VIF program: Shifting from childhood obesity prevention to sustainable and healthy lifestyle for everybody in community based interventions.

Monique Romon
History
FLVS: Fleurbaix Laventie Ville Santé

Fleurbaix : 2 222 habitants
Laventie : 4 444 habitants
Three successives studies

- **FLVS I (1992-1997)**:
  - evaluate the effects of a school-based nutrition education program on eating habits of the whole family.
  - **Obesity was not targeted!**

- **FLVS II (1997-2002)**:
  - a longitudinal observational study on the determinants of weight changes

- **FLVS III (2002-2007)**
  - screening and coaching at risk individuals
Accompanying these studies: progressive involvement of the whole community

**Town council:**
- Supporting actions fostering physical activity
- Financing new equipment for sports
- Appointing sports educators to promote physical activity in primary schools

**Health and sports professionals trained and informed:**
- GPs trained to manage pathologies related to nutrition (diabetes, obesity, CVD...)
- Related information passed on to pharmacists, nurses, physical activity educators, sports associations leaders, school catering managers, ...
12 years later no increase in the prevalence of childhood obesity compared to control town.
3 lessons were learned

- The key role of local political and the requirement of a local management
- The need of a coordinating capacity
- It takes time both to mobilize stakeholders at different levels and to observe an effect
2005: EPODE (Ensemble Prevenons l’obesité des enfants)

- A community-based intervention approach prompting a lifestyle change at the local level:

- A methodology dedicated to the development of a local strategy for a sustainable involvement of local stakeholders
  - Regularly enriched by field experience and good practices sharing
Theoretical framework of the program
2011: VIF (Vivons en Forme)

- VIF Program derives from EPODE a large-scale capacity building approach for communities
  - to implement effective and sustainable strategies to prevent childhood obesity.
  - To increase fitness in the whole population
5 Pillars

- Local Political commitment
- Scientific expertise
- Public private partnership
- Central coordination team
- Regular communication
- Formation
- Evaluation social marketing

Partners:
- Fondation Nestlé France
- Orangina Schweppes France
- LA VOIX DU NORD
- Le Monde
- Société Française de Pédopsychiatrie

Brands:
- FERRERO
- bel

Logos and images:
- Association FLVS
- ministère de l’agriculture, de l’agroalimentaire et de la pêche
Contract between the town and central organisation (NGO)

- At the local level the town appoints a local project manager
  - He assembles and steers a local organisation team
  - He is responsible for the advocacy of the program.
National Organisation provides tools

- For communication
National Organisation provides tools

- For evaluation
National organisation provides training

- For local project managers
  - Evaluation
  - Management of projects
- For local stakeholders
  - Social actors
  - School kitchen staff:
250 towns

3.8 millions people
« Vivons en Forme »

Input (stakeholders), processes, activities, influences

National Organisation → Local Organisation → Settings → Child

Feedback, share knowledge, reflection, evaluation
Results
On obesity prevalence
Meyzieu

• Méthodologie

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<tr>
<th>unemployment</th>
<th>year</th>
<th>age</th>
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<td>11,5%</td>
<td>2005 à 2015</td>
<td>5 years</td>
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• Résultats

Evolution de la prévalence du surpoids et de l'obésité

-48% en 10 ans

Nombre d'enfants pesés et mesurés
330 en 2005
396 en 2015
### Saint André

<table>
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- **Résultats**

![Graph showing decrease in overweight and obesity](image)

**Evolution de la prévalence du surpoids et de l'obésité**

- **BAISSE DU SURPOIDS ET DE L'OBÉSITÉ**
  - **-40,5%**
  - **EN 7 ANS**

**Nombre d'enfants pesés et mesurés**
- **282 en 2008**
- **297 en 2015**

**Tableau de données**

- **Obésité**
  - 2008: 4,26%
  - 2015: 1,35%

- **Surpoids**
  - 2008: 13,83%
  - 2015: 9,43%

- **Surpoids + Obésité**
  - 2008: 18,09%
  - 2015: 10,77%
On community capacity building
Increasing empowerment of local project manager

And increasing concern about food sustainability

- There is a positive synergy between healthy behaviour and sustainable behaviour.
- It is less stigmatizing to communicate about sustainability.
- It is crucial to sensitize young people to sustainability.
Action on local environment

✓ School meals (Saint André)
  ✓ Use of local food
  ✓ Fight again wasting
    ✓ On line booking of meals
    ✓ Convention with NGO for quick distribution of non eaten meals
✓ Nurseries ((Narbonne)
  ✓ 30% fruit and vegetable from local producers
Action on behaviour: sensitization to food wasting

Posters and leaflets
Thematic school classes

Entertaining interactive conferences
Reducing Obesity with Sustainability

October 26, 2012 | 12:34 PM

Being interested in healthcare, *The Weight of the Nation* caught my eye while I was flipping through the channels the other night. This documentary portrays the wide-spread obesity epidemic and its serious implications on communities.

**Did you know?** More than one-third of U.S. adults (35.7%) are obese and approximately 17% (or 12.5 million) of children and adolescents aged 2—19 years are obese. [CDC.gov](http://www.cdc.gov)

As I’m watching this horrifying film, I think about how much needs to change in order to reserve this epidemic. Entire systems need to be altered! Food system, education system, healthcare system, media, etc. How do we even begin to combat this epidemic?

Then I think how local governments across the nation are adopting Sustainability Action Plans and how many of the causing factors of obesity can potentially be addressed by these plans. Sustainability Plans are intended to tackle a wide array of issues and attempt to bring balance between social, economic, and environmental factors. Sustainability is not exclusively about saving the environment; it is about *sustaining* an entire community, and that is why public health should be incorporated into these action plans.
Thank to coordinating team
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Christophe Roy

And to all local project managers