

PROPOSAL

PUBLIC HEALTH THINK TANK 2018

By Gayathri Satheesh, Mohammed Osman, Anastasiia Zubareva, and Lenah Ankliss



WHAT IS THE ISSUE

- **CVD and Hypertension**
- **Lifestyle risks:** obesity, smoking, stress, physical inactivity, high cholesterol, family history
- **Public unawareness and misperceptions** (Hypertension and Obesity)
- **Lack of knowledge** about available health-care resources
- **Incautious health behavior** (prevalent among young people)
- **Mental Health/Stress** (body image, competitive env.)/**School bullying**

THESE ISSUES CAN BE LINKED to CVD MORTALITY and MORBIDITY



EAGLE

EATING ACTIVE GROWING LIFESTYLE EDUCATION



WHAT IS EAGLE

EAGLE addresses hypertension from the “heart” of the problem.

Our team has noted the need for a comprehensive, **education** program to be implemented into the UAE community. EAGLE will be an ongoing, extensive health promotion program which will engage with the school community. We aspire to **empower** the younger generation, **normalise** conversations, and ultimately **reduce** the risk factors which lead to hypertension.

COMPONENTS OF THE EAGLE PROGRAM

Education Component

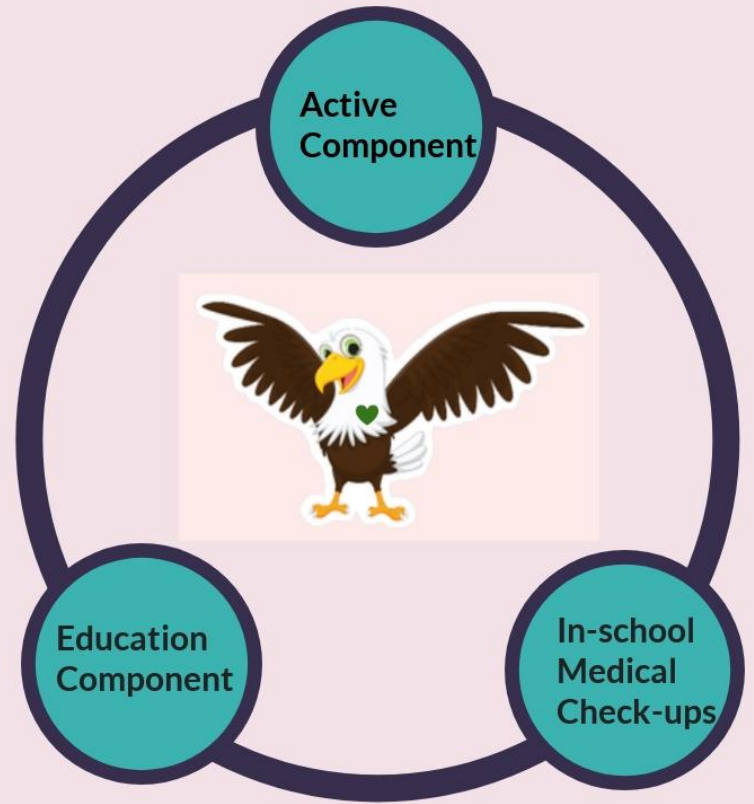
- Healthy food - recipes for low sodium diet
- Health care/CVD Resources
- Lifestyle - sleep pattern, smoking discouragement

Active Component

- Workshops
- Ambassador program
- Healthy School Competition

Medical Check-ups

- In-school/interactive - by the nurses
- Training ambassadors
- Encouragement to educate family/community.



WHAT WILL THE PROGRAM LOOK LIKE IN SCHOOLS

- Public and Private
- In partnership with the UAE ministry
- 6 months long
- Each month will have a **focus** in addressing a specific problem related to heart health
- The school will become an “Eagle school” and will continue to partake in certain activities after the 6 month period
- **Ambassadors** will actively continue to lead the community

EAGLE AMBASSADOR PROGRAM

-> Role models who promote healthy life style



OUR VISION

Identify and train students who demonstrate a keen interest in community involvement and health.



MISSION

Spread awareness about CVDs, Organize workshops and encourage student involvement.

