

UNIDOS CONTRA  
LA DIABETES

# Unidos Contra La Diabetes

Reducing diabetes and bridging health in the valley

# UCD Common Agenda (Our Mission)

To reduce the number of new cases of type II diabetes in the RGV resulting in a 10% reduction in the prevalence of diabetes by 2030.

We are committed to doing this bringing together schools, businesses, medical providers, and community organizations and make small changes to lead to a greater quality of life

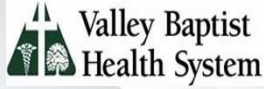
# Who is UCD

- ▶ A collective impact, community partnership dedicated to preventing diabetes in the Rio Grande Valley. We bring people together in a structured way to achieve social, behavioral, and sustainable community change.
- ▶ Began in 2014 as a group of community leaders who wanted to improve the lives of the Rio Grande Valley. Looking at upstream, strategic, and sustainable changes, the group made its mission to focus on prediabetes and the prevention of diabetes.
- ▶ Work together with hospitals, community clinics, foundations, universities, and churches to improve the lives of children and families in our area. Now, we are building on existing efforts and partnerships by coming together as a united group to increase our impact on diabetes prevention.

# Our Partners



Su Clínica



*The Valley Baptist  
Legacy Foundation™*



**IT'S  
TIME**  
TEXAS



PROYECTO AZTECA





# Diabetes in the Rio Grande Valley

There is a high prevalence of diabetes in the RGV, especially among Mexican Americans and Latinos

According to an article in the Texas Tribune (2010) the Diabetic Rate in Texas is suppose to quadruple by 2040!

The same study showed the projected percent of population with diabetes by decade:

County	2020	2030	2040
•Hidalgo	•19.2	•22.9	•26.7
•Willacy	•20.8	•23.8	•26.8
•Starr	•20.4	•23.2	•26.1
•Cameron	•20.6	•23.8	•27.1

## TEXAS DIABETES RATES

2010  2040



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# Rate of Prediabetes

It is estimated that 1/3 of the Rio Grande Valley population has diabetes and over 32% are at risk of or have prediabetes

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**THIS CAN BE PREVENTED  
AND REVERSED**

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# Texas

- Diabetes Prevalence – 10%;
- Adult obesity – 31%
- Physical Inactivity – 23%
- Food insecurity – 15%
- Uninsured – 20%
- Unemployment 3.5%

## Cameron

- Diabetes Prevalence – 12%
- Adult obesity – 31%
- Physical Inactivity – 25%
- Food insecurity – 18%
- Uninsured – 30%
- Unemployment – 5.5%

