



## **KAISER PERMANENTE HONORED FOR EFFORTS TO COMBAT OBESITY WITH 2009 PIONEERING INNOVATION AWARD AT WEIGHT OF THE NATION CONFERENCE**

### **Community-Focused Approach Combined with Multifaceted Initiatives Create a Well-Rounded Equation for Obesity Prevention and Control**

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Kaiser Permanente, the nation's leading not-for-profit health plan and health care provider, received a 2009 Pioneering Innovation award today from the U.S. [Centers for Diseases Control and Prevention](#) for its groundbreaking obesity prevention efforts. The award will be presented at the [Weight of the Nation Conference](#) in Washington, D.C., the CDC's inaugural conference on [obesity prevention](#) and control.

The award recognizes Kaiser Permanente's industry-leading approach to obesity prevention and management, which includes:

- Evidence-based clinical programs, multifaceted community-level interventions focusing on policy and environmental changes
- Advocacy for public policies that promote healthy eating and active living, and
- Changes in organizational practices that promote a healthy environment for members, physicians and employees.

"We were impressed with Kaiser Permanente's creative approach to addressing the obesity epidemic," said Dr. William H. Dietz, director of CDC's Division of Nutrition, Physical Activity, and Obesity. "The organization is committed to clinical prevention but goes beyond that to environmental and policy changes that make healthy food accessible in the communities."

"We know that the obesity epidemic is driven, in large part, by a food and physical environment that makes it difficult for people to [make the healthy choice](#), but easy to consume extra calories and be sedentary," said [Raymond J. Baxter](#), Ph.D., Kaiser Permanente's senior vice president for Community Benefit, Research and Health Policy. "Our answer to the epidemic is a comprehensive, multifaceted approach that includes strong evidence-based clinical prevention strategies, as well as a concerted effort to create the conditions outside our doctors' offices that make it easier for patients to heed the advice of their physicians to eat better and increase their physical activity. We are proud to be recognized for our work in this area."

As the nation debates health reform, policymakers are increasingly focused on the roles that [obesity](#), [diabetes](#) and other [chronic diseases](#) play in driving up health care costs, depressing the nation's health status and hampering the competitiveness of American businesses. Increasingly, policymakers are examining the benefits of comprehensive, community-based prevention programs as potential solutions to these critical issues.

Kaiser Permanente supports comprehensive community health initiatives in 40 communities across the country focusing on [healthy eating and active living](#). Developed and delivered by community collaboratives that typically include local health departments, resident organizations, schools and other community stakeholders, these programs are transforming food and physical activity environments. For example, these collaboratives have successfully created biking and walking trails, safe routes to school, safe and more modern playgrounds, better school cafeterias, and more access to farmers markets and healthy produce in communities that have inadequate access to healthy food.

Other elements of Kaiser Permanente's comprehensive approach to obesity prevention include:

- A [Weight Management Initiative](#) that features a wide array of nationally recognized weight management programs made available to its members at its medical centers, in community settings and online.
- The participation of Kaiser Permanente physicians and other representatives in local and statewide advocacy efforts to improve health through transportation planning, school nutrition standards, and a variety of other policies that promote healthy eating and active living.



- The creation of [more than 30 farmers markets](#) at or near [Kaiser Permanente facilities](#) in six states that make healthy, sustainably farmed food more convenient for members, employees, and residents in surrounding communities.
- Posting of [calorie counts on hospital cafeteria menu boards](#) and defined nutritional quality standards for vending machine products — the first large health care system to implement such a program.
- Participation in the [Healthy Eating Active Living Convergence Partnership](#), a collaboration that includes the Robert Wood Johnson Foundation, The California Endowment, the W.K. Kellogg Foundation, Kresge Foundation and Nemours, which promotes promising community and policy approaches to obesity prevention.

The [Weight of the Nation Conference](#) provides a forum to highlight progress in the prevention and control of obesity through policy and [environmental change](#) and focuses on four intervention settings: community, medical care, school, and workplace. Through the participation of a diverse set of conference attendees that include elected and appointed public policy makers; federal, state and local public health leaders, and the collaboration of partners, the CDC is using the conference to help build a “National Road Map for Obesity Prevention and Control”; a set of guidelines that detail investment in integrated obesity prevention and control initiatives.

“Clinical prevention is critical for a healthcare organization. Because we understand health and the challenges our patients face in the exam room and in the community, we know we need to do go further,” said Keith Bachman, MD, clinical lead for the Weight Management Initiative. “We are proud of what we have accomplished, but there is still so much more to do.”

**About Kaiser Permanente Ventures:**

Kaiser Permanente Ventures, the corporate venture capital arm of Kaiser Permanente, makes investments in medical devices, healthcare services and information technology companies. Kaiser Permanente Ventures is dedicated to partnering with entrepreneurial companies to build innovative and enduring businesses that advance the quality and affordability of health care. Since its inception in 1997, Kaiser Permanente Ventures has invested in more than 25 venture-capital backed companies at all stages of development, and contributed organizational expertise, time and resources to the success of these companies. For additional information please visit [www.kpventures.com](http://www.kpventures.com).