Meeting Your Patients Where They Are

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Disclosure statement
There are no relevant financial relationships with ACCME defined commercial interests to disclose.
Learning Objective:
Identify various strategies to help promote behavior change in patients.
Healthy Rowan works across organizations to educate, collaborate, and advocate to improve health outcomes in Rowan County

With support from Healthy People, Healthy Carolinas
An Initiative of The Duke Endowment
Outline

• Be your first patient
• Understanding current patient behaviors
• Behavior change fundamentals & practical behavior change “upgrades”
Be Your First Patient

Lifestyle medicine focuses on 6 areas to improve health:

- Healthful eating of whole, plant-based food
- Increase physical activity
- Develop strategies to manage stress
- Cessation of tobacco
- Form and maintain relationships
- Improve your sleep

ZZZ
Ask Yourself…

Do you smoke?
How much alcohol do you drink?
Do you eat five fruits and veggies per day?
Are you at a healthy weight?
Do you get the recommended amount of physical activity?
How do you deal with stress?
How much sleep are you getting?
80% of all premature deaths are attributable to three factors

1. Tobacco use
2. Poor diet
3. Lack of physical activity

Of 150,000 adults, only 3% had healthy levels of all four health behaviors:

1. Non-smoking (76%)
2. Healthy weight/BMI <25 (40%)
3. Five fruits and veggies per day (23%)
4. Regular physical activity (22%)

Understanding Current Patient Behavior

Lifestyle medicine focuses on 6 areas to improve health:

- Healthful eating of whole, plant-based food
- Increase physical activity
- Develop strategies to manage stress
- Cessation of tobacco
- Form & maintain relationships
- Improve your sleep
## 2019 County Level Data

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Cabarrus</th>
<th>Rowan</th>
<th>NC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Activity</td>
<td>27%</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Obesity</td>
<td>34%</td>
<td>37%</td>
<td>32%</td>
</tr>
<tr>
<td>Insufficient sleep</td>
<td>35%</td>
<td>37%</td>
<td>36%</td>
</tr>
<tr>
<td>Adult Smoking</td>
<td>19%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Excessive Drinking</td>
<td>18%</td>
<td>17%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Data from: RWJF County Health Rankings. www.countyhealthrankings.org/
Fruit

Just 1 in 10 adults meet the federal fruit or vegetable recommendations¹.

About 3 out of 4 people are eating a diet low in fruits and vegetables².
-12% met fruit intake; 9% met vegetable intake
-Orange juice (fruit) and potatoes (vegetables) were largest contributors
-Dark green and orange vegetables and legumes smallest contributors

3. Photo by Allec Gomes on Unsplash
Guidelines for Adults
(includes Chronic Health Conditions)

Sit less and move more throughout the day.

**Aerobic Activity:** 150 - 300 minutes a week of moderate-intensity OR 75 minutes to 150 minutes a week of vigorous-intensity OR Equivalent Combination of moderate-vigorous intensity

**Muscle Strengthening:** moderate or greater intensity and that involve all major muscle groups on 2 or more days a week, as these activities provide additional health benefits.

Physical Activity

Figure 1-1. Percentage of U.S. Adults Ages 18 Years or Older Who Met the Aerobic and Muscle-Strengthening Guidelines, 2008–2016

Adults need a mix of physical activity to stay healthy.

**Moderate-intensity aerobic activity**
Anything that gets your heart beating faster counts.

- at least **150 minutes a week**

**Muscle-strengthening activity**
Do activities that make your muscles work harder than usual.

- at least **2 days a week**

*If you prefer vigorous-intensity aerobic activity (like running), aim for at least 75 minutes a week.

If that’s more than you can do right now, **do what you can**.
Even 5 minutes of physical activity has real health benefits.

Walk. Run. Dance. Play. **What’s your move?**
Figure 1-3. Relationship Among Moderate-to-Vigorous Physical Activity, Sitting Time, and Risk of All-Cause Mortality in Adults

Daily Sitting Time

Moderate-to-Vigorous Physical Activity
Risk of all-cause mortality decreases as one moves from red to green.

Source: This heat map is adapted from data found in Ekelund U, Steene-Johannessen J, Brown WJ. Does physical activity attenuate, or even eliminate, the detrimental association of sitting time with mortality? A harmonized meta-analysis of data from more than 1 million men and women. Lancet. 2016;388:1302-1310. doi:10.1016/S0140-6736(16)30370-1.
Can detect early declines in functional independence¹.

