

Programs to Reduce Obesity in High Obesity Areas

The Problem:

38%

Adult obesity prevalence in the United States

The High Obesity Program Approach:

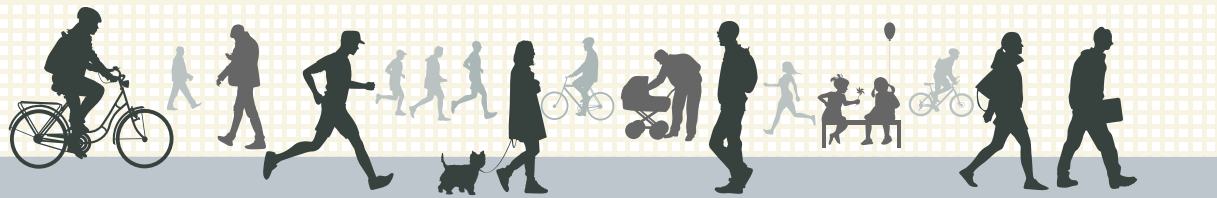
CDC's Division of Nutrition, Physical Activity and Obesity funds land grant universities, in partnership with their cooperative extensions, to improve access to good nutrition and safe places for physical activity in counties with adult obesity prevalence over 40%.

CDC Actions:

- » Provide training and technical assistance on evidence- and practice-based strategies for obesity prevention
- » Provide evaluation guidance and support

Strengths of Land Grant University and Cooperative Extension Partnership

Promote and provide healthy eating and active living outreach and education resources to community coalitions and engage children, youth and their families.



Land grant universities have:

- » Multi-disciplinary research and education resources
- » Existing associations with cooperative extension systems
- » Expertise in providing training, technical assistance and evaluation



Cooperative Extensions have:

- » Existing relationships with local communities
- » Large network of community partners
- » Wide array of county-based health education and promotion programming

Strategies to Promote Healthier Environments in High Obesity Counties

Counties choose the strategies that best fit the assets, resources and needs of their communities



Healthy eating strategies include:

- » Apply healthier nutrition standards to food and beverage available in public venues
- » Apply healthier nutrition standards at early care and education facilities
- » Promote Farm to Pre-School programs to increase access to fruits and vegetables



Physical activity strategies include:

- » Increase access to safe places for physical activity
- » Improve safe streets/community design initiatives
- » Promote physical activity and reduce screen time at early care centers

For additional information on the High Obesity program, please visit:
<https://www.cdc.gov/nccdphp/dnpao/state-localprograms/funding.html>



Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion