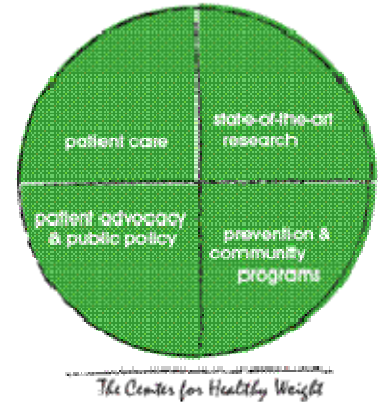


Lucile Packard
Children's Hospital
AT STANFORD



Center for Healthy Weight

Newsletter

November 2007

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1. APPOINTMENTS AND HONORS

Thomas Robinson, MD, MPH, professor of pediatrics and of medicine, has been named the Irving Schulman, MD, Endowed Professor in Child Health. The professorship was established in 2004 with a gift from the Lucile Packard Foundation for Children's Health and the David and Lucile Packard Foundation.

Dana Weintraub, MD, was recently honored with the prestigious Natalie Lanam Achievement Award from the San Mateo County Legal Aid Society for her leadership of the Family Advocacy Program (FAP). FAP strives to improve the health and welfare of low income children and their families by providing legal services in health care settings, training health care providers to identify non-medical contributors to poor health and addressing policy issues that impact children's health. In her role, Dr. Weintraub facilitates the relationship between healthcare providers and attorneys.

2. CORE UPDATES

Patient Care

Pediatric Weight Control Program



PWCP graduate Stuart Dooley

Since September 2004, over 200 children and 300 parents have participated in groups offered by Packard on the main campus, at the Ravenswood Health Clinic and at Santa Clara Family Health Plan. In addition, Packard trained and supervised the delivery of 12 groups offered by community clinics; nine groups at Community Health Partnerships and three groups at School Health Clinics.

Outcomes have been outstanding. 88% of participants in Packard run groups have completed the program with the average change in percentage overweight of over 10%. To refer a patient, please contact Cindy Zedeck at (650) 725-4424 or czedeck@lpch.org.

Stanford Pediatric Weight Control Program Training Institute

The Pediatric Weight Control Program continues to be disseminated across the country. The fourth Training Institute was held in October, 2007. Since its inception, 53 people have been trained to deliver the PWCP. In the most recent Training Institute there were attendees from Portland, Oregon and Santa Clara County. The next Training Institute is scheduled for March 18 - 21st, 2008. For more information, please contact Krissy Connell at (650) 724-7742 or spwcpinst@stanford.edu.

Advocating for Public Policy Change

On July 16, 2007, Dr. Robinson met with Representative Edward J. Markey (D-MA), Chairman of the House Telecommunications & the Internet Subcommittee, and senior staff in his office to provide input on policies regarding food and beverage marketing to children. The Telecommunications and the Internet Subcommittee oversees the Federal Communications Commission. Dr. Robinson is a member of the National Advisory Council for Save the Children's obesity prevention initiative for children in rural America.

The Center for Healthy Weight supported **SB120**, a state bill that would require restaurant chains to provide nutritional information on their menu items. LPCH staff, including pediatric resident Dr. Eva Delgado, contacted legislators and newspapers in an effort to get the bill passed into law. Though the bill passed the Senate and the Assembly, Governor Schwarzenegger vetoed it in early October.

Packard also supported the **2007 Farm Bill**. Center for Healthy Weight staff and partners communicated with legislators, including Senators Feinstein and Boxer asking them to support the bill.

Training and Education

"Update on Adolescent Eating Disorders and Obesity"

Dr. James Lock presented to the U.S. Psychiatric and Mental Health Congress in Orlando, FL on October 11, 2007.

"The Culture of Eating Disorders"

Dr. James Lock spoke at the California School Nurses Association Meeting, Bay Coast in Salinas, CA on October 6, 2007.

"Inactivity, Physical Activity and Obesity in Children and Adolescents" and "Promoting Physical Activity in Youth"

Dr. Tom Robinson presented at the 2007 Postgraduate Course on Physical Activity and Public Health: Research Directions and Strategies sponsored by the U.S. Centers for Disease Control and Prevention and the University of South Carolina School of Public Health in Hilton Head Island, South Carolina from September 15-18, 2007.

"Stealth Interventions to Prevent and Treat Childhood Obesity", "Multi-Modal Treatment and Prevention of Pediatric Obesity," and "Behavioral Management of Pediatric Obesity"

Dr. Tom Robinson presented to the Maine Youth Overweight Collaborative, Maine Center for Public Health and Maine-Harvard Prevention Research Center in Augusta, Maine on September 20-21, 2007.