## Push-Up Test Norms

<table>
<thead>
<tr>
<th>Rating</th>
<th>Age (years)</th>
<th>20-29</th>
<th>30-39</th>
<th>40-49</th>
<th>50-59</th>
<th>60-69</th>
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<tbody>
<tr>
<td><strong>Male Norms:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excellent</td>
<td>≥36</td>
<td>≥30</td>
<td>≥26</td>
<td>≥21</td>
<td>≥18</td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>22–28</td>
<td>17–21</td>
<td>13–16</td>
<td>10–12</td>
<td>8–10</td>
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<tr>
<td>Fair</td>
<td>17–21</td>
<td>12–16</td>
<td>10–12</td>
<td>7–9</td>
<td>5–7</td>
<td></td>
</tr>
<tr>
<td>Needs improvement</td>
<td>≤16</td>
<td>≤11</td>
<td>≤9</td>
<td>≤6</td>
<td>≤4</td>
<td></td>
</tr>
<tr>
<td><strong>Female Norms:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excellent</td>
<td>≥30</td>
<td>≥27</td>
<td>≥24</td>
<td>≥21</td>
<td>≥17</td>
<td></td>
</tr>
<tr>
<td>Very good</td>
<td>21–29</td>
<td>20–26</td>
<td>15–23</td>
<td>11–20</td>
<td>12–16</td>
<td></td>
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<tr>
<td>Good</td>
<td>15–20</td>
<td>13–19</td>
<td>11–14</td>
<td>7–10</td>
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<tr>
<td>Fair</td>
<td>10–14</td>
<td>8–12</td>
<td>5–10</td>
<td>2–6</td>
<td>1–4</td>
<td></td>
</tr>
<tr>
<td>Needs improvement</td>
<td>≤9</td>
<td>≤7</td>
<td>≤4</td>
<td>≤1</td>
<td>≤1</td>
<td></td>
</tr>
</tbody>
</table>

U.S. FOOD CONSUMPTION AS A % OF CALORIES

PLANT FOOD:
Vegetables, Fruits, Legumes, Nuts & Seeds, Whole Grains
Fiber is found only in plant foods.

ANIMAL FOOD:
Meat, Dairy, Eggs, Fish, Seafood
Cholesterol is found only in animal foods. Animal foods are the PRIMARY source of saturated fat.

PROCESSED FOOD:
Added Fats & Oils, Sugars, Refined Grains
Fast Food

In 1960, over a quarter of the money spent on food in the United States was on food eaten away from home.

By 2011, the money spent on food eaten away from home in the United States jumped to nearly half.

Graphic Source: https://www.cdc.gov/nccdphp/dnpao/multimedia/infographics/golight.html
More than 1/3 of youth aged 2–19 eat fast food on a given day.

36.3%
TIME TO SCALE BACK

Portion sizes have been growing, so have we. Burgers today are three times bigger than they were in the 1950s, and men are, on average, 28 pounds heavier. At this rate, imagine the size of a burger in 2050! But, we can work together to make healthy living easier.

Scale back when eating out by ordering the smaller portion, sharing with a friend, or eating half and taking the rest with you. And, ask the restaurant manager to offer smaller-sized options.

Graphic Source: https://www.cdc.gov/nccdphp/dnpao/multimedia/infographics/timetoscaleback.html
AHA Guidelines

How much sodium is in salt?

These amounts are approximate.
1/2 teaspoon salt = 1,150 mg sodium
1 teaspoon salt = 2,300 mg sodium

Nine out of ten Americans consume too much sodium. On average, American adults eat more than 3,400 milligrams of sodium daily—more than double the American Heart Association's recommended limit of 1,500 milligrams.

Where does the sodium we eat come from?

- 65% comes from retail stores
- 10% comes from home cooking
- 25% comes from restaurants

Choose lower-sodium foods and cook at home more often.

Check the Nutrition Facts label for the amount of sodium per serving AND the number of servings per container.

Read food labels. Assorted brands of the same food often have different sodium amounts.

Excess sodium increases a person's risk for high blood pressure, which can lead to heart disease and stroke.

SODIUM TRACKER

When recording your sodium intake, be sure to keep in mind that different brands and restaurant preparation of the same foods may have different sodium levels. So ask your server or look online for sodium content of restaurant foods. To track your sodium intake check the nutrition labels of the foods you eat and prepare. When preparing homemade foods, check the sodium content in individual ingredients, then add up the totals. Sodium levels of the same food can vary widely, so it is important to educate yourself by reading labels and looking for low-sodium options.

The American Heart Association's Heart-Check mark—whether in the grocery store or restaurant helps shoppers see through the clutter on grocery store shelves to find foods that help you build a heart-healthy diet.

Visit heart.org/sodium for more information.

