

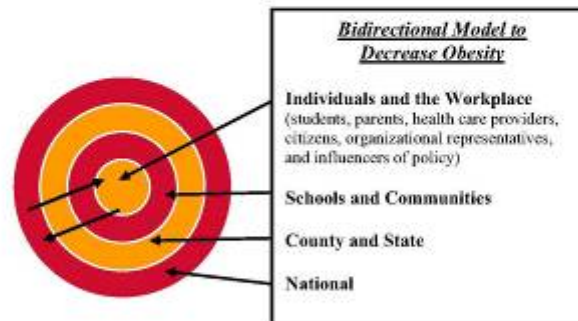
# The AOO Manual and Introducing a “Framework” for the AOO Clearinghouse

Joseph Roberts  
For the AOO Taskforce

# Action on Obesity (AOO) Manual

## Action on Obesity (AOO) Manual Guidelines for Implementation in the Community

Formulated by the Action on Obesity Taskforce



# AOO Manual

## The AOO Manual

- Is in your registration folder as well as on our website
- Meant to serve as an extremely malleable, ever-changing resource
- Please feel free to share with others who are not at this summit

# AOO Manual

## Correction:

- Back page web address should read:  
[www.actiononobesity.org](http://www.actiononobesity.org).
- We are not “Action on Besity”

# Action on “BESITY” Manual

## Primary Content:

- From minutes of AOO Taskforce meetings
- From two specific papers:
  - ***White Paper: An Update on Action on Obesity***, July 2004, from the AOO Taskforce
  - ***Action on Obesity: Report of a Mayo Clinic National Summit***, April 2005, Mayo Clinic Proceedings

# AOO Manual

## SECTION I: The Obesity Epidemic: Can You Start AOO in Your Community?

- A few obesity statistics, including BRFSS maps

## SECTION II: Background of AOO in Rochester, Minnesota

- Background of AOO Taskforce and explanation of the AOO Bidirectional Model

# AOO Manual

## SECTION III: Interfacing with the Community

- **Composition of the AOO Taskforce and what was learned from initial meetings**

## SECTION IV: The Action on Obesity Summits

- **Why we convene AOO Summits, and brief descriptions of the prior four summits**

# AOO Manual

## SECTION V: Suggestions from the Initial AOO Summit, 2004, Breakouts

- Breakout Session suggestions in relation to the AOO Bidirectional Model

## SECTION VI: Barriers to Rapid Change

- Very brief list of some of the primary barriers – this list can be added to with feedback from you as you implement an AOO model in your community

# AOO Manual

## SECTION VII: Accomplishments

- **Some of the work done by AOO Taskforce members in their own worksites, schools, communities, etc.**
- **These accomplishments can be used as ideas for implementing similar in your community**
- **Not a comprehensive list**

# AOO Manual

## SECTION VIII: How to Implement AOO in Your Community

- A very basic framework which was used by the AOO Taskforce
- We understand we are fortunate in the Rochester community to have so many enthusiastic and action-oriented partners

# AOO Manual

## First Edition

- This is a tool meant to be a very malleable resource
- Through your suggestions, feedback and collaboration, this manual can be refined and updated
- Please let us know of your successes, barriers, and triumphs – every individual, community, etc. is different