"Childhood Obesity and Public Policy"

Dr. Tom Robinson spoke to Stanford medical and law students participating in the Medical Law course on October 3, 2007.

"Pediatric Obesity: Medical Management"

Dr. Elizabeth Shepard spoke to the San Francisco Bay Area chapter of National Association of Pediatric Nurse Associates and Practitioners in San Mateo, CA on September 27, 2007.

"Medical Evaluation of the Obese Child"

Dr. Elizabeth Shepard taught a Continuing Medical Education Course at Sequoia Hospital in Redwood City, CA on November 13, 2007.

Prevention and Community Programs

Local County Collaborative Involvement



The Center for Healthy Weight staff continues to be involved in local county collaboratives including Healthy Silicon Valley of Santa Clara County and the San Mateo County Prevention of Childhood Obesity Taskforce. Michelle Oppen is a participant in the newly launched First 5 Santa Clara County Childhood Obesity Prevention Collaborative. The group is currently developing a five year strategic plan. Michelle is also a participant in the Bay Area Nutrition and Physical Activity Collaborative.

Packard Partners with Oakland Raiders



The Oakland Raiders have joined with Packard to help overweight children and adolescents develop a healthier lifestyle. The Raiders have donated game tickets and merchandise to be used as a reward for children in our programs who have met their exercise and diet goals. Players from the NFL team have also offered to visit local middle schools to meet with kids and support them in their efforts to lose weight.

East Palo Alto Health Expo and Cultural Fest



Stanford Pediatric Residents raised money for and participated in a "healthy snacks" food booth at the East Palo Alto Health Expo and Cultural Fest.

Research

Research Seminars

The Center for Healthy Weight research seminars occur the third Thursday of the month from 12 noon to 1:00 pm in the Clark Center, Room S361. The aim of these research seminars is to bring together researchers, physicians and professionals from different backgrounds to continue our efforts to advance our knowledge of obesity and facilitate collaborative research. Recent research seminars follow :

"Brain Mechanisms of Reward and Decision." Samuel McClure, PhD, Assistant Professor of Psychology, Stanford University.

"Family Treatment for Child and Adolescent Eating Disorders." James Lock, MD, Professor of Child Psychiatry and Pediatrics, Stanford University School of Medicine.

"Team Sports for Overweight Children: The Stanford SPORT Study." Dana Weintraub, MD, Department of Pediatrics, Stanford University School of Medicine.

"Studies of Food Marketing and Childhood Obesity." Tom Robinson, MD, MPH, Director of the Center for Healthy Weight, Professor of Pediatrics, Stanford University School of Medicine.

"Monogenic Mouse Models of Obesity-Botero." Todor Arsov, PhD, Division of Genetics, Stanford University School of Medicine.

"Food for Thought: Television Food Advertising to Children in the United States." Vicky Rideout, MA, Vice President and Director, Program for the Study of Entertainment Media and Health, Kaiser Family Foundation.

3. BOOKS

Apple, R, Lock, J, Peebles, R, Preparing for Weight Loss Surgery: Therapist Guide: Oxford: Oxford University Press, 2006.

Apple, R, Lock, J, Peebles, R, Preparing for Weight Loss Surgery: Workbook, Oxford: Oxford University Press, 2006.

Apple, R, Lock, J, Peebles, R, Is bariatric surgery right for you? Oxford: Oxford University Press, 2006.

4. PUBLICATIONS

Robinson TN, Borzekowski DLG, Matheson DM, Kraemer HC. Effects of fast food branding on young children's taste preferences. *Archives of Pediatrics and Adolescent Medicine*, 2007;161:792-797.

Alhassan S, Sirard JR, Robinson TN. Effects of increasing outdoor play time on physical activity levels in Latino preschoolers. *International Journal of Pediatric Obesity*, 2007;2:153-158.

5. CHW IN THE NEWS

[Old McDonald's has a hold on kids' taste buds, Stanford/Packard study finds](#) **ABC-7, CBS-5, Today Show, Forbes, Boston Globe, Bloomberg, Daily Mail (UK), New Zealand Herald, New York Times LA Times, International Herald Tribune, Chicago Suburban News and numerous local and national media outlets,**

This study, led by Thomas Robinson, MD, MPH, director of the Center for Healthy Weight at Packard Children's, shows that even young children are swayed by brand preference. When asked to sample two identical foods from McDonald's, children in the study preferred the taste of the version branded with the restaurant's familiar "Golden Arches" to one packaged in unmarked paper containers.