<table>
<thead>
<tr>
<th>MEAL</th>
<th>FOOD</th>
<th>SODIUM</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snack</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lunch</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snack</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dinner</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

DAILY SODIUM TOTAL

Where does it come from?

65% supermarkets, convenience stores
25% restaurants
10% other sources

Cheeseburger

Calories: 530
Sodium: 1,090 mg
Fat: 27g

Photo by Loes Klinker on Unsplash
Bacon & Egg Sandwich

Calories: 500
Sodium: 2,336mg
Fat: 27g

Photo by Loes Klinker on Unsplash
Chicken Sandwich

Calories: 450
Sodium: 1,620mg
Fat: 19g

Photo by Jacinto Diego on Unsplash
6-inch Italian Sub

Calories: 390
Sodium: 1,330mg
Fat: 17g

Image Source: pexels
Taco Salad (Full Size)

- Calories: 660
- Sodium: 1,820mg
- Fat: 32g

Image Source: pexels
Medium French Fries

Calories: 450
Sodium: 820mg
Fat: 21g

Photo by Mockup Graphics on Unsplash
Chicken Caesar Salad

Calories: 1,020
Sodium: 2,030mg
Fat: 46g

Photo by Chris A. Tweten on Unsplash
3 Slices Pizza
(12”medium pizza)

<table>
<thead>
<tr>
<th></th>
<th>Cheese</th>
<th>Meat Lovers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Calories</strong></td>
<td>720</td>
<td>990</td>
</tr>
<tr>
<td><strong>Sodium</strong></td>
<td>1,590mg</td>
<td>2,490mg</td>
</tr>
<tr>
<td><strong>Fat</strong></td>
<td>30g</td>
<td>54g</td>
</tr>
</tbody>
</table>

Photo by [Peter Bravo de los Rios](https://unsplash.com/photos/yourphoto) on Unsplash
THE AMERICAN HEART ASSOCIATION
RECOMMENDED DAILY LIMIT FOR ADDED SUGARS:

WOMEN
6 TEASPOONS
100 CALORIES OR LESS

MEN
9 TEASPOONS
150 CALORIES OR LESS

Image Source: American Heart Association: www.heart.org/
Healthy kids are sweet enough

Kids age 2-18 should have **less than 25 grams or six teaspoons** of added sugars daily for a healthy heart.

Source: American Heart Association statement: Added Sugars and Cardiovascular Disease Risk in Children

Image Source: American Heart Association: www.heart.org/
32-ounce Sweet Tea

Photo by Julia D'Alkmin on Unsplash
20 oz. Sports Drink

Photo by John McArthur on Unsplash
20 oz. Soda

Photo by Alex Loup on Unsplash
16 oz. White Chocolate Mocha

Photo by [Kelly Sikkema](https://unsplash.com) on [Unsplash](https://unsplash.com)
16 oz. Apple Juice

Source image: dollartree.org
11.5 oz. Simply Orange

Photo by Greg Rosenke on Unsplash
20 ounce Vitamin Water

Source image: dollartree.org
Behavior change fundamentals & practical behavior change “upgrades”
Relationship Building

Expert vs. Coach
People first language
Acknowledge past behavior change attempts
Collaborate with health and wellness coaches

### Assess Patient’s Readiness to Change

<table>
<thead>
<tr>
<th>Stage</th>
<th>Patient</th>
<th>Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Precontemplation</td>
<td>Not thinking about making a change at all now or within the next 6 months</td>
<td>Discuss health risks associated with specific behaviors and highlight benefits associated with change.</td>
</tr>
<tr>
<td>Contemplation</td>
<td>Thinking about making a change within the next 6 months</td>
<td>Personalize and weight health risks and benefits. Highlight impact on personal goals.</td>
</tr>
<tr>
<td>Preparation</td>
<td>Preparing to make a change within the next month</td>
<td>Assist with commitment, plan specific changes and discuss ways to modify their environment.</td>
</tr>
<tr>
<td>Action</td>
<td>Started a change within last 6 months. Have not hit target goal or hit it consistently for 6 months.</td>
<td>Structure plan, identify barriers and social support, problem-solve, use CT and reframe unhealthy thought patterns.</td>
</tr>
<tr>
<td>Maintenance</td>
<td>Successfully making the target change for more than 6 months.</td>
<td>Discuss coping strategies to mitigate stress and continue reinforcement as well as CBT.</td>
</tr>
</tbody>
</table>

Apply Motivational Interviewing

Most useful in *pre-contemplation and contemplative stages.*

**Principles:**
- Express empathy
- Support self-efficacy
- Roll with resistance
- Point out discrepancy with what patient wants and where the patient is.