COLLABORATIONS

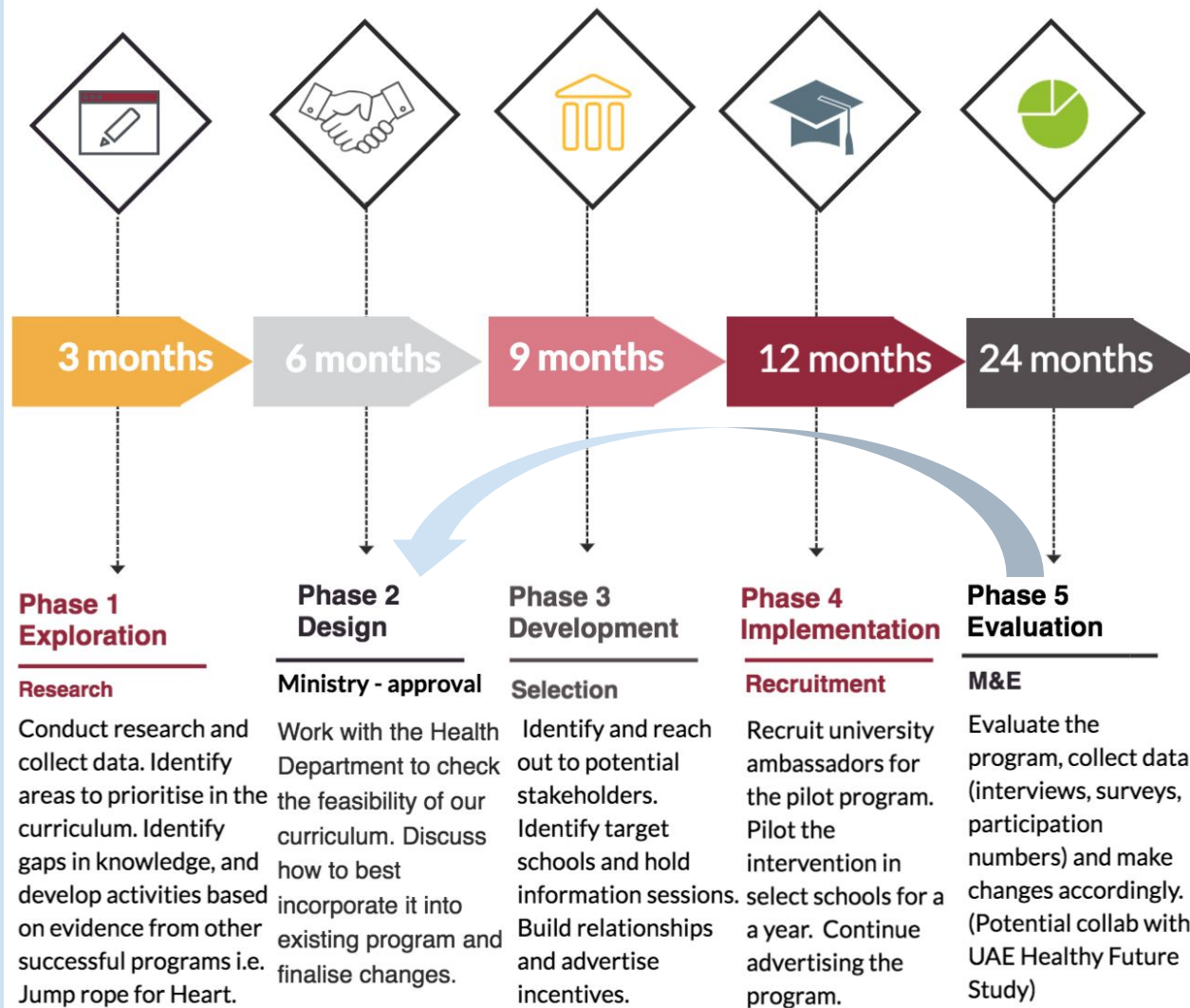
- UAE Healthy Future Study Collaboration data collection
- Ministry of Education: curriculum approval and enforcement
- Department of Health: Health Ambassador program collaboration
- Oman Insurance Company: community events and network resources
- Local Universities: volunteer task-force
- Media and News Channels: Op-eds and news coverage
- Fitness Technology Brands: prizes for children participating

INCENTIVES

For key-collaborators and players:

- **Healthy Future Study and Public Health Center** – an intervention study that would provide data on school population + outcomes of community-based comprehensive intervention
- **Fitness Brands companies:** free promotion
- **Oman Insurance Company:** less costs in the future
- **Schools:** reputation
- **Volunteers:** community engagement + CV entry

TIMELINE OF EVENTS



EAGLE

SWOT ANALYSIS OF IMPLEMENTATION

STRENGTHS

- Low cost
- Established Practices
- Government Support
- Evidence based

WEAKNESSES

- Difficulty in interschool communication
- School must decide to enroll
- Requires volunteers and support

OPPORTUNITIES

- Range of partners
- Volunteer programs
- Community involvement
- Sponsorships

THREATS

- Schools decide against program
- Parents lack reinforcement
- Students fail to get involved

EVIDENCE BASED PRACTICE

- OPAL (Obesity, Prevention and Lifestyle Program
- Heart Foundation
- Successors found when collaborated with the government
- Prior programs have noted the important of having a “clearly obesity prevention model”.

MONITORING & EVALUATION

- **Pair-matching (schools) randomized trial**
- **Baseline:** self-report questionnaires + students' health data (confidential!)
- **Measures:** self-report questionnaires/observational protocols/students' health data/qualitative interviews with key-actors (school principals, key partners with hands-on duties, faculty, nurses, volunteers)

The results and feedback will be used to improve the program and assess its effectiveness and scalability potential

OTHER SUCCESSFUL PROGRAMS

Health Promotion International, Volume 31, Issue 2, 1 June 2016, Pages 375–384, <https://doi.org/10.1093/heapro/dau118>

West, Felicity, Sanders, Matthew R., Cleghorn, Geoffrey J. and Davies, Peter S.W 2010, 'Randomised clinical trial of a family-based lifestyle intervention for childhood obesity involving parents as the exclusive agents of change,' *Behaviour Research and Therapy*, vol, 48, no.12, pp. 1170–1179. Available from i:10.1016/j.brat.2010.08.008 [27 March 2016]

de Silva-Sanigorski, A., Elea, D., Bell, C., Kremer, P., Carpenter, L., Nichols, M., Smith, M., Sharp, S., Boak, R. and Swinburn, B 2011, 'Obesity prevention in the family day care setting: impact of the Romp & Chomp intervention on opportunities for children's physical activity and healthy eating.' *Child: Care, Health and Development*, vol. 37, no. 3, pp. 385–393. Available from: 10.1111/j.1365-2214.2010.01205.x [08 March 2016].

THANK YOU

