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Strategic Direction 2: Active Living and Healthy Eating

Goals: Prevent and Reduce Obesity, Increase Physical Activity; Improve Nutrition in Accordance with the Dietary Guidelines for Americans 2010

<p>Improve jurisdiction-wide nutrition, physical activity, and screen time policies and practices in early child care settings.</p>	<p>Preventing Childhood Obesity in Early Care and Education Programs Selected Standards from Caring for our Children: National Health and Safety Performance Standards (Selected Standards Book, 2010). This book provides is the new set of national standards describing evidence-based best practices in nutrition, physical activity, and screen time for early care and education programs. The standards are for ALL types of early care and education settings centers and family child care homes. The Third Edition (CFOC, 3rd Ed.) is projected to be released in 2011. http://nrckids.org/CFOC3/PREVENTING_OBESITY/index.htm</p> <p>Farm to Preschool Farm to Preschool programs connect child care providers and local food producers and processors, with the goal of serving healthy meals to children, providing agriculture, health and nutrition education opportunities, and supporting local and regional farmers. Food and garden-based education in preschools increases access to fresh fruits and vegetables. Resources include: National Farm to School Network http://www.farmtoschool.org</p>	<p>Nutrition and Weight Status 19: Increase the number of States with nutrition standards for foods and beverages provided to pre-school aged children in childcare.</p>
<p>Increase the number of designated Baby-friendly hospitals.</p>	<p>The CDC Guide to Breastfeeding Interventions. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2005. http://www.cdc.gov/breastfeeding/pdf/breastfeeding_interventions.pdf</p>	<p>Maternal, Infant and Child Health 28: Increase the percentage of live births that occur in facilities that provide recommended care for lactating mothers and their babies.</p>