[Teen drops 107 pounds after gastric bypass surgery](#) **NBC-11, KRNV-TV (Reno, NV), KXAS-TV (Dallas, TX), and numerous other NBC affiliates nationwide**

Packard Children's patient Kylie Crovo was profiled in this two-part feature story regarding her dramatic weight loss after gastric bypass surgery. Sanjeev Dutta, MD, assistant professor of pediatric surgery, provided comment on the surgery, and the lifestyle changes that Kylie has had to maintain. [Part one](#). [Part two](#).

[Kids and new media](#) **KGO radio**

Thomas Robinson, MD, MPH, director of the Center for Healthy Weight, was interviewed during KGO's "Big Story at 6" regarding a new Kaiser Family Foundation study looking at the use of media by kids.

[Are nutrition programs effective?](#) **Associated Press, San Jose Mercury News, St. Paul Pioneer Press, and various media outlets nationally, San Angelo Standard Times (San Angelo, Texas)**

Tom Robinson, MD, MPH, director of the Center for Healthy Weight at Packard Children's, provided comment in this article about a recent study that found that nutrition education programs don't have much of an impact on obesity rates. Robinson notes that funds would be better spent on programs to change children's behaviors.

[Obese children miss more school days](#) **Washington Post, US News & World Report, Health Day, Grand Junction Sentinel (Grand Junction, CO)**

Thomas Robinson, MD, MPH, Director of the Center for Healthy Weight, provided comment in this story regarding how obesity prevention programs could help improve school attendance in addition to reducing weight-related health risks.

[Keep your kids healthy as they go back to school](#) **View from the Bay (ABC-7)**

During this segment, Dana Weintraub, MD, clinical instructor of pediatrics, discussed tips to keep kids healthy as they go back to school.

[Smart back-to-school health solutions](#) **Reader's Digest, September 2007 issue**

Clinical instructor Dana Weintraub, MD, provided back-to-school health tips.

[Does a proposed new farm bill affect childhood health?](#) **San Francisco Chronicle**

Seth Ammerman, MD, medical director of the adolescent health van, provided comment regarding the dramatic rise in childhood obesity and the enormous health complications and costs that accompany it.

[Kids' health care lacking](#) **Oakland Tribune, San Jose Mercury News**

Paul Wise, MD, pediatrician at Packard Children's, provided comment regarding a newly published study detailing the fact that children only get about half the recommended treatment for common medical problems such as asthma and obesity, potentially leading them toward an unhealthy adulthood. Dr. Wise, a health policy researcher, was not involved in the study, which was published in the New England Journal of Medicine.

[Halloween tips](#) **ABC-7's View From The Bay**

Pediatrician Dana Weintraub, MD, and her kids, Sarah and Jake, provided some helpful Halloween safety tips for parents and kids in this feature segment.

[Tricky side of treats](#) **Los Angeles Times**

Thomas Robinson, MD, MPH, director of the Center for Healthy Weight at Packard Children's, provided comment on whether "sugar highs" and "sugar crashes" truly exist. Dr. Robinson also provided tips in a [separate article](#) on ways parents can handle Halloween treats.

Halloween 1, Nutrition 0 San Jose Mercury News

Donna Matheson, senior research scientist at the Stanford Prevention Research Center, provided comment on the contradictory health messages sent by the Westfield mall on the eve of Halloween.

[Robinson named to Schulman endowed professorship](#) **Medical Center Report**

Thomas Robinson, MD, MPH, professor of pediatrics and of medicine, has been named the Irving Schulman, MD, Endowed Professor in Child Health. The professorship was established in 2004 with a gift from the Lucile Packard Foundation for Children's Health and the David and Lucile Packard Foundation.

[Gender, ethnic differences may hamper eating disorder diagnosis](#) **Medical Center Report, Washington Post, Atlanta Journal Constitution, WFIE-TV (Evansville, IN), Genetic Engineering News, multiple media and Web sites**

Rebecka Peebles, MD, adolescent medicine specialist, presented the findings of researchers at Packard Children's and the SOM regarding how eating disorders may be overlooked in some groups -- boys and some ethnicities -- by physicians accustomed to diagnosing the condition in white teenage girls. Dr. Peebles presented her research at the International Eating Disorders Conference in Baltimore

[Food for Thought](#) [Advance for Nurses](#)

Susan Farrales, MSN, FNP, program coordinator for the Adolescent Bariatric Surgery Program, and Cindy Zedeck, MA, program manager of the Pediatric Weight Control Program, provided comment regarding PWCP and the different approaches to tackling childhood obesity.

6. DID YOU KNOW?

According to a report published by the International Journal of Pediatric Obesity, more than 50% of the children in North and South America are predicted to be overweight by 2020.

If you have information you would like to include in this newsletter, please contact Karen Kemby at kkemby@lpch.org or 650-724-4398.