

Perceptions of Overweight, Obesity and Health in a Rural County in Kentucky



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for the Kentucky River Community Advisory Board

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INTRODUCTION

- The increasing prevalence of overweight and obesity in the U.S. is well documented.
- Overweight and obesity, factors associated with increased risk of colorectal cancer, are particularly prevalent among rural populations in the Southeastern U.S.
- Colorectal cancer rates are elevated - 23.0 per 100,000 in Kentucky versus 20.8 nationally.¹
- Nearly 67% of Kentucky adults are obese or overweight compared to 62% nationally.²

PURPOSE

To assess self-reported weight and perceptions of health among a sample of residents in a rural community in Southeastern Kentucky

METHODS

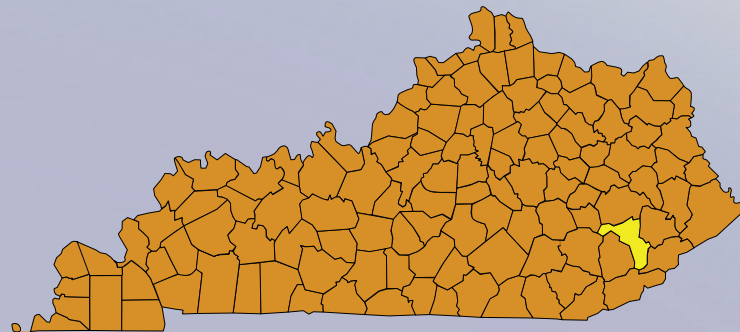
Individuals age 20 and older were recruited for telephone interviews using a commercial listing of residences.

- From random samples of residences, Letters were sent that included descriptions of the project and invitations to participate. A small financial incentive was offered to compensate participants for their time.
- An 100-item questionnaire was administered by telephone. Completed interviews were completed in an average of 30 minutes.
- Refer to Poster #004 “Using Health Risk Appraisal (HRA) As A Study Recruitment Strategy” for more specific detail regarding methods.

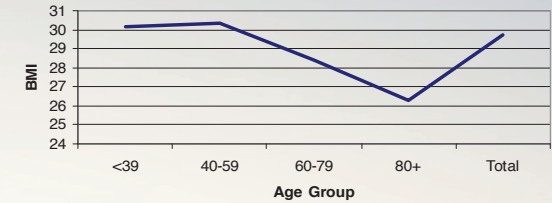
RESULTS

- Data from 202 completed interviews were analyzed. The 202 participants, nearly all caucasian, ranged in age from 20 to 90 (average=51.9, sd =3.9).
- Over half (56%) reported excellent, very good or good health status.
- Self-reported body weights averaged 190.4 (sd=52.1) and ranged from 102 to 450. The average BMI was 29.7 (sd=6.9), range (18.1-56.2).
- Only 25% of the participants reported body weights that were not overweight or obese (Chi Square=11.8, p=.02).
- In spite of the prevalence of obesity, only 15% perceived their health as poor.

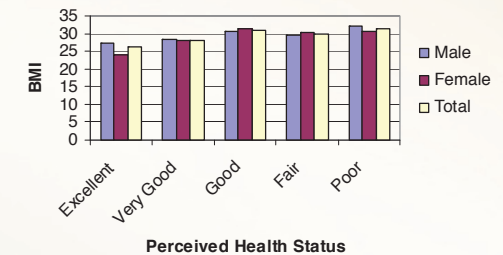
Study Population, BMI by Age and Gender			
	Male	Female	Total
N	88	114	202
Mean Age	51.5	50.5	50.9
BMI – Overall	29.7	29.8	29.7
BMI – Age <40	32.5	28.7	30.1
BMI – 40-59	30.0	30.6	30.3
BMI – 60-79	27.5	29.1	28.4
BMI – 80 +	25.4	26.9	26.3



Mean BMI by Age Group



Mean BMI by Health Status



CONCLUSIONS

- Most participants were overweight or obese, but perceived their health as “good to excellent”
- Awareness of the negative impact of excess weight on health and cancer risk is limited
- More research on education and effective health promotion is needed to raise awareness among this population regarding the importance of weight management in reducing cancer risk.

REFERENCES

1. American Cancer Society Facts and Figures, 2004.
2. Centers for Disease Control and Prevention Behavioral Risk Factor Surveillance, 2005

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