WellPoint’s Multi-Sector Approach to Addressing Childhood Obesity

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Effective Government & Private Sector Initiatives to Address Childhood Obesity

NIHCM/WellPoint Webinar

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Presentation Overview

• WellPoint's Mission in Public Health, Childhood Obesity Initiative and Core Strategies

• Conceptual Model

• Select Multi-Sector Programs to Address Childhood Obesity

• Summary
Our Mission in Public Health

Improve the lives of the people we serve and the health of our communities

**Strategies**
- Prioritize low-income families
- Support primary care
- Enhance the evidence-base
- Modify children’s environments
- Leverage collaborations
  - Innovate
  - Advocate

**Core Interventions..**
- Physician CME & Clinical BMI Program
- BMI documentation (HEDIS/CAHPS)
- Functional health literacy
- Nutritional counseling benefits
  - Pediatric registry
  - School fruit & vegetable bars

**Childhood Obesity Initiative**
- Multi-faceted Initiative
- Providers, members, communities
- Scientific evaluation & replication
- Public-private collaboration
- Community partnerships
  - Legislative support
Taking the example of healthier eating in elementary schools

Individual

Microsystem
- Nutrition Curriculum in the Classroom

Ecosystem
- School Fruit & Vegetable Bar

Macrosystem
- Congressional Briefing / Legislative Support

WellPoint

Healthier Lifestyles
Prioritize Low-Income Families: Focus on Medicaid

- Childhood obesity is closely linked with poverty
- States with the highest rates of obese 10-17 year olds also have significant Medicaid enrollment
- A large proportion of the Medicaid enrollees are children, from 47%-64% (US average 49.5%)
- Percent change in enrollment of children in Medicaid from June 2007 to June 2009 ranged from 6%-19% (US average 12%)

**Medicaid Enrollment**
States with Highest Rates of Obese 10 to 17 year olds

<table>
<thead>
<tr>
<th>States</th>
<th>Obese 10-17 year olds % (2007)*</th>
<th>Medicaid Enrollment % (2009)**</th>
<th>Medicaid Children % (FY2007)**</th>
<th>Enrollment Change % (June 2007-2009)**</th>
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<tbody>
<tr>
<td>MS</td>
<td>21.9</td>
<td>26</td>
<td>50</td>
<td>18</td>
</tr>
<tr>
<td>GA</td>
<td>21.3</td>
<td>18</td>
<td>58</td>
<td>19</td>
</tr>
<tr>
<td>KY</td>
<td>21.0</td>
<td>20</td>
<td>47</td>
<td>11</td>
</tr>
<tr>
<td>IL</td>
<td>20.7</td>
<td>18</td>
<td>57</td>
<td>14</td>
</tr>
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<td>LA</td>
<td>20.7</td>
<td>25</td>
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<td>TN</td>
<td>20.6</td>
<td>23</td>
<td>49</td>
<td>12</td>
</tr>
<tr>
<td>AK</td>
<td>20.4</td>
<td>24</td>
<td>54</td>
<td>3</td>
</tr>
<tr>
<td>TX</td>
<td>20.4</td>
<td>17</td>
<td>64</td>
<td>9</td>
</tr>
<tr>
<td>Dist of Columbia</td>
<td>20.1</td>
<td>28</td>
<td>47</td>
<td>8</td>
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<tr>
<td>WV</td>
<td>18.9</td>
<td>22</td>
<td>47</td>
<td>6</td>
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Source: *F as in Fat, Trust for America’s Health, 2010
**Kaiser Family Foundation statehealthfacts.org
Assessment, prevention and treatment of childhood obesity

**Continuing Medical Education (CME)**

- CME bulletin in collaboration with AAFP in 2008
- Pediatric and family medicine expert authors
- Distribution
  - AAFP members/residents;
  - All WellPoint primary care physicians (PCPs)
Support Primary Care: Provider Tools and Resources

Childhood Obesity Physician Toolkit

• Mailed to all PCPs since 2005
• California distribution

2009 Updated Toolkit

• AAFP CME Bulletin, BMI Wheels, CDC BMI Growth Charts, Online BMI Training
• BMI Parent Brochure, KICK Poster, Get Up and Get Moving! Family Book
• Physician survey, Re-order form
• WellPoint Commercial and Medicaid Distribution
  >45,000 PCPs
Support Primary Care: BMI Program for Clinical Staff

Body Mass Index (BMI) Training and Promotion Program

- Initiated in 2006 to promote standard BMI screening; tailored to clinical staff; based on physician feedback
- External collaboration (CDC, CHDP)
- WellPoint Community Resource Centers (CRCs)
- Implementation (2006-2009)
  - 62 workshops in four states
  - >2,400 trained
- National recognition
  - CDC; Best of Blue; Quality Profiles
- Current focus
  - Online BMI training (virtual wheel)
  - Train-the-Trainer
  - Consumer awareness
  - BMI documentation
Resources for Children and their Parents

- 24/7 Breastfeeding Support Line
- Get Up and Get Moving! Family Food and Activity Book and Guide (available in 5 languages)
- BMI parent brochure (English/Spanish)
- Cultural optimization of materials – external vendor
- Nutritional counseling benefits for Medicaid members
- New nutritional counseling benefits for Healthy Families EPO members

