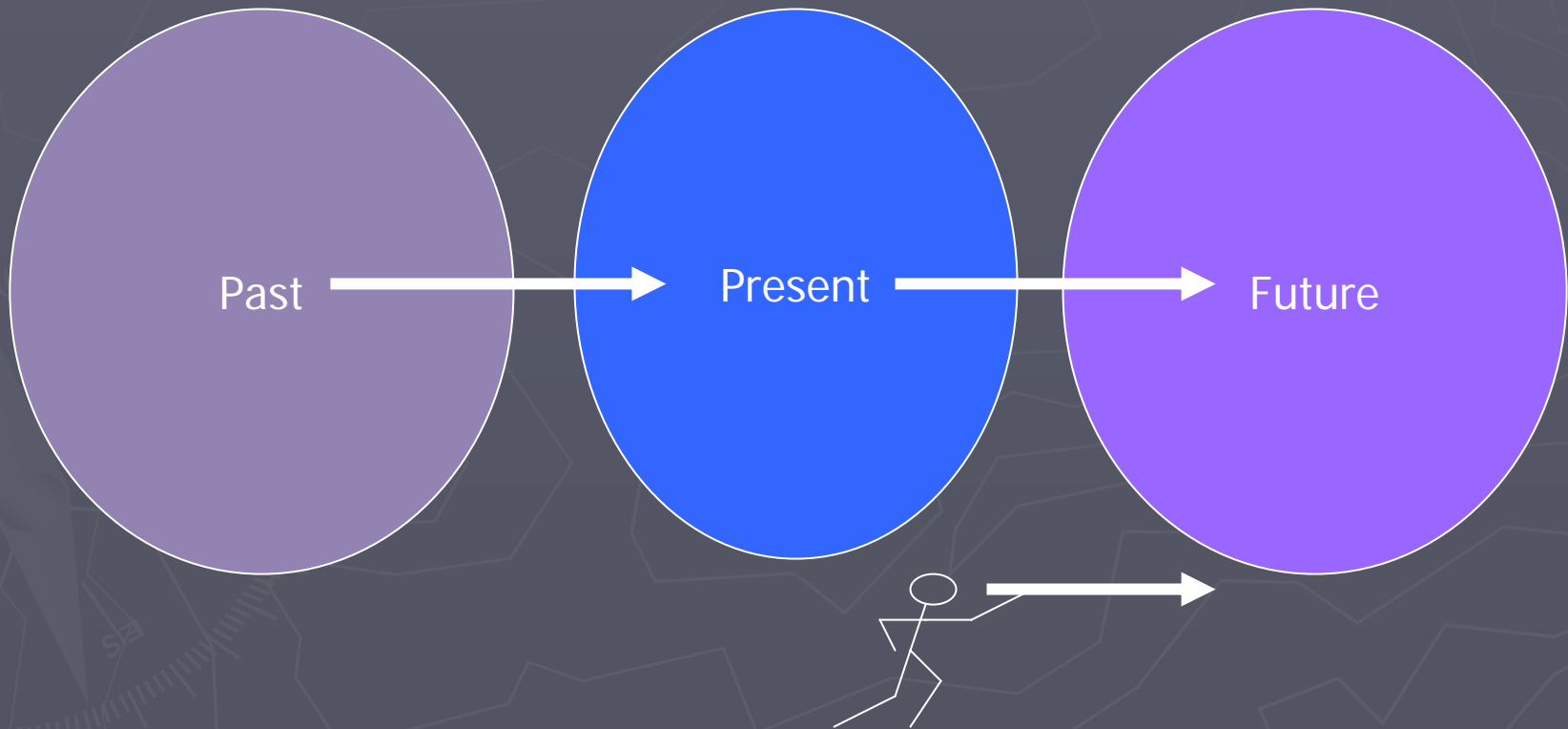
“Changes in the beliefs, feelings and thinking of individuals are essential in permanent changes of high risk behaviors”



