

AMCHP 2008 ANNUAL CONFERENCE

WE ARE MAKING A DIFFERENCE:

Healthy Weight in Women: The Importance of Collaboration

March 1st to 5th, 2008

ELEANOR LONG: ...in the highest risk areas of Los Angeles. They're all feeding their information to us. We're all working together. I'm available. I'm lucky enough to be able to work on this as much as I want to. Which is a great privilege. And I'll leave this up here because if you have, if you want to correspond. If you want to work on this, especially the BMI issue, let's work on it together. Let's really make a difference. Thank you.

Can I talk to that for just a moment? Essentially, what we did in Los Angeles, is we- we asked Blue Cross to come to the table and tell us what they were doing. We asked the umbrella groups, the LA Peer and the Health Net who monitor all of the Medi-Cal providers, to come to the table and tell us what they [inaudible]. And Kaiser. And the California Medical Association. So, what we heard from [inaudible] is: 'Don't want to talk about this.' 'Don't have anything to do.' 'I-I can't provide any resources.' 'I can't do anything about that.' 'Let's not even talk about it.' 'Let's talk about something else.' So essentially, what we have done is we've identified the practice that we can recommend to all providers. The California Medical Association is revising those guidelines that apply to adults and I can provide you all with that. And also we- we've identified

[inaudible] negotiations as being a best practice. So that providers know what to do.

And then I'm also working with 211, which is our referral agent, agency within LA County, so that women can call and get referred to a cooking class in their zip code. Or a, a walking group in their zip code. So you have to, you have to tell the providers, this has been proven to be effective. This is what you should say. And then you have to have a way of referring these women into resources.

Great question. It happens that the Department of Public Health has a physical activity program. Again you want to, within your own Department of Public Health, if that's who you work for. Find out what other efforts are going on and for more than a year, they had taken it on for themselves. Because a lot of the city plans are coming up for review right now. We have 88 cities and simply by identifying someone who lived in that city and put them with the Mayor and the City Counsel and the City Planner. You can get incredible results. You can get health on the table where health wasn't on the table before. And I can, I can give you a whole lot more about that.