Choose to Lose

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Choose to Lose

United States Air Force 59th Diagnostics and Therapeutics Squadron

Approved for public release, distribution unlimited

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:
Obesity in the Air Force

- In 2007, 38% of the Active Duty personnel of the 37\textsuperscript{th} Training Wing at Lackland AFB were categorized as overweight (7% obese) while 50% of the 59\textsuperscript{th} 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 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
## Nutrients for Menu Items

### SUNDAY -- 13 May 07

<table>
<thead>
<tr>
<th>LUNCH</th>
<th></th>
<th>DINNER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BBQ Beef Sandwich</strong></td>
<td>1.35 g</td>
<td><strong>Chicken Parmesan</strong></td>
<td>3.0 g</td>
</tr>
<tr>
<td><strong>Nutritional Information:</strong> BBQ Beef Sandwich</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Serving Size</td>
<td>1 SANDWICH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calories</td>
<td>370 g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fat (g)</td>
<td>12.5 g</td>
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<td></td>
</tr>
<tr>
<td>Cholesterol (mg)</td>
<td>35 mg</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium (mg)</td>
<td>1130 mg</td>
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</tbody>
</table>

### DAY -- 14 May 07

<table>
<thead>
<tr>
<th>LUNCH</th>
<th></th>
<th>DINNER</th>
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</thead>
<tbody>
<tr>
<td><strong>Asian Chicken &amp; Rice Soup</strong></td>
<td>1.45 g</td>
<td><strong>Chicken Cordon Bleu</strong></td>
<td>1.70 g</td>
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<tr>
<td><strong>Nutritional Information:</strong> Asian Chicken &amp; Rice Soup</td>
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</tr>
<tr>
<td>Serving Size</td>
<td>1.45 g</td>
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<td></td>
</tr>
<tr>
<td>Calories</td>
<td>165 g</td>
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</tr>
<tr>
<td>Fat (g)</td>
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</tr>
<tr>
<td>Cholesterol (mg)</td>
<td>10 mg</td>
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</tbody>
</table>

## Inpatient Nutrition Care

### LUNCH

- **BBQ Beef Sandwich**
- Serving Size: 1 SANDWICH
- Calories: 370 g
- Fat (g): 12.5 g
- Cholesterol (mg): 35 mg
- Sodium (mg): 1130 mg

### DINNER

- **Chicken Parmesan**
- Serving Size: 3.0 g
- Calories: 370 g
- Fat (g): 12.5 g
- Cholesterol (mg): 35 mg
- Sodium (mg): 1130 mg

## Outpatient Nutrition Care
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
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
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

CHOOSE TO LOSE
FIT TO FIGHT • FIT FOR LIFE

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

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