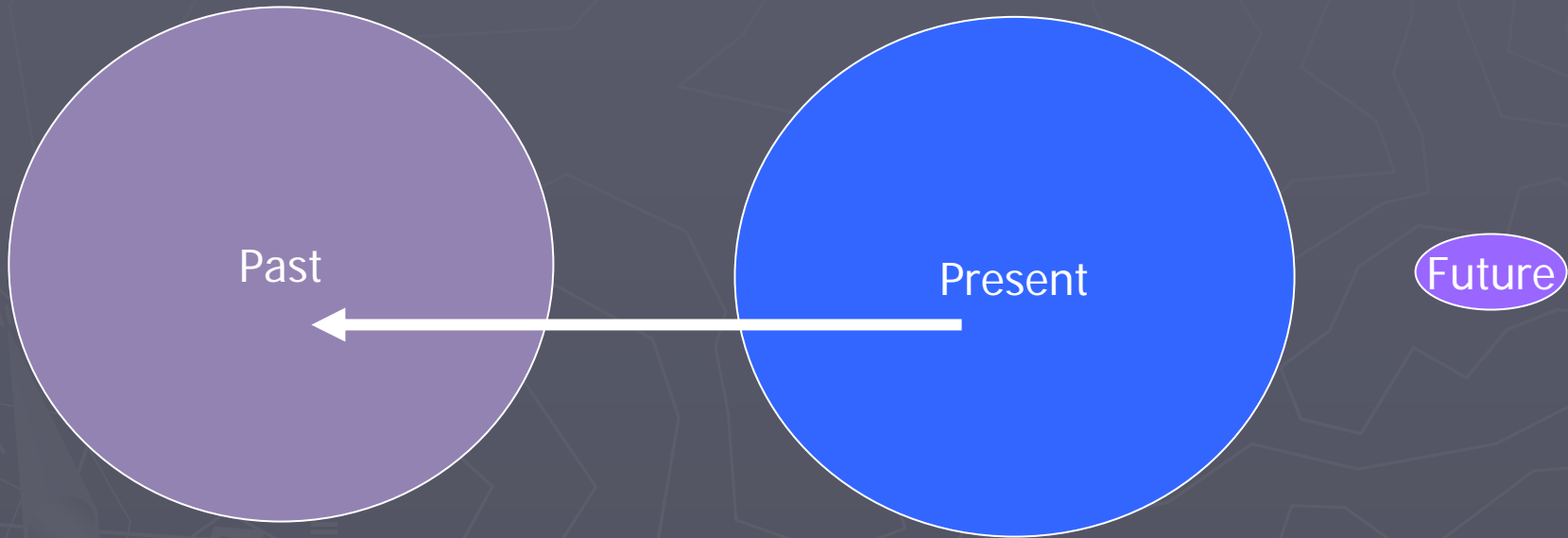
Community Impact on Individuals



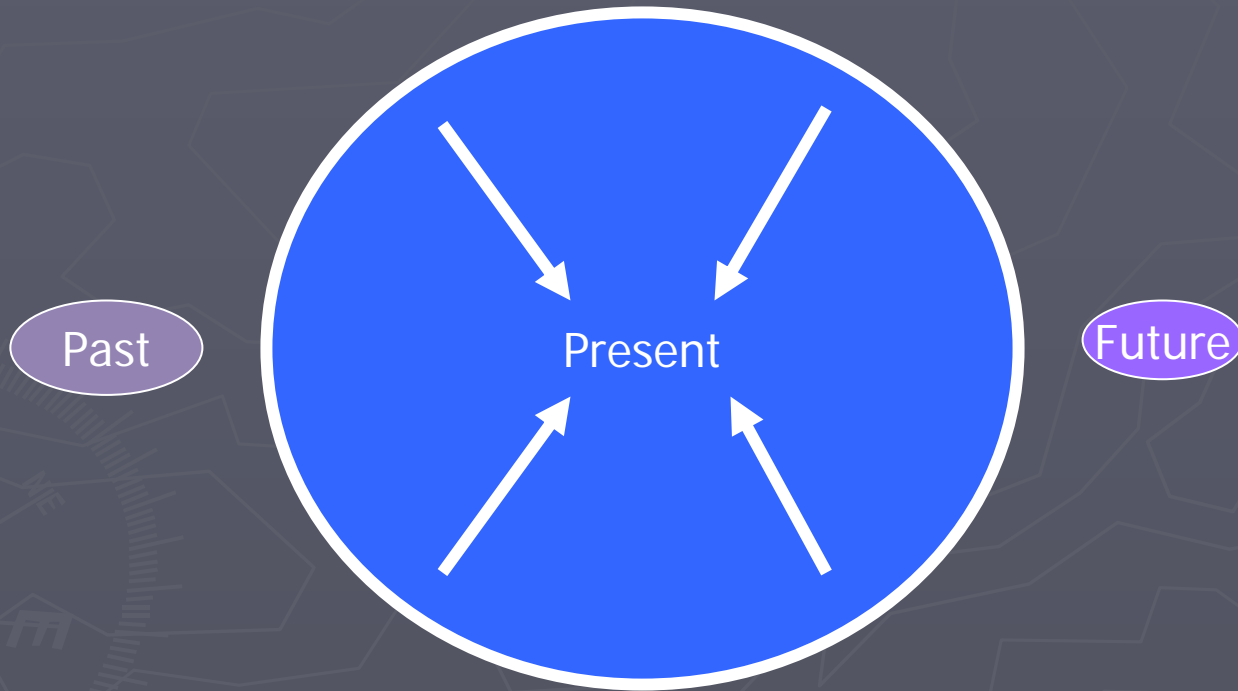
Adult Worldview - Time



Traditional Tribal Worldview of Time



US Youth, Latin and Filipino views



Community Engagement Trainer of Trainers Curricula

- ▶ Basic Concepts of Community Engagement – 15 hours
- ▶ Facilitation skills course – 15 hours
- ▶ Standard Community Engagement Trainer of Trainer courses 1, 2, 3 – 115 hours
- ▶ Worksite wellness Trainer of Trainers course – 35 hours

Melissa Olson, Director of Healthy North Dakota, phone 701-328-2372, email mjolson@state.nd.us