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<p>Increase policies and practices to support breastfeeding in health care, community, workplaces, and learning and childcare settings.</p>	<p>Ten Steps to Healthy Breastfeeding Friendly Child Care Centers Guide http://www.dhs.wisconsin.gov/health/physicalactivity/pdf_files/BreastfeedingFriendlyChildCareCenters.pdf This guide is designed to help child care centers improve existing breastfeeding policies and practices and their current compliance with the requirements for the Breastfeeding Friendly designation.</p> <p>Purchaser’s Guide to Clinical Preventive Services provide summary plan description language that benefits managers can use to purchase recommended breastfeeding counseling coverage (USPSTF B Recommendation) http://www.businessgrouphealth.org/preventive/topics/breastfeeding.cfm</p> <p>Investing in Workplace Breastfeeding Program and Policies: An Employer’s Toolkit This National Business Group on Health toolkit provides information for assessing, planning, promoting, implementing, and evaluating a worksite lactation support program. http://www.businessgrouphealth.org/benefitsttopics/breastfeeding.cfm</p> <p>The CDC Guide to Breastfeeding Interventions. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2005. Included in this guide are breastfeeding interventions that are practice and evidence based, with a focus on selecting community and other interventions that address disparities within specific population groups http://www.cdc.gov/breastfeeding/pdf/breastfeeding_interventions.pdf</p>	<p>Maternal, Infant and Child Health 12: Increase the proportion of mothers who breastfeed their babies 26: Increase the percentage of employers who have worksite lactation programs.</p>
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<p>Improve nutrition quality of foods and beverages served or available in schools consistent with the Institute of Medicine’s Nutrition Standards for Foods in Schools.</p> <ul style="list-style-type: none"> • Increase access to fruits and vegetables in schools. • Decrease amount of sodium in foods in schools. • Reduce access to competitive low nutrition foods and beverages. • Ensure availability of plain, cold drinking water throughout the day at no cost to students. 	<p>Institute of Medicine Report: Nutrition Standards for Foods in Schools http://www.iom.edu/Reports/2007/Nutrition-Standards-for-Foods-in-Schools-Leading-the-Way-toward-Healthier-Youth.aspx</p> <p>Sodium Procurement Guide http://www.cdc.gov/salt/pdfs/DHDSP_Procurement_Guide.pdf</p> <p>NPLAN’s Developing Healthy Vending Beverage Agreements http://www.nplanonline.org/sites/phlpnet.org/files/nplan/HealthyVendingAgrmnt_FactSheet_FINAL_090311.pdf</p> <p>CSPI’s Sweet Deals—School Fundraising can be Healthy and Profitable http://cspinet.org/new/pdf/schoolfundraising.pdf</p> <p>NPLAN’s Model Wellness Policy Language for Water Access in Schools http://www.nplanonline.org/childhood-obesity/products/water-access</p> <p>CDC Guide to Fruit and Vegetables Strategies to Increase Access, Availability and Consumption http://www.cdph.ca.gov/SiteCollectionDocuments/StratstoIncreaseFruitVegConsumption.pdf</p> <p>USDA’s Be Salt Savvy—Cut Back on Sodium for Healthier School Meals Fact Sheet http://smartsavor.com/Images/USDA%20Sodium%20Fact%20Sheet.pdf</p>	<p>Nutrition and Weight Status</p> <p>6: Increase the contribution of fruits to the diets of the population aged 2 years and older.</p> <p>18: Increase the number of States that have State-level policies that incentivize food retail outlets to provide foods that are encouraged by the Dietary Guidelines.</p> <p>20: Increase the percentage of schools that offer nutritious foods and beverages outside of school meals.</p>
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<p>Improve the quality and amount of physical education and physical activity in schools.</p> <ul style="list-style-type: none"> • Increase the amount of time students spend in moderate or vigorous physical activity during physical education class. • Increase the total number of physical activity opportunities implemented at school facilities, including daily recess, intramurals/physical activity clubs, and walk or bicycle to and from school. • Increase number of public places (e.g. schools) accessible to the public for physical activity. 	<p>The Community Guide Physical Activity chapter www.thecommunityguide.org</p> <p>CDC’s Physical Education Curriculum Analysis Tool http://www.cdc.gov/healthyyouth/pecat</p> <p>CDC’s Strategies to Improve the Quality of Physical Education http://www.cdc.gov/healthyyouth/physicalactivity/pdf/quality_pe.pdf</p> <p>NASPE’s National Standards for PE http://www.aahperd.org/naspe/standards/nationalStandards/PEstandards.cfm</p> <p>CDC’s Youth Physical Activity Guidelines Toolkit http://www.cdc.gov/HealthyYouth/physicalactivity/guidelines.htm#1</p> <p>NASPE’s Position Statement on Comprehensive School PA Programs http://www.aahperd.org/naspe/standards/upload/Comprehensive-School-Physical-Activity-Programs2-2008.pdf</p> <p>NPLAN’s Joint Use Agreement Resources http://www.nplanonline.org/childhood-obesity/products/nplan-joint-use-agreements</p> <p>KidsWalk-to-School: A Guide to Promote Walking to School http://www.cdc.gov/nccdphp/dnpa/kidswalk/resources.htm#guide</p> <p>National Center for Safe Routes to School Guide, Toolkit, and Other Resources http://www.saferoutesinfo.org/resources/</p> <p>DHHS Physical Activity Guidelines http://www.health.gov/paguidelines/</p>	<p>Physical Activity and Fitness</p> <p>2: Increase the proportion of schools that require daily physical activity for all students.</p> <p>3: Increase daily school physical education.</p> <p>4: Increase the proportion of adolescents who spend at least 50 percent of school physical education class time being physically active.</p> <p>7: Increase the proportion of adolescents that meet current physical activity guidelines</p> <p>10, 11: Increase the proportion of trips made by walking and bicycling.</p> <p>12: Increase the proportion of States and school districts that require regularly scheduled elementary school recess.</p> <p>13: Increase the proportion of school districts that require or recommend elementary school recess for an appropriate time period.</p>
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<p>Increase accessibility, availability, affordability and identification of healthy foods in communities, including provision of full service grocery stores, farmers markets, small store initiatives, mobile vending carts, and restaurant initiatives</p> <ul style="list-style-type: none"> • Carry more low-sodium and no-sodium options • Promote healthy food and beverage availability and identification • Placement and promotion strategies • Incentivize new grocery store development • Menu labeling support and promotion for restaurants not covered by federal law. 	<p>Equitable Development Toolkit: Healthy Food Retailing PolicyLink An online tool that focuses on increasing access to retail outlets that sell nutritious, affordable food in underserved communities. http://www.policylink.org/site/c.lkIXLbMNJrE/b.5137405/k.6042/Healthy_Food_Retailing.htm</p> <p>Strategic Alliance ENACT: Community Food Environment An online tool that focuses on attracting grocery stores to underserved areas through financial and regulatory incentives. http://www.preventioninstitute.org/sa/enact/neighborhood/supermarkets_underserved.php</p> <p>Healthy Corner Stores Describes successes and challenges of early corner store interventions and identifies steps for developing sustainable models: healthycornerstores.org</p> <p>Recommended Community Strategies and Measurements to Prevent Obesity in the United States http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm</p>	<p>Nutrition and Weight Status 10: Reduce consumption of sodium in the population aged 2 years and older. 18: Increase the number of policies that incentivize healthy food retail outlets.</p> <p>Heart Disease and Stroke 14: Increase the proportion of adults with prehypertension who meet the recommended guidelines (sodium intake). 15: Increase the proportion of adults with hypertension who meet the recommended guidelines (sodium intake).</p>
<p>Increase availability and affordability of healthful foods in institutional settings, workplaces, senior centers, and government facilities.</p> <ul style="list-style-type: none"> • Farm to Institution strategies • Food procurement policies to increase access to low sodium options, decrease access to high sodium options. 	<p>Vending Machine Food and Beverage Standards (California Department of Public Health Worksite Program California Fit Business Kit! http://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-WP-VendingMachineStandards.pdf</p>	<p>Nutrition and Weight Status 6: Increase consumption of fruits. 7: Increase consumption of vegetables</p>

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<ul style="list-style-type: none"> Increase availability of fruits and vegetables to employees in their work places 	<p>CDC's Lean Works! offers interactive tools and evidence-based resources to design effective worksite obesity prevention and control programs. http://www.cdc.gov/leanworks/index.html</p> <p>Sodium Procurement Guide http://www.cdc.gov/salt/pdfs/DHDSP_Procurement_