**Skills:** Ask open-ended questions, affirm, reflect, and summarize

SMART Prescription/Action Plan

Specific
Measurable
Achievable
Relevant
Time Frame

# SMART Prescription (Action Plan)

<table>
<thead>
<tr>
<th>What? (specific action)</th>
<th>Walk</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How much?</strong> (time, distance, amount)</td>
<td>30 minutes</td>
</tr>
<tr>
<td><strong>When?</strong> (time of day, which days of week)</td>
<td>Monday, Wednesday, Friday</td>
</tr>
<tr>
<td><strong>How often?</strong> (number of days in the week)</td>
<td>3 days per week</td>
</tr>
<tr>
<td>Support System, Barriers/Solutions</td>
<td>Husband with me. If it rains, go to mall.</td>
</tr>
<tr>
<td>Confidence Level (scale of 0 to 10)</td>
<td>8</td>
</tr>
</tbody>
</table>


10-Point Confidence Level

How sure are you that you will complete your Action Plan?

- On a scale of 0=not at all sure to 10=totally sure.
- Goal = 7 or above.
- Less than 7, work with patient to identify barriers/solutions to increase confidence level.

Physical Activity SMART Prescriptions (Action Plan)

Tips to be more active
- Write down the reason you want to be active and place it somewhere you will see it
- Break your daily activity up into smaller sessions
- Join a walking group or walk with a buddy
- Take the stairs
- Park further away
- Set a timer to get up every hour and move for at least one minute
- Listen to music
- Try a YouTube physical activity video
- Track your activity
- Schedule your activity on a calendar and put it somewhere you will see it daily
- Get a pedometer and track your steps
- Track your walk or run with the RunKeeper or MyFitnessPal app
- Take walking breaks (i.e. 1-2 minutes in place or around your house/workplace every 2-3 hours).
- Other:

Lifestyle Medicine

Healthy Rowan
A Community Coalition Rowan County, NC
Be an original.

Community Care Clinic of Rowan County, NC

Your Lifestyle Medicine Rx - Physical Activity

Patient Name: ____________________________ DOB: ____________________________

☐ Do 15 min of Walking (physical activity) 3 days per week. (CV)
☐ Do ________ min of ________ for ________ days per week. (ST)
☐ Other: ____________________________

Mon, Wed, Friday. Walk @ mall if it rains. Confidence 8
Tips to eating smarter

- Eat smaller portions (Use a 9-inch plate and 4oz. glass)
- Plan, make, and eat healthy meals
- Eat together as a family
- Bring a water bottle wherever you go
- Try at least one new recipe per week
- Use no salt added or low sodium canned food options
- Cut down on sugar sweetened drinks (sweet tea, soda)
- Plant a garden
- Buy in-season fruits and vegetables/shop at farmers market
- Keep cut veggies in the fridge ready for snacking
- Make a shopping list and stick to it
- Eat less processed meats (lunch meat, bacon, steak, hamburger)
- Track your food and activity with a food diary or the MyFitnessPal app
- Manage food cravings and binge eating with the EatRightNow app
- Other: ________________________________

Buy fresh frozen fruit for an emergency

Your Lifestyle Medicine Rx - Healthy Eating

Patient Name: ___________________________ DOB: ________________

☐ Eat __________ servings of fruit ______ times per week. M,W,F - CL 9
☐ Eat breakfast______times per week.
☐ Plan and fix______meals per week.
☐ Drink______oz. water ______times per week.
☐ Other: ________________________________

Buy fresh frozen fruit for an emergency
Nutrition SMART Prescriptions (Action Plan)

Tips to eating smarter
- Eat smaller portions (Use a 9-inch plate and 4 oz. glass)
- Plan, make, and eat healthy meals
- Eat together as a family
- Drinking a water bottle wherever you go
- Try at least one new recipe per week
- Use no salt added or low sodium canned food options
- Cut down on sugar sweetened drinks (sweet tea, soda)
- Plant a garden
- Buy in-season fruits and vegetables/shop at farmers market
- Keep cut veggies in the fridge ready for snacking
- Make a shopping list and stick to it
- Eat less processed meats (lunch meat, bacon, steak, hamburger)
- Track your food and activity with a food diary or the MyFitnessPal app
- Manage food cravings and binge eating with the EatRightNow app
- Other: ________________________________

Use Healthy Rowan water bottle. Get 8 oz. before you start the day.

Your Lifestyle Medicine Rx - Healthy Eating

Patient Name: ________________________________  DOB: ______________
- Eat___servings of ______: ___times per week.
- Eat breakfast_____times per week.
- Plan and fix______meals per week.
- Drink_____oz. water ___times per week.
- Other: _______________________________________

16 3 Tues, Thurs, Sat; CL 8

Your Lifestyle Medicine Rx - Healthy Eating

Eating smarter can help with:
- More energy
- Lower blood pressure
- Healthy weight
- Blood sugar
- Depression
- Better health
- Anxiety & stress
- Sleep issues

What does a healthy plate look like?

Water
Drink water at meals. Limit dairy and avoid sugary drinks.

25% Protein-Rich Foods
Choose fish, poultry, beans, and nuts; limit red meat, avoid bacon, ham, meat, and other processed meats.

25% Fiber-Rich Foods
Eat whole grains like brown rice, whole-wheat bread, and whole-grain pasta. Limit refined grains like white rice and white bread.

50% Fruits and Vegetables
The more veggies - and the greater their variety - the better. Potatoes and sweet potatoes don't count. Eat plenty of fruits of all colors.

Source: www.craphamamedu
Tips to eating smarter

- Eat smaller portions (Use a 9-inch plate and 4oz glass)
- Plan, make, and eat healthy meals
- Eat together as a family
- Bring a water bottle wherever you go
- Try at least one new recipe per week
- Use no salt added or low sodium canned food options
- Cut down on sugar sweetened drinks (sweet tea, soda)
- Plant a garden
- Buy in-season fruits and vegetables/shop at farmers market
- Keep cut veggies in the fridge ready for snacking
- Make a shopping list and stick to it
- Eat less processed meats (lunch meat, bacon, steak, hamburger)
- Track your food and activity with a food diary or the MyFitnessPal app
- Manage food cravings and binge eating with the EatRightNow app
- Other: ____________________________________________

Write down your favorite 3 recipes and make them for dinner. Leftovers can be lunch. Try Healthy Rowan bean salad recipe.

Your Lifestyle Medicine Rx - Healthy Eating

Patient Name: ___________________________       DOB: ____________

☐ Eat ___ servings of ______: ___ times per week.
☐ Eat breakfast ___ times per week.
☐ Plan and fix ___ meals per week. M,W,F - CL 9
☐ Drink ___ oz. water ___ times per week.
☐ Other: ____________________________________________

What does a healthy plate look like?

- Water
  - Drink water at meals. Limit dairy and avoid sugary drinks.

- 25% Protein-Rich Foods
  - Choose fish, poultry, beans, and nuts; limit red meat; avoid bacon, lunch meat, and other processed meats.

- 25% Fiber-Rich Foods
  - Eat whole-grains (like brown rice, whole-wheat bread, and whole-grain pasta). Limit refined grains (like white rice and white bread).

- 50% Fruits and Vegetables
  - The more veggies - and the greater the variety - the better. Potatoes and French fries don't count! Eat plenty of fruits of all colors.

Source: www.bph.amarillo.edu
Maintenance of Plan

Follow-up visits:

1. Review and update diagnosis and lifestyle recommendations.
2. Review patients previous SMART RX/action plans
3. Listen, reflect, summarize.
4. Use positive psychology and affirm patient's strengths and progress made.
5. Create new plan with patient.

Behavior Strategies Recap

RECAP
1. Patients are eating too much sugar, salt, and fat. Too much process food, especially fast food.
2. Work on yourself-(Action Plan)
3. Move more
4. Drink water
5. Eat fruit
6. Make more meals at home
Resources

**Cabarrus Health Alliance Physical Activity Resources** - Physical activity videos, brochures, resources  
[www.cabarrushealth.org/376/Resources](http://www.cabarrushealth.org/376/Resources)

**Healthy Rowan Physical Activity Resources** - Physical activity videos, brochures, resources  
[www.healthyrowan.org/physical-activity/local-resources/](http://www.healthyrowan.org/physical-activity/local-resources/)

**American Heart Association Infographics**  
[www.heart.org/en/healthy-living/healthy-living-infographics](http://www.heart.org/en/healthy-living/healthy-living-infographics)

**Centers for Disease Control and Prevention. The CDC Guide to Strategies to Increase the Consumption of Fruits and Vegetables**  

**30-second chair stand**  

**Physical Activity Guidelines for Americans**  

**Full Plate Living**  
[https://www.fullplateliving.org/](https://www.fullplateliving.org/)
Resources to empower patients for at home learning
Resources

American College of Lifestyle Medicine - www.lifestylemedicine.com

- Scientific articles
- Tools/resources – handouts
- Membership – additional resources, interest groups
- Education - webinars, trainings, courses, certifications