Smart Bodies: A local solution to a global problem

Presented by:
Ellen Murphy, PhD
LSU AgCenter
“We may see the first generation that will be less healthy and have a shorter life expectancy than their parents.”

RICHARD CARMONA, M.D.
U.S. SURGEON GENERAL

A Startling Awakening...
Obesity Epidemic

- Obesity-related medical costs account for an estimated $117 billion per year.

*USDHHS, 2003.*

Source: National Health Examination Surveys II (ages 6-11), National Health and Nutrition Examination Surveys I, II, III, and 1999-2004, NCHS, CDC.
Program Overview

- **Smart Bodies** is an interactive educational program designed to help prevent childhood obesity.
Body Walk
Body Walk
Meet the OrganWise Guys

- Hardy Heart
- Calci M. Bone
- Madame Muscle
- Sir Rebrum
- Windy the Lungs
- Luigi Liver
- The Kidney Brothers
- Peter Pancreas
- Pepto the Stomach
- Peri Stolic
I will try to eat low-fat,
Eating low-fat is where it's at.

High-fiber is what I'll choose,
With fruits and veggies I can't lose.

I'll drink water everyday,
And I'll wash disease away.

Exercise to keep me strong,
With these rules I can't go wrong.

ROLL CALL,
ALTOGETHER,
LOW-FAT,
HIGH-FIBER,
LOTS OF WATER,
EXERCISE!

HERE COMES
THE DRILL SERGEANT!
OrganWise Guys
Take 10!
Program Goals

- Implement Smart Bodies in 50 schools each year
- Reach 30,000 students, K-5 each year with the Body Walk exhibit
- Research Project
Program Accomplishments

- **Smart Bodies Program**
  - 58 schools in 2005
  - 101 schools in 2006
  - 100 schools in 2007

- **Body Walk**
  - 31,348 in 2005
  - 37,000 in 2006
  - 21,678 in 2007 (as of 9/8)
In just 3 years, Smart Bodies has been to 57 out of the 64 parishes.
Research Objectives

- Increase nutrition & physical activity knowledge
- Increase willingness to taste fruits & vegetables
- Increase physical activity
- Increase school & parent awareness
- Decrease incidence of risk
Research Findings

- **Nutrition**
  - Statistically significant increase in knowledge and self-efficacy scores related to F/V (p<0.5)*

- **Physical Activity**
  - Statistically significant increase in knowledge (p<0.5)*
  - Trend suggesting higher activity levels in intervention group

- **Awareness**
  - 70% of parents correctly identified their child’s weight status after receiving a BMI report*
  - 100% increase in school awareness*
Take 10! Works

Average Activity Counts

- TAKE 10!
- PE
- RECESS
- LUNCH
- AFTER-SCHOOL
Community Awareness
Marketing
Media Coverage

www.smartbodies.org

‘Smart Bodies’ coming to Louisiana

Smart Bodies is an interactive educational program designed to help prevent childhood obesity. The program encourages short bursts of physical activity integrated with academic lessons. Participating schools receive curricular materials and training for each grade level providing teachers with learning activities that incorporate movement to reinforce academic concepts. The activity cards provided in the curricular materials are linked to the content standards and benchmarks established by the Louisiana Department of Education. The curriculum is currently being matched to the Grade Level Expectation (GLEs). The second educational piece, the OrganWise Guys®, are a cast of characters that help young children understand physiology and healthy behaviors through books, games, dolls, and informational videos. They include such characters as Handy Heart, Luigi Liver, the Kidney Brothers, Peter Pancreas, Madame Muscle, and Calci M. Bone. The “characters” reside in a larger doll called Little Organ Annie or Little Organ Andy. The OrganWise Guys® are featured in both the Body Walk and the Take 10® curriculum. Each participating school receives a free healthy school kit valued at over $1,200. Smart Bodies also includes a research component designed to test the effectiveness of the program in raising parent awareness and improving children’s knowledge and behavior regarding nutrition and physical activity.

Specifically, the research will have the following three goals:

- To raise parent and school awareness of elementary school children’s weight status and to decrease the number of students who are in the overweight or at risk for overweight categories.
- To improve children’s health by increasing their intake of fruits and vegetables.
- To improve children’s health by increasing their level of physical activity.

The 2005 kickoff of Smart Bodies has been a complete success. The Smart Bodies team, in addition to Murphy, consists of Denise Holston, Program Manager; Georgiana Trunt, Assistant Professor; Nicole Slafer, Driver/Manager; and Michael Zanovec, Research Associate. For more information, please visit the Smart Bodies website at www.smartbodies.org.
Questions?