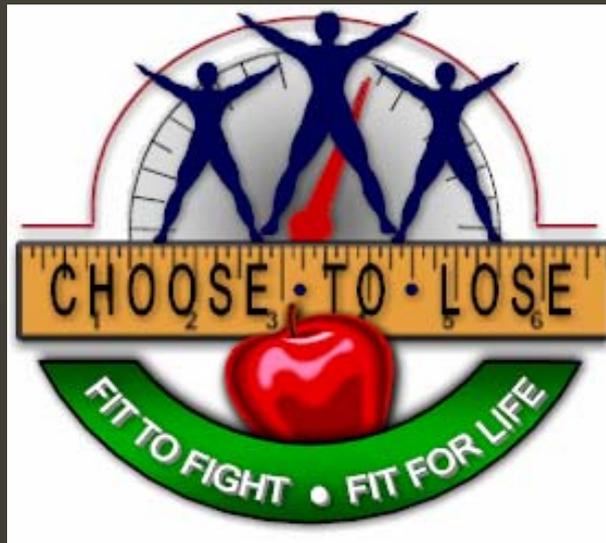


Choose to Lose

Tammy Lindberg, Lt Col, USAF, BSC



Report Documentation Page

Form Approved
OMB No. 0704-0188

Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.

| | | | |
|---|------------------------------------|--|----------------------------------|
| 1. REPORT DATE 15 JUL 2008 | 2. REPORT TYPE N/A | 3. DATES COVERED - | |
| 4. TITLE AND SUBTITLE Choose to Lose | | 5a. CONTRACT NUMBER | |
| | | 5b. GRANT NUMBER | |
| | | 5c. PROGRAM ELEMENT NUMBER | |
| 6. AUTHOR(S) | | 5d. PROJECT NUMBER | |
| | | 5e. TASK NUMBER | |
| | | 5f. WORK UNIT NUMBER | |
| 7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) United States Air Force 59th Diagnostics and Therapeutics Squadron | | 8. PERFORMING ORGANIZATION REPORT NUMBER | |
| 9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES) | | 10. SPONSOR/MONITOR'S ACRONYM(S) | |
| | | 11. SPONSOR/MONITOR'S REPORT NUMBER(S) | |
| 12. DISTRIBUTION/AVAILABILITY STATEMENT Approved for public release, distribution unlimited | | | |
| 13. SUPPLEMENTARY NOTES Warfighter Nutrition Workshop 15-16 July 2008 (USUHS), The original document contains color images. | | | |
| 14. ABSTRACT | | | |
| 15. SUBJECT TERMS | | | |
| 16. SECURITY CLASSIFICATION OF: | | | 17. LIMITATION OF ABSTRACT |
| a. REPORT unclassified | b. ABSTRACT unclassified | c. THIS PAGE unclassified | UU |
| | | | 18. NUMBER OF PAGES 20 |
| | | | 19a. NAME OF RESPONSIBLE PERSON |

Overview

- Obesity in the Air Force
- “Choose to Lose”
- Program Elements
- Marketing
- Worksite: Home or Deployed
- Data Collection
- Relevance
- Summary

Obesity in the Air Force

- Annual direct and indirect costs estimated at \$23.9 million and \$3.3 million, respectively, for a total of \$27.3 million.
- Direct care costs approx 7% of all annual Air Force expenditures for active duty medical care. Annual Overweight/Obesity-attributable lost workdays were estimated at 33,635.

Reference:

Robbins, A.S., Chao, S.Y., Russ, C.R. & Fonseca, V.P. (1997). Cost of Overweight and Obesity Among Active Duty Personnel—United States Air Force. Air Force Medical Operations Agency.

Obesity in the Air Force

- In 2007, 38% of the Active Duty personnel of the 37th Training Wing at Lackland AFB were categorized as overweight (7% obese) while 50% of the 59th Medical Wing were classified as overweight (10% obese).

Choose to Lose

- 12-week weight loss competition
- All participants are part of a 6-member team
- Each participant is given a weight loss goal
- Point system integrated throughout worksite
- Grand Prize

Program Elements

Education

- Online CBT with “tasks” for points at the finish
- Located on WHMC Intranet
- Topics: Basic nutrition for weight loss, label reading, food guide pyramid, portion control, exercise, medical aspects of overweight/obesity, fad diets, etc.

Dare to Stair

Implemented Healthy Foods

Labeled snack machines

Marketing

- Marketing began 1 month prior to “kickoff”
 - Elevators (weekly)
 - Vital Signs article (WHMC newsletter)
 - Marque
 - Daily announcements (email)
 - Table tents in the dining facility
 - Orientation
 - Online “interest” survey

Announcing New Menu Items



NEW!

Breakfast
Turkey Sausage
Turkey Bacon



Lunch
Gardenburgers



Salad Bar
Tuna Salad
Chicken Salad
Diced Chicken
Canned Tuna
Diced Chicken

Snacks/Beverages
Sugar Free Jello
Silk Soymilk



Intranet Portal

[Home](#) | [Locator](#) | [Call Roster](#) | [Vital Signs](#) | [Lackland Talespinner](#) | [Feedback](#)



19-May-07 CAPT SAUNYA N. BRIGHT CHIEF FOOD PRODUCTION

LACKLAND\SAUNYA.BRIGHT's Page

Threat Conditions: FPCon: **ALPHA** INFOCon: **5**

[Change Info or Theme](#)

ICDB2 Login

Collapse

Login

Intranet Menu

- CPD Outpatient Supply List ▶
- Customer Relations ▶
- External Links ▶
- Forms and Publications ▶
- Human Relations ▶
- ICDB ▶
- Medical Laboratory ▶
- News and Events ▶

What's New



Welcome to the 59th MDW WHMC Intranet Portal.

