



**Institute for Public Health Sciences  
of  
Yeshiva University**

**Public Health Strategies II: Potential Application to Obesity**

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**Course Location:** Rousso Bldg. Room # 137  
Virtual Classroom: [www.CDNetwork.org](http://www.CDNetwork.org)  
**Course Credit:** 3  
**Course Date:** Tuesday: 8am - 10am

### **Course Description**

This advanced seminar course will focus on the public health issues associated with the global increase in obesity and related diseases. The interprofessional course faculty, drawn from Ferkauf, Einstein, and other schools of Yeshiva University, will explore policy and economic issues related to obesity from a variety of perspectives. Each student will develop a behavioral theory paper that addresses an obesity problem from a local, regional, national or international public health perspective.

Student teams will conduct a brief survey to identify available food options in their local neighborhood or work place. Furthermore students will characterize and classify those available food options with regard to their obesogenic (Def: pertaining to or tending to cause obesity) and leptogenic (Def: causing a reduction in weight) qualities. Using the behavioral theory and at least one of the 10 CDC public health strategies\*, students will go back to the identified local neighborhood/work place to provide feedback of the survey results.

#### **\* CDC Public Health Strategies – Applied to Obesity-Diabetes**

- Monitor obesity-diabetes trends (epidemiology and biostatistics)
- Investigate causes of obesity in the community (environmental health sciences)
- Inform/educate/ empower people about obesity-diabetes issues (behavioral science/health education)
- Develop community partnerships to address obesity-diabetes (behavioral science/ health education)
- Develop policies/plans to support healthier body weight (health services administration and environmental health sciences)
  - Individual level
  - Community level
- Examine laws/regulations related to obesity (health services administration)
- Evaluate the need for personal weight treatment services (health services administration)
- Evaluate obesity competency public health and medical care workforce (health services administration and behavioral science/health education)
- Evaluate effectiveness, accessibility & quality of personal and population-based obesity prevention and treatment (health services administration)
- Conduct research to develop new insights and innovative solutions to the obesity-diabetes epidemic (epidemiology and biostatistics)

[\\*www.cdc.gov/nccdphp/dnpa/obesity](http://www.cdc.gov/nccdphp/dnpa/obesity)

[\\*www.cdc.gov/diabetes/pubs/pdf/calltoaction.pdf](http://www.cdc.gov/diabetes/pubs/pdf/calltoaction.pdf)

## **Learning objectives**

Students will be able to:

1. Describe the public health burden of obesity in a selected target population
2. Apply behavioral theory to assessment of obesity from an public health prospective
3. Collaborate with other disciplines and community organizers to develop obesity research/evaluation based on public health strategies

## **Assessment**

Letter grade will be given. Grading is based on attendance, participation in class, course project and paper.

- Attendance: 15%
- Class Participation: 35%
- Team Community Collaborative Project: 25%
- Final Paper on 10 Public Health Strategies Incorporating Behavioral Theory: 25%

## **Textbook & Materials**

Required Textbook: *The Omnivore's Dilemma: A Natural History of Four Meals* by Michael Pollan  
Handouts

## **Disability**

If anyone in this class has a disability which may require some modification of seating, testing or other class requirements, please contact the instructor.

