Obesity and Your Health: The Deaf Weight Wise Project
Obesity Trends* Among U.S. Adults
(*BMI ≥30, or about 30 lbs. overweight for 5’4” person)
Obesity is a national problem now! (from 1980 to 2000)

- Number of obese adult Americans increased more than 50%

- Number of overweight children and adolescents in the United States tripled

Centers for Disease Control and Prevention
Why is being overweight dangerous for your health?

- Second leading cause of lifestyle-related disease and death
- Also causes significant chronic diseases
Why is America getting fatter?
Lifestyle changes: Drinking more sodas

www.healthkicker.com
Why is America getting fatter?
Lifestyle changes: Skipping meals/more snacking

http://junkfoods.info/snackfoods.html
Why is America getting fatter?
Lifestyle changes: Eating out more often

http://www.tripadvisor.com/Restaurant_Review-g55470-d515875-Reviews-Schoepf_s_Old_Time_Pit_Bar_B_Q-Beeton_Texas.html
Why is America getting fatter?
Lifestyle changes: Restaurants serving larger portions

SPAGHETTI AND MEATBALLS

20 Years Ago

- 1 cup spaghetti with sauce
- 3 small meatballs
- 500 calories

Today

- 2 cups of pasta with sauce and several large meatballs
- About 1,100+ calories

Calorie Difference: 600 calories

National Heart, Lung, and Blood Institute
Why is America getting fatter?
Lifestyle changes: Restaurants serving larger portions

CHEESEBURGER

20 Years Ago
333 calories

Today
590 calories

Calorie Difference: 257 calories

National Heart, Lung, and Blood Institute
Why is America getting fatter?
Lifestyle changes: Restaurants serving larger portions

TURKEY SANDWICH

20 Years Ago
320 calories

Today
820 calories

Calorie Difference: 500 calories

National Heart, Lung, and Blood Institute
Why is America getting fatter?
Lifestyle changes: Too busy to prepare home meals
Why is America getting fatter?
Lifestyle changes: Less physical activities

1. http://farm1.static.flickr.com/123/369296932_f9d6c9c40e.jpg
2. http://i.dailymail.co.uk/i/pix/2009/03/16/article-1162503-03EE409F000005DC-97_468x286.jpg
Why is America getting fatter?
Less physical activities – more reasons

Unsafe areas to play or walk

Expensive to join

Fewer playgrounds

More driving, less walking

1. www.urban75.org/photos/newyork/new-york-008.html
2. www.acefitness.org/FITFACTS/fitfacts_display...
4. detroit.about.com/.../ss/VillageRocheste_10.htm
What can we do about this problem?

- The CDC is interested in trying to reduce obesity

- What solution works?
  - Using Evidence-Based Public Health research
Deaf Weight-Wise (DWW) Project

- The DWW is a research project

- DWW will be run by NCDHR and DHCC

- DWW focus on healthy weight behavior

- Our next step is to adapt evidence-based project for Deaf ASL users
DWW Goals:
Increase physical activities

http://www.activeforlife.info/about_the_program/national_blueprint.htm
http://www.nhsggc.org.uk/content/default.asp?page=s1442
http://www.dietinreview.com/diet_column/12/rate-your-physical-activity/
http://everythinglubbock.com/content/moveit_activities
DWW Goals: Eating Better

Nutrition Facts
Serving Size 1/2 cup (57g)
Servings Per Container: 12

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Calories 230</th>
<th>Calories from Fat 100</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Daily Value</td>
<td></td>
</tr>
<tr>
<td>Total Fat</td>
<td>11g</td>
<td>17%</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>2g</td>
<td>10%</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0g</td>
<td></td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0mg</td>
<td>0%</td>
</tr>
<tr>
<td>Sodium</td>
<td>85mg</td>
<td>4%</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>32g</td>
<td>11%</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>3g</td>
<td>12%</td>
</tr>
<tr>
<td>Sugars</td>
<td>18g</td>
<td></td>
</tr>
<tr>
<td>Protein</td>
<td>5g</td>
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Vitamin A 0% • Vitamin C 0%
Calcium 4% • Iron 10%

Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

<table>
<thead>
<tr>
<th>Calories</th>
<th>Total Fat</th>
<th>Saturated Fat</th>
<th>Cholesterol</th>
<th>Sodium</th>
<th>Total Carbohydrate</th>
<th>Dietary Fiber</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000</td>
<td>Less Than 65g</td>
<td>Less Than 20g</td>
<td>Less Than 300mg</td>
<td>Less Than 2.400mg</td>
<td>300g</td>
<td>25g</td>
</tr>
<tr>
<td>2,500</td>
<td>Less Than 80g</td>
<td>Less Than 25g</td>
<td>Less Than 300mg</td>
<td>Less Than 2.400mg</td>
<td>375g</td>
<td>30g</td>
</tr>
</tbody>
</table>

Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4

themehybrid.com/demo/hybrid-news/?p=160
www.webmd.com/.../heartburn-overview-slideshow
mumsandlittleones.com/nutrition
www.cookingnook.com/food-labels.html
## DWW Timeline

<table>
<thead>
<tr>
<th>Now to 2011</th>
<th>2011 - 2012</th>
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</thead>
<tbody>
<tr>
<td>- Prepare materials</td>
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<tr>
<td>- Materials Adaptation</td>
<td></td>
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<tr>
<td>- Survey measures</td>
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<td>- Translation &amp; Filming</td>
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<tr>
<td>- Institutional Review Board</td>
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<tr>
<td>- Inform Deaf Community</td>
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<tr>
<td>- Start intervention research</td>
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<table>
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<th>2013</th>
<th>2014</th>
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<tbody>
<tr>
<td>- Analyze Data</td>
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<tr>
<td>- Publish &amp; share findings with community and scientific groups</td>
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</tbody>
</table>
Where are we in this process?
Now in progress...

- Materials Adaptation
- Measures

Steven Barnett
Scott Smith
Tamala David
Mike McKee
Erika Sutter
Robert Pollard
Amanda O’Hearn
Robyn Dean
Where are we in this process?
Now in progress...

- Translation
  - Robert Pollard
  - Patrick Graybill
  - Julia Aggas
  - Robyn Dean

- Filming
  - Amanda O’Hearn
  - Patrick Graybill
  - Ruthie Jordan
Where are we in this process
Now in progress...

- Get approval from Institutional Review Board

Deirdre Schlehofer  Erika Sutter
Where are we in this process?

Look for us at Town Hall Meetings…

- Inform community about the DWW Project

Deirdre Schlehofer  Mike McKee  Matthew Starr  Scott Smith
Keep your eyes open for future announcements on next Town Hall Meetings!