"Hospital Newsletter, Vital Signs"

Featured

Collapse



Dining Hall Menu **Medical Multimedia Flight**

Look @ what's cookin'. Medical MultiMedia Resident Briefing

InfoProtect

Guides and useful tools to protect your information.

My Air Force

- ▶ AFPC
- ▶ AF Portal
- ▶ Air Force One Source
- ▶ Defense Travel System (DTS)
- ▶ FAQs
- ▶ KX AFMS
- ▶ Lackland DTS Help
- ▶ Lackland Intranet
- ▶ Lackland Leave Web
- ▶ My Pay
- ▶ Official U.S. Time
- ▶ SGR Congressionals
- ▶ Thrift Savings Plan
- ▶ Virtual MPF

My Training

Collapse

Nutrients for Menu Items

Home | Locator | Call Roster | Vital Signs | Lackland Talespinner | Feedback



19-May-07 CAPT SAUNYA N. BRIGHT CHIEF FOOD PRODUCTION

LACKLAND\SAUNYA.BRIGHT's Page

Threat Conditions: FPCon: ALPHA INFOCon: 5

Change Info or Theme

- Dining Room
- Inpatient Nutrition Care
- Outpatient Nutrition Care

| SUNDAY -- 13 May 07 | | | |
|---|------|--|--|
| LUNCH | | | DINNER |
| BBQ Beef Sandwich | 1.35 | | Chicken Parmesan 2.05 |
| Chicken w/ C... | | | Sockeye Salmon 2.80 |
| Boston Bake... | | | Ziti Pasta .25 |
| Fettuccini | | | Garlic Buttered Rice .25 |
| Yellow Squas... | | | Steamed Carrots .30 |
| California Ble... | | | Corn .30 |
| | | | DAY -- 14 May 07 |
| LUNCH | | | DINNER |
| Aztec Chicken & Rice Soup | 1.45 | | Chicken Cordon Bleu 1.70 |
| Beef Pot Roast Soup | 1.45 | | Teriyaki Beef 2.30 |
| Pork Steak | 1.65 | | Steamed Rice .10 |
| Lemon Herbed Turkey | 1.35 | | Vegetable Stir Fry .50 |
| Zipity Do Da Wings | 1.90 | | Peas .30 |

Nutritional Information: BBQ Beef Sandwich

Serving Size: 1 SANDWICH

Calories: 370

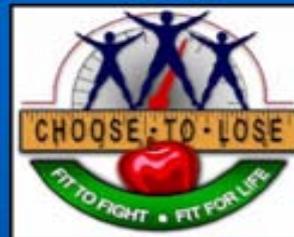
Fat (gms): 12.5

Chol (mgs): 35

Sodium (mgs): 1030

Poster

Make the right choice **CHOOSE TO LOSE**



Watching calories, fat and sodium? You can easily identify healthier food choices by looking for this icon. Choose to Lose by selecting healthier food items throughout in vending machines and in the dining hall.

Vending machine items are identified with the Choose to Lose logo that are less than or equal to:

9 grams total fat
2.5 grams saturated fat
480 milligrams sodium
300 calories

Hospital Dining Hall items are identified with the Choose to Lose logo that are less than or equal to:

Entrees: 15 grams of fat/100 mg of cholesterol
Non-entrees: 3 grams of fat/10 mg of cholesterol

Vending machine sticker

Make the right choice
CHOOSE TO LOSE



Have no more than:

9 grams total fat
2.5 grams saturated fat
480 milligrams sodium
300 calories

Point of Service Nutrition Facts



GARDENBURGER

Serving Size: 1 patty w/bun

Calories: 250

Fat (gm): 2

Chol (mg): 0

Sodium (mg): 490

Worksite: Home or Deployed

“Winning the Losing Battle”

12 WEEKS

One Goal



Watch for more info in the Vital Signs



Worksite Year One

- Staffed by
 - 2 Dietitians, 2 Technicians, 1 Coordinator
 - Equipment: 2 scales, table, goals calculation sheets, calculators
- 250 signed up
- 90 finished program
- 532 pounds lost

Worksite Year Two

- Dietetic Intern Project 2008
 - 2 interns
 - 6 technicians; 2 RD preceptors
- Participation
 - 434 signed up, 315 showed up, 132 finished
 - 1598 pounds lost

Deployed

- Outpatient nutrition clinic opens Balad Air Base Sept '07
- Staffed by 2 technicians, 1 RD
- Initiated Choose to Lose
- 88 Signed Up
- 86 Finished
- 589 pounds lost

Data Collection

- Weigh-in, pedometer points, exercise points recorded on team sheets each week
- Excel spreadsheet
 - Completely formula driven
 - Team progress sheets (given bi-monthly)

Relevance

- DoD spends estimated \$1.1 billion/year for medical care related to excess weight & obesity

DoD \$167 million/year for non-medical costs associated with excess weight & obesity

Reference:

Dall, T.M. et al. (2007). Cost associated with being overweight and with obesity, high alcohol consumption, and tobacco use within the Military Health System's TRICARE prime-enrolled population, *American Journal of Health Promotion*, 22(2), p. 130

Summary

- Obesity in the Air Force
- “Choose to Lose”
- Program Elements
- Marketing
- Worksite: Home or Deployed
- Data Collection
- Relevance