Additional Outreach to Adults

- Hypertension, diabetes, and cholesterol prevention and management
- “How to Calculate Your BMI” brochure
- New wellness flyer (in development)
- Telephone outreach through automated-voice-technology
Kids in Charge of Kalories (KICK)

- Launched in 2005, free program for California families with children ages 6-12; Customized for Medicaid and SCHIP
- Provider/Member outreach:
  - Member educational materials; physician office poster
  - Website; telephonic support through smart-voice technology
  - English and Spanish
- Provider Engagement (2009-2010):
  - Over 40,000 KICK toolkits distributed to Commercial and Medicaid providers
- Member Engagement (2009-2010):
  - Enrolled – >7,000; Mailings – 25,000
  - Telephonic Support – 1950
  - Website Visits – >9000
- Expanded outreach
  - Targeting teen population 13-17 yrs old – pilot
BMI Quality Measures

Healthcare Effectiveness Data and Information Set (HEDIS®)

- WellPoint pilot
  - 2007 HEDIS - 0.8% documented child BMI; 0.3% documented child BMI percentile
- NCQA Pilot
  - WellPoint participation
  - New 2009 Childhood Obesity HEDIS measures

BMI Training & Documentation

- BMI Training
  - Pre-post BMI workshop assessments
  - Three month follow-up of participating practices
  - Online training participation
- Additional measures
  - HEDIS®
  - Consumer Assessment of Healthcare Providers and Systems (CAHPS®)

Enhance the Evidence-Base: BMI Documentation & Consumer Awareness

- Calculated adult BMI: 25 – 30% “normal”
- Self-reported knowledge of health-related measures: 10% knew their BMI
- Anticipatory guidance: less than 50% reported AG on physical activity or nutrition
### Consumer Awareness

- Consumer Assessment of Healthcare Providers and Systems (CAHPS®) 2009-2010
  - Calculated adult BMI: 31-33% “normal”
  - Self-reported knowledge: 9-12% knew their BMI
  - Anticipatory guidance: less than 50% reported AG on physical activity or nutrition

### Childhood Obesity HEDIS Measures:
- **Upward Shift…**

### Consumer Awareness: Minimal Change

<table>
<thead>
<tr>
<th></th>
<th>CA 2009 Medicaid HEDIS Rates (range)</th>
<th>CA 2010 Medicaid HEDIS Rates (range)</th>
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<tbody>
<tr>
<td><strong>BMI</strong></td>
<td>16.9 - 46.6</td>
<td>23.4 - 59.1</td>
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<tr>
<td><strong>Nutritional Counseling</strong></td>
<td>15.7 - 62.8</td>
<td>33.3 - 69.6</td>
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<tr>
<td><strong>PA Counseling</strong></td>
<td>11.8 - 43.3</td>
<td>20.4 - 55.0</td>
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Elementary School Fruit/Vegetable Bar Study

- Anthem Blue Cross partnered with UCLA (Dr. Wendy Slusser) and LAUSD
  - 8 elementary Title 1 schools (4 control, 4 intervention)
  - Quasi-experimental study
  - Predominantly ethnic minority (Latino) children
  - Fruit and vegetable bars/nutrition curriculum

- Effective in improving diets among low-income children
- Congressional Briefing December 2009
- Results support New Child Nutrition Act; Salad Bar Bill
- Expanding pilot through WellPoint Foundation with UCLA/LAUSD

- Partnership with the California Governor’s Council on Physical Fitness and Sports and Marketing Werks
- Community outreach mobile tour
- Children 8-12; raise awareness about healthy eating and physical activity
- On-site activities tied to celebrity athletes
- Results (2006-2009)
  - Attendance: 304,983
  - Tween “Activations”: 143,659
  - Local Media Impressions: 71,449,884
- Tour V: September 13 – December 19, 2010
Leverage Collaborations: Innovating & Expanding Outreach

Taking Action Together

- Collaboration between WellPoint, Merck, and ADA
- Address diabetes prevention and health disparities
- Community, physician, and employer group engagement
- Participation in the program open to all

Oasis Active Generations Program

- WellPoint Foundation supported intergenerational nutrition and physical activity program across eight WellPoint states
- Partners elementary school children with older adult volunteers
- Addresses childhood obesity using CATCH (Coordinated Approach to Child Health)

Pediatric Obesity Registry

- Collaboration between AAP and WellPoint
- Understand the possibilities and challenges associated with implementing a pediatric obesity registry
- Registry considered part of a broader strategic plan of the AAP to establish pediatric leadership in chronic disease management
Building a Healthier Generation

• Alliance Healthcare Initiative - collaboration between the Alliance, WellPoint, and other leading insurers, employers, and national medical associations

• Three-year pilot to address prevention, assessment, and treatment of childhood obesity in clinical settings:
  - 100 physicians in each pilot sites (California, Virginia, Wisconsin)
  - Children ages 3 -18; BMI percentile ≥ 85th percentile
  - WellPoint reimbursed obesity-related primary care visits and dietitian visits (4 each/annual)
  - No co-morbidities
  - Physician and patient communication (benefits/“value”)
  - Challenges and facilitating factors

• Third party evaluation of program outcomes (Emory)
WellPoint continues to be in the forefront with its multi-sector approach to addressing childhood obesity

- Solutions depend on effective collaborations between health plans, the medical system, schools, communities, and government

- Solutions should focus **not only** on benefit coverage, but on effective benefit utilization by those at risk – where physician buy-in and consumer awareness will need to be optimized…