

# VILLANOVA UNIVERSITY

## COLLEGE OF NURSING



### MacDonald

## CENTER FOR OBESITY PREVENTION AND EDUCATION

August 2014

Happy summer! We are excited to send you our first edition of *COPE e-news* so that YOU - our supporters, followers, and colleagues - can be connected with what is happening here at COPE. The goal of this publication is to keep you informed as well as call you to action. Join us in our mission to serve as the model for education and research promoting healthy weight management and the prevention and reduction of obesity-related diseases across the lifecycle. If you have ideas, a comment or would like to get involved, please contact us at [cope@villanova.edu](mailto:cope@villanova.edu).

#### Ensuring Healthy Futures-Year 1 completed

In the fall 2013, the Independence Blue Cross Foundation (IBCF) launched its three-year Healthy Futures initiative to explore a new, collaborative approach to reversing the childhood obesity epidemic in our Philadelphia area communities. COPE was chosen as a Healthy Futures partner to assist in the design and implementation of focus groups and to administer an online nutrition assessment tool for parents to complete based on their child's food intake.

Year 1 just wrapped up and we had a blast going to the four "core" schools - the schools that are receiving all the programming - to complete the focus groups with 10 consented students from each school. Examples of the questions we asked include: "Who do you

know that is healthy?" and "People do all types of activities like exercise, sports and games. What kind of activities do you like to do after school? On the weekend?" It was a fun activity for both the COPE focus group moderators and the students. All groups seemed to have role models of healthy lifestyle that they named in particular - i.e. mothers and fathers, teachers, a neighbor, specific athletes. Many students equated being healthy with "feeling good" and "feeling energized" and being "stronger". These focus groups serve to provide qualitative data and insight into the students' attitudes and perceptions about healthy living.

The students were enthusiastic about Healthy Futures and told us about the fun activities (pop-up soccer games, gardening) and new foods (Vetri made lunches) they were trying as part of the program. We are looking forward to continuing our partnership with IBCF over the next 2 years and revisiting the students at the four schools to see how and if their attitudes towards health and what they are eating have changed.

Read more about the [IBC Foundation Healthy Futures program](#).

**Takeaways from National Employee Wellness Month**

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What's New at  
COPE?

Academic Programs

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Do you have comments, suggestions or want to get involved? We'd love to hear from you! Email us at [cope@villanova.edu](mailto:cope@villanova.edu).

**Sponsors and  
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As a non-profit Center, COPE supports collaboration in the prevention of obesity. For details on how you can become a Sponsor or Exhibitor email [cope@villanova.edu](mailto:cope@villanova.edu).





Sponsored by the STOP Obesity Alliance based out of The George Washington University, National Employee Wellness Month (NEWM) is an initiative designed to empower business leaders to successfully engage employees in healthy lifestyles. COPE participated during the month of June by debuting a new website area called COPE on Campus. COPE on Campus is a nutrition resource tailored to University employees with tips, news articles, and printable documents that employees can access. COPE is a referral source for employees looking to use their medical benefits which include coverage of medical nutrition therapy. The more tools we can get into the hands of our employees here on campus, the healthier our organization will be. Check out [COPE on Campus](#) for more info!



#### **News Alert!**

This summer, join us in telling the American Camp Association they should take our children's health seriously and [add a "no sugary drinks" rule to their camp accreditation standards.](#) Then spread the word! #NoCampSugaryDrink



#### **COPE expertise in the media**

COPE's director, Erin Winterhalter, MPH, RDN, LDN, CDE recently shared her expertise with *US News & World Report* in a piece titled ['Healthy' Foods You Shouldn't Be Eating.](#) She was also part of a *Today's Dietitian* article [The Nutrition Facts Label.](#)

[More obesity news...](#)

## 2014 EVENTS

**August 13** - COPE webinar series: [Weight Management for Menopause and Beyond](#) with Kristen M. Beavers, PhD, MPH, RD

**September 16** - COPE webinar series: [Health Literacy and Clear Communication: Moving Towards Understanding](#) with Carol J. Howe PhD, RN, CDE

**October 29** - COPE webinar series: [The Impact of Sarcopenic Obesity on our Aging Population](#) with Mary Ellen Posthauer, RDN, LD, CD

**November 11** - Save the date! COPE and Philadelphia Dietetic Association co-present a networking and lecture event.