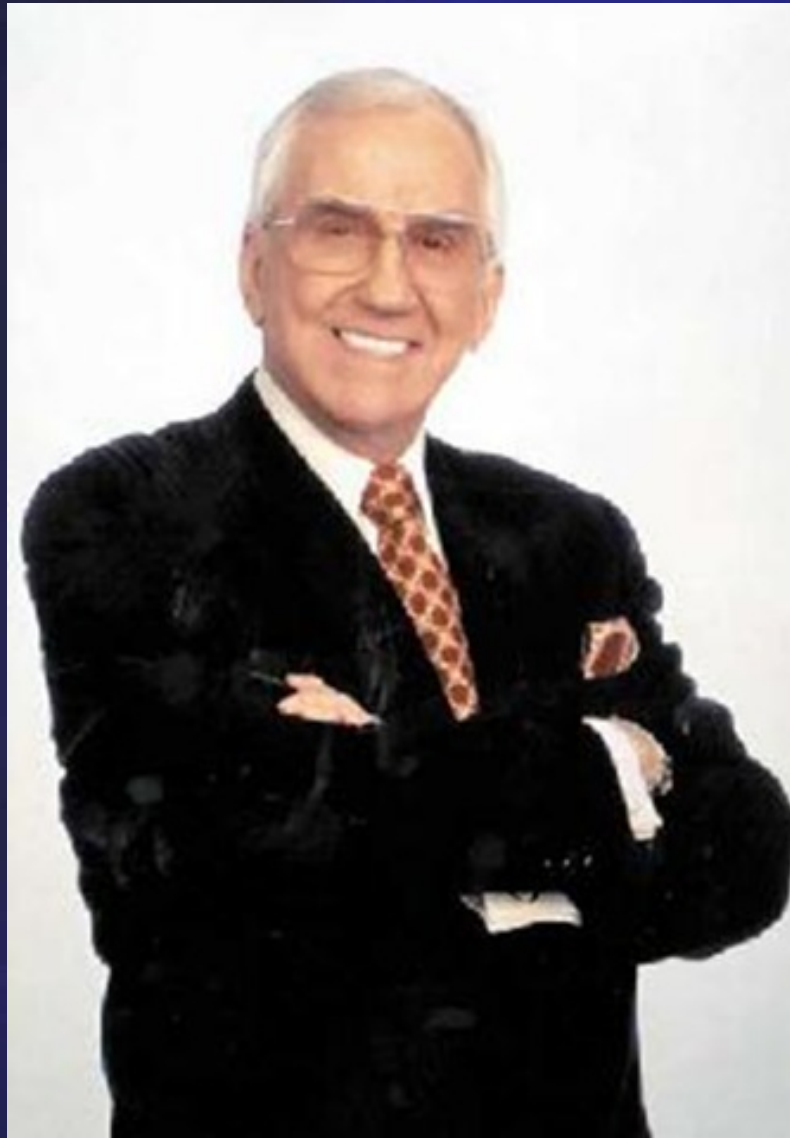
# AOO Manual

## Contact Us:

- Information on back page
- Email: [roberts.joseph@mayo.edu](mailto:roberts.joseph@mayo.edu)
- Check for AOO Manual updates on [www.actiononobesity.org](http://www.actiononobesity.org)

# Introducing a “Framework” for an Action on Obesity (AOO) Clearinghouse

# What Comes to Mind When You Hear “Clearinghouse?”



# Clearinghouse Definition

From Merriam-Webster:

1. An establishment maintained by banks for settling mutual claims and accounts
2. A central agency for the collection, classification, and distribution especially of information;  
*broadly*: an informal channel for distributing information or assistance

# Current AOO Website

[www.actiononobesity.org](http://www.actiononobesity.org)

**Action on Obesity**  
Mayo Clinic's Approach to the Problem

**Problem:**  
The prevalence of obesity has increased dramatically in America and is now an epidemic. A new study on March 17, 2005 suggests that as childhood obesity becomes prevalent, the current generation of children may "live less healthful and shorter lives than their parents" for the first time in U.S. history. It has been estimated the health care costs attributable to obesity are greater than any other health condition.

The obesity epidemic is escalating rapidly, is complex in nature and, by its magnitude, is humbling all individuals and organizations striving to make a difference. It is only by all working together to approach the problem "that in hand" that we will create an environment for all people that supports physical activity and healthy nutrition. [Read more about the problem.](#)

**Response:**  
Representatives from Mayo Clinic and the Rochester, Minnesota community is collaborating with multidisciplinary state and national partners on a task force to find answers and approaches to prevent and combat obesity. By all working together, we really believe we can make a difference! [Read about the task force.](#)

**Solution:**  
Our goal is to develop action plans that can be implemented at the work site, the community, the state, and the nation. [See action plans.](#)

**Action on Obesity Summit 2008**  
Join us for the 5th annual Action on Obesity Summit, hosted by Mayo Clinic. The focus this year is on "The Obesity Epidemic: An Action Focus on Individuals, Populations at Risk, Health Policy, and Establishing an Action on Obesity Clearinghouse."

Join us:  
Thursday, October 16 and Friday, October 17  
Marriott Ballroom, Marriott Hotel  
Rochester, Minnesota

See the [agenda](#) (pdf) for details and the [registration form](#) (pdf) to register.

**Action on Obesity Manual**  
Guidelines for implementation in the community, formulated by the Action on Obesity Taskforce. Download the [AOO Manual](#) (pdf, 324KB).

**NEWSLETTER**  
Read the September [newsletter](#) (pdf, 572KB)

**CONFERENCE REPORT**  
Read report on initial Action on Obesity Summit in [Mayo Clinic Proceedings](#)

**WHITE PAPER**  
Read about Mayo Clinic's activities in combating obesity at Mayo Clinic and in the Rochester community:  
[2005 white paper](#) (pdf, 456KB)  
[2004 white paper](#) (pdf, 244KB)

**CAMPUS WALKING MAP**  
[map](#) (pdf, 260KB)

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# Current AOO Website

## Very Basic Content

- Home Page
- About Action on Obesity
- AOO Summit Information
- AOO Summit Programs (action items)
- Action Plans (from first summit)
- News and Events

# Current AOO Website

## Some Things to Look at (or look for) After We Adjourn

- The AOO Manual (Home Page)
- *2008 Physical Activity Guidelines for Americans*, as Dr. Laskowski discussed this morning (News & Events)
- Slides from this year's AOO Summit

# Current AOO Website

## Current Website is Informational

- **Basic information**
- **Resources**

## But it is not a Robust, Interactive Clearinghouse

- **It *is* a channel for distribution of information, but *is not* a central agency for collection**

# Tobacco Clearinghouses

## Two Examples:

- Tobacco Education Clearinghouse of California
- CDC Website



# A Few Common Traits

- Overview of tobacco problem
- Data and statistics
- Health effects of tobacco
- Media/Communications overview (recent news)
- Links to pertinent tobacco-related publications
- Products for tobacco cessation
- Newsletters

# But it's not a Robust, Interactive "Clearinghouse"

## Current Website is Informational

- Basic information
- Resources

## But it is not a Robust Clearinghouse

- It *is* a channel for distribution of information, but *is not* a central agency for collection

# Content for an Obesity Clearinghouse?

- A major part of our discussion as we move into tomorrow
- Think about what content you would like to have on an obesity clearinghouse
- Think about how much interaction an obesity clearinghouse should have
- Be ready to share your ideas and suggestions