## Starr

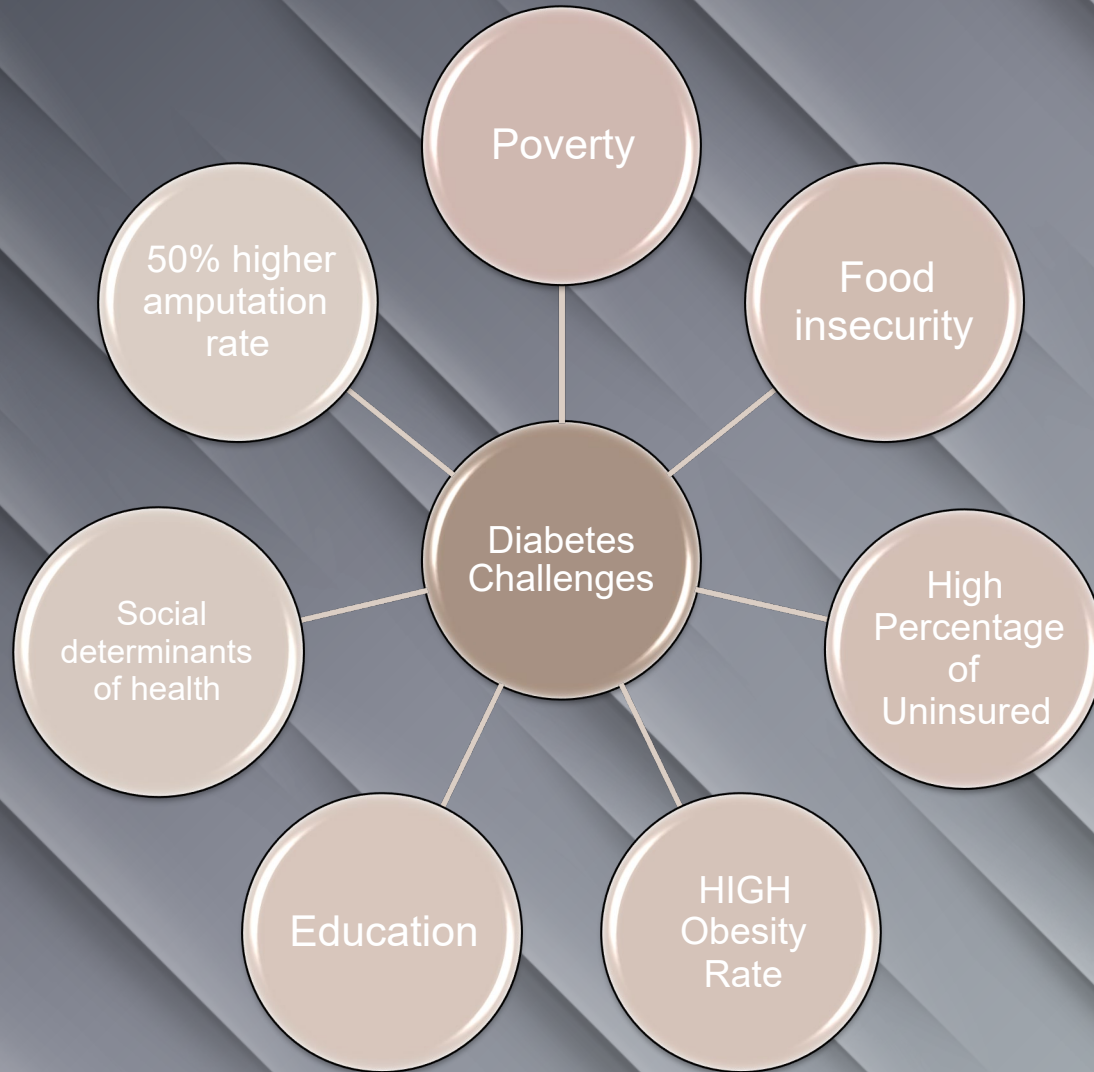
- Diabetes Prevalence – 12%
- Adult obesity – 32%
- Physical inactivity – 26%
- Food Insecurity – 22%
- Uninsured – 30%
- Unemployment – 9.8%

## Willacy

- Diabetes Prevalence – 19%
- Adult obesity – 38%
- Physical inactivity – 26%
- Food Insecurity – 21%
- Uninsured – 23%
- Unemployment – 8.2%

## Hidalgo

- Diabetes Prevalence – 11%
- Adult Obesity – 38%
- Physical Inactivity – 24%
- Food Insecurity – 18%
- Uninsured – 32%
- Unemployment – 6.2%





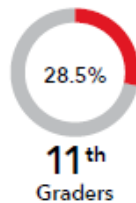
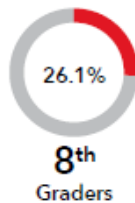
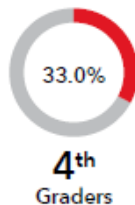
**Obesity** is a major risk factor leading to diabetes.

**48.3%**  
of adults in the Rio Grande Valley are obese.

### Children



**Obesity by grade** in the Rio Grande Valley:



### Factors that contribute to obesity



#### Not enough fruits and vegetables

11th graders report eating fruits and vegetables only **2.4 times** per day, whereas this same group reported eating unhealthy snacks **3.2 times**.



#### Limited opportunities for physical activity

Only **7%** of 4th graders meet physical activity guidelines.



#### Too much tv or screen time

8th graders report about **3.5 hours** per day on screen time.

Source: School Physical Activity and Nutrition (SPAN) Survey 2015-2016.  
Full data sources available at [ucdrqv.org/healthconnect/](http://ucdrqv.org/healthconnect/)

# Obesity is a major public health crisis in Texas<sup>1</sup>:



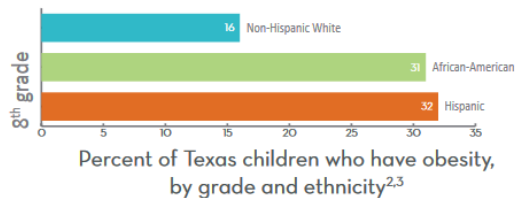
Texas has the 7<sup>th</sup> highest obesity rate for youth ages 10-17 and the 14<sup>th</sup> highest adult obesity rate in the U.S.<sup>1</sup>



Over 600,000 Texas youth ages 10-17 have obesity.



In Texas, Hispanic and African American children have nearly twice the rate of obesity compared to non-Hispanic white children<sup>2</sup>.

