

Consumer Engagement Quarterly Newsletter

Your source for news and tools to engage people in their healthcare and wellness

Consumer Engagement Associates

“Working with
you to build
consumer
engagement within
the community”

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Fighting Obesity in Western New York

News coverage about the obesity epidemic has been extensive over the last few years. In Western New York we are not immune to the rising health care cost related to obesity. According to the New York State Department of Health, these costs add up to nearly half a billion dollars annually.

Taking the initial steps in combating this problem, WNED/ThinkBright and Well teamed up with the P² Collaborative of Western New York, UB School of Public Health and Health Professions and Erie One BOCES to launch an anti-obesity pilot initiative called LiveWell. Focusing on Buffalo zip code 14204, a low-income, minority community, the two armed project has an adult and teen engagement component.

Teen Engagement: Over the summer Erie One BOCES, ThinkBright and Well and Cornell Cooperative Extension worked with a group of teens who learned about the scientific data to support the cause and effect of poor eating habits and lack of physical activity. They were given the tools to make healthy choices such as reading labels, seeing physical evidence of the amount of sugar and fat in popular fast foods and soda pop. They also learned about the relationship of caloric intake and use during physical activity.

The program culminated with a neighborhood health fair at Ss. Columba-Brigid Church and Teen Center. Over 80 residents enjoyed the healthy foods prepared by the teens, double-dutch jump rope, Tai Chi, music, dancing and a basketball shoot out.

Adult Engagement: The adult engagement programs focus on building capacity in organizational structures to incorporate healthier food choices within their operations. We encourage and provide tools to assist them with those changes. The goal is to have consistency in the foods available where we live, work, worship and play.

Janet Hinkel, Project Director is working with Diann and Johnnie Mae Holt from Central City Café. The soup kitchen, located in the Durham Memorial AME Zion Church’s Community Outreach Center, feeds 60-100 citizens per day. UB interns Amanda Scates-Preisinger and Corey Herskowitz work closely with the center analyzing their menus and researching how other soup kitchens have switched to healthy affordable foods.

About the Author:

Judith Anderson, Consumer Engagement Associate, is working with senior centers, block clubs, churches, and other community-based organizations to provide them and the members/clients with the education and tools necessary to live well.

[Check out our new Facebook page!](#)

The page is a great tool for both advocates and consumers. Learn about P² initiatives, upcoming events, and find credible and reliable information on chronic conditions. There are weekly tips on how to manage conditions and become an active member of your health care team.

Just go to the P² website www.p2wny.org and click on the Facebook link. Don’t forget to hit the “like” button on the top of the page, and share the page with your friends!

Consumer Engagement Toolkit

Patient Empowerment Training:

Patient & Health Care Teams Building Partnerships

Living Healthy – Stanford University

Chronic Disease Self-Management Training

1 Friday 4 Futures:

Learn what WNY consumers want.

Diabetes Information Pack:

Brochures, posters

Consumer Engagement Associates

Other Resources:

Consumer Advisory Team

WNED/ThinkBright & Well

P² Collaborative of WNY

National Partnership for Women and Families

Newsletters