

## Obesity: What Works?

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## Multilevel, Simultaneous Approach



http://www.balancedweightmanagement.com/TheSocio-EcologicalModel.htm

RESEARCH & EVALUATION

Advancing Science, Enhancing Lives.

## Individual (Self-Regulation)

- Awareness through Self-Monitoring
- Knowledge
- Skill Building
- Behavioral/Environmental Cues
- Goal Setting and Reward
- Feedback
- Preplanning

  RESEARCH & EVALUATION

### Family and Social Networks

- Core cultural values
- Positive, effective parenting
- Men's roles in women's empowerment
- Extended family members
- Peer support and mentoring
- Accountability to others
- Social norms



### Organizational

- Workplace
- Healthcare
- Schools
- Nonprofit
- Public Health
- For profit food and physical activity businesses/corporations
- Media outlets

  PESEARCH & EVALUATION

# Community/Environment

- All community settings/environments are addressed by Behavioral Economics:
  - Accessibility
  - Convenience
  - Reinforcing Value
- City planning/parks
- Commercial real estate
- Farmer's markets/grocery stores
- Public transportation/commuting



# Policy/Legislation

- City
- County
- State
- Federal
- International



#### Bringing it Together – Audience Participation

HOW WOULD WE INCORPORATE ALL OF THESE LEVELS INTO EFFORTS TO INSURE WOMEN HAVE A HEALTHY PREGNANCY WEIGHT AND BREASTFEED THEIR INFANTS?



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