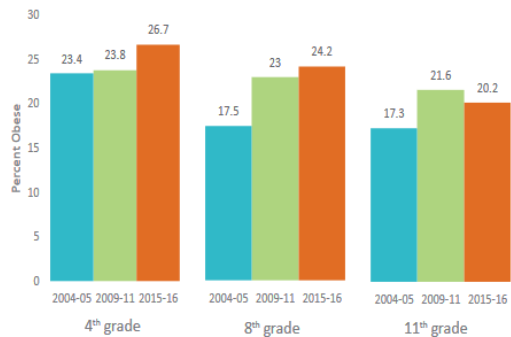


## Childhood Obesity is Risky

Obesity is associated with increased lifetime risks for adverse health outcomes<sup>4,5</sup>, including:

- diabetes
- heart disease
- asthma
- high blood pressure
- depression
- sleeping difficulties
- higher risk of being obese as an adult

## Childhood obesity is getting worse over time.



Trends in childhood obesity from 2004-05 to 2015-16<sup>2,3</sup>

## Childhood Obesity is Costly

Childhood obesity results in extra health care costs. A child with obesity has \$12,900 more in medical costs than a child with normal weight<sup>6</sup>.

Educational attainment is associated with lifetime earnings<sup>7</sup>. Obesity in childhood is associated with poorer educational outcomes<sup>8,9,10</sup>, including:

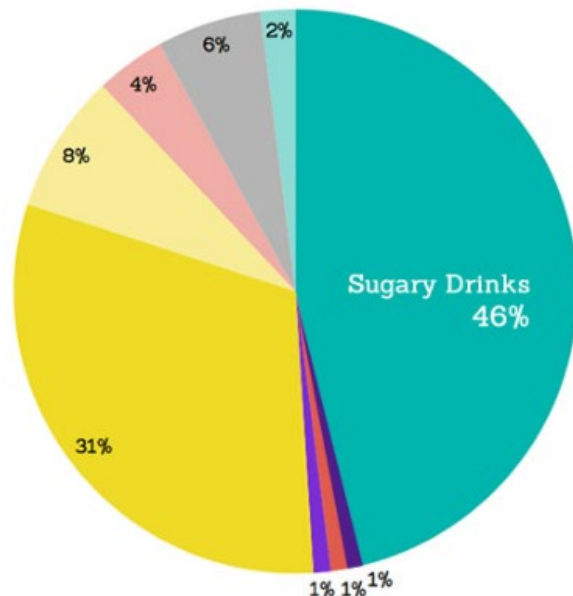
- lower GPA
- lower reading scores
- lower math scores
- more school absences

Brought to you by



## Why worry about sugary drinks?

### Sugary drinks are the key driver of our overconsumption of added sugars



■ Dairy ■ Grains ■ Fruits & Fruit Juice ■ Mixed Dishes ■ Alcoholic Beverages  
■ Snacks & Sweets ■ Vegetables ■ Condiments, Gravies, Spreads Salad Dressing

# How can UCD and Schools Prevent Prediabetes

- One simple way is to promote water consumption with our school faculty, teachers, and administrators to *LEAD BY EXAMPLE*
- Schools can adopt the 'Life is Sweet Enough' campaign to promote small changes our we can make to walk the walk
- Promote drinking water at lunch, at home, and at school
- Show the students that our drinks don't have to have sugar to be good

**FACTS ABOUT SUGAR**

**LIFE IS SWEET ENOUGH**  
OUR DRINKS DON'T HAVE TO BE

- 60% OF U.S. CHILDREN CONSUME A SUGARY BEVERAGE DAILY!
- JUST ONE SODA A DAY EQUALS 55 POUNDS OF SUGAR PER YEAR!
- 30% OF U.S. CHILDREN CONSUME TWO OR MORE SUGARY DRINKS A DAY.
- THAT'S 110 POUNDS OF SUGAR A YEAR FROM SUGARY DRINKS ALONE!!
- U.S. CHILDREN COLLECTIVELY EAT 45,485 POUNDS OF SUGAR EVERY FIVE MINUTES.

HARLINGEN FAMILY DENTISTRY

The infographic features a blue circular logo with a glass of water and the text 'LIFE IS SWEET ENOUGH'. Below it, a red circle with a diagonal slash contains a soda can labeled 'SODA'. To the right, a stack of white sugar cubes is shown. The background is dark purple with white and red text.



# Thank You!



For more information, please reach out to us!



[marjona@ucdrgv.org](mailto:marjona@ucdrgv.org)



[rking@ucdrgv.org](mailto:rking@ucdrgv.org)



[cleal@ucdrgv.org](mailto:cleal@ucdrgv.org)



[Ucdrgv.org](http://Ucdrgv.org)