## Topics and Assignments

Session & Date	Topic	Faculty	Objectives/Milestones	Readings & Assignments [ ] = recommended
1. Jan 22	<b><u>The Many Faces of Fat:</u></b> The Obesity Epidemic: Local, National and Global Perspectives Course overview – Student projects, definitions	Sonia Suchday, PhD Judith Wylie-Rosett, EdD, RD	Introduction to Course Project -Review NEMS-S and NYC DOHMH market survey reports and tools	CDC: Social-Ecological Model <a href="http://0-www.cdc.gov.pugwash.lib.warwick.ac.uk/incdphp/dnpa/obesity/state_programs/se_model.htm">http://0-www.cdc.gov.pugwash.lib.warwick.ac.uk/incdphp/dnpa/obesity/state_programs/se_model.htm</a>  PHANYC monograph: Reversing the Diabetes and Obesity Epidemics in NYC  F as in Fat: How obesity policies are failing in America 2007. Executive Summary, & pp. 1-17, 41-45  <a href="http://www.nyc.gov/html/doh/html/pr/pr115-05.shtml">[http://www.nyc.gov/html/doh/html/pr/pr115-05.shtml]</a> <a href="http://www.nyc.gov/html/doh/html/cdp/cdp-obesity.shtml">[http://www.nyc.gov/html/doh/html/cdp/cdp-obesity.shtml]</a> <a href="http://www.nyc.gov/html/doh/downloads/pdf/ep/diabetes_chart_book.pdf">[http://www.nyc.gov/html/doh/downloads/pdf/ep/diabetes_chart_book.pdf]</a>  -become familiar with survey instruments Glanz et al., 2007, Nutrition Environment Measures Survey in Stores (NEMS-S)  NEMS-S Appendix  Eating Well in Harlem  Retail Food Assessment: Harlem DPHO Version & Cornell Version of Retail Food Assessment  -continue marking up survey instruments and identifying missing items - create pilot instrument next session
2. Jan 29	<b><u>I am not hungry I'll just pick:</u></b> Public health behavioral and biological determinants of health	Charles Swencionis, PhD Philip M Alberti, PhD, NYCDOH	Identify markets and communities-geo-coding/mapping -type of supermarkets, bodegas, grocery stores -location: define geography -mark up 2 survey instruments -identify what items are missing in instruments (eg: fresh vs. frozen vegetables), add/omit items	Theory at a Glance: A Guide for Health Promotion Practice. US Dept of Health & Human Services  Horowitz, et al., 2004. Barriers to buying healthy foods for people with diabetes: evidence of environmental disparities.  NYC Health, Obesity in the South Bronx: A look across generations  Other Readings to be Assigned  -use survey instrument in one market and bring
3. Feb 5	<b><u>The Zen of Fat:</u></b> Socio-ecological and other behavioral frameworks to address obesity research	Sonia Suchday, PhD Arthur Blank, PhD Judith Wylie-Rosett, EdD, RD	Create pilot survey instrument (modified from NEMS-S and/or NYCDOHMH) -time -feasibility -validity -inter-rater reliability -estimate time required for each market	

				summary of results (data collection process, survey results)
4. Feb 12	<b><u>Does this dress make me look fat?</u></b> Assessing obesity in community settings (Consideration of community based participatory as well as biostatistical and epidemiological methods)	Rosy Chhabra, PsyD Sonia Suchday, PhD	Report results of pilot markets surveyed -finalize survey instrument to use on sample of	Prepared for: US Dept of Health and Human Services. <i>Community-based Participatory Research: Assessing the evidence</i>  Community-Campus Partnerships for Health (CCPH) <a href="http://depts.washington.edu/ccph/principles.html">http://depts.washington.edu/ccph/principles.html</a>  -begin conducting surveys of markets with finalized survey instrument
5. Feb 19	<b><u>Perspectives on Beauty: The Swimsuit Edition</u></b>	Yasmin Mossavar-Rahmani, PhD, RD	Discuss pilot database and data-entry program -adding to or deleting from an existing database and/or auxiliary database [this will be determined before the session] - Implicit bias Test	Mossavar-Rahmani et al., 1996. Determinants of body size perceptions and dieting behavior in a multiethnic group of hospital staff women.  More readings to be assigned  -continue market surveys and begin data entry
6. Feb 26	<b><u>The cost of fat?</u></b> Economic, medical and social aspects of the obesity epidemic	Antrionette Yancey, MD, MPH Jonathan N Tobin, PhD	Report on data collection -discuss data entry -discuss quality control for upcoming sessions	Yancey et al., 2007. Bridging the gap.  Sloane et al, 2003. Improving the nutritional resource environment for healthy living through community-based participatory research.
7. Mar 4	<b><u>Bloated bellies changing the face of malnutrition:</u></b> Obesity disparities at home and worldwide	Su-Jong Kim, PhD Jonathan N Tobin, PhD	Draft interview schedule for market managers/owners and discuss interview questions (Qualitative Analyses) -sampling strategy -target both small and large markets -Who makes purchasing decisions? How is freezer space allotted in markets? Logistical issues? Etc.	-continue market surveys, data entry <i>The Omnivore's Dilemma: A Natural History of Four Meals</i> by Michael Pollan: Ch 1-2  Bjorntorp, 2001. Do stress reactions cause abdominal obesity and comorbidities?  McDermott, 1998. Ethics, epidemiology and the thrifty gene: biological determinism as a health hazard.  Bjorntorp & Rosmond, 1998. Visceral obesity and diabetes.  Deurenberg et al, 1998. Body mass index and percent body fat: a meta analysis among different ethnic groups.  -continue market surveys, data entry -begin creating interview questions

8. Mar 11	<p><b><u>You are what you eat, or are you?</u></b> Evaluation methods for obesity interventions and research studies</p>	Alice Fornari, EdD Judith Wylie-Rosett, EdD, RD	Develop skeleton analysis tables -continue working on issues from session 7	Isasi, Davis & Wylie-Rosett, Assessment of Communities. in <i>Understanding Obesity: Biological, Psychological and Cultural Influences</i> .  Wylie-Rosett, & Hark, Nutrition assessment for cardiovascular disease (Chapter 4) in <i>Cardiovascular Nutrition: Disease Management and Prevention</i> , ADA.  -continue market surveys, data entry, interview questions -begin conducting interviews <i>The Omnivore's Dilemma: A Natural History of Four Meals</i> by Michael Pollan Chapter 3, 4, & 5  -continue market surveys, data entry, interviews
9. Mar 18	<p><b><u>Selling them our garbage:</u></b> Examination of international trade policy and obesity  Book club discussion: <i>The Omnivore's Dilemma: A Natural History of Four Meals</i> by Michael Pollan</p>	Judith Wylie-Rosett, EdD, RD Jonathan N Tobin, PhD	Report on interviews -students present results of qualitative data from interviews	
10. Mar 25	<p><b><u>Sue Who?</u></b> Litigation and obesity</p>	Leslie Gerwin, JD, MPH Jonathan N Tobin, PhD	Report on interviews -students present results of qualitative data from interviews	Wing, Mariner, Annas, Strouse, <i>Public Health Law</i> (LexisNexis, 2007): pp. 558-581 & 600-610  Mello et al., 2006. Obesity-the new frontier of public health law.  -continue market surveys, data entry, interviews
11. Apr 1	<p><b><u>Do as I say not as I do:</u></b> What is the Evidence Base used for Recommendations related to Obesity? (government, health agency, and international agencies) Discussion of NYC regulations for calorie labeling and trans fats elimination</p>	Rachel Johnson, PhD, MPH, RD Judith Wylie-Rosett, EdD, RD Jonathan N Tobin, PhD	Report on interviews -students present results of qualitative data from interviews	-continue market surveys, data entry, interviews <b>PAPER DUE</b>  Cochrane  NHLBI Obesity Evidence Initiatives (OBEI): Executive summary <a href="http://www.nhlbi.nih.gov/guidelines/obesity/ob_gdlns.pdf">http://www.nhlbi.nih.gov/guidelines/obesity/ob_gdlns.pdf</a>  -continue market surveys, data entry, interviews <a href="http://www.usda.gov">www.usda.gov</a>  -finish market surveys, data entry, conducting interviews
12. Apr 8	<p><b><u>What's the government doing?</u></b> Obesity-related intervention research in USDA programs</p>	Karen Bonuck, PhD	Preliminary analysis -in-class hands-on analysis of data	
13. Apr 15	<p><b><u>Let's work together:</u></b> Intervention Research - collaborative strategies for addressing environment at community and global level (changing personal and family environments, consideration of social networks)</p>	Philip M Alberti, PhD Tracy Sbrocco, PhD Judith Wylie-Rosett, EdD, RD	Report preliminary results -show preliminary results in skeleton tables created in session 8	F as in Fat: How obesity policies are failing in America 2007. pp. 17-36, 96-103  -continue data analysis
Apr 22	No Class			

<p>14. Apr 29</p>	<p><u><b>Don't look the other way:</b></u> The Clinician's Perspective (Clinical skills; reimbursements) Perspectives of physician, psychologist, and dietitian</p>	<p>Charles Swencionis, PhD Darwin Deen Jr, MD, MS Judith Wylie-Rosett, EdD, RD</p>	<p>Integration of qualitative and quantitative data; Feedback to markets -discuss how to integrate different types of data -discuss how to provide feedback to markets concerning what products to add to their markets, how to better display items of interest, etc. - BMI calculations</p>	<p>AAMC Monograph Report VIII: Contemporary issues in medicine: The prevention and treatment of overweight and obesity. Aug 2007  F as in Fat: How obesity policies are failing in America 2007": pp. 74-84: pp. 37-39  Wylie-Rosett et al, 2006. Lifestyle intervention to prevent diabetes: intensive and cost effective.  -provide feedback to markets -finish data analysis</p>
<p>15. May 6</p>	<p><u>Student Research Project Reports I</u></p>		<p>Final reports and Recommendations for future research -oral presentations of final analyses and recommendations for future -written tables with text explanations to facilitate continuation of objectives in future courses</p>	<p>-data-base close-out</p>
<p>16. May 13</p>	<p><u>Student Research Project Reports II</u></p>		<p>Final reports and Recommendations for future research -oral presentations of final analyses and recommendations for future -written tables with text explanations to facilitate continuation of objectives in future courses</p>	<p>-data-base close-out - preparation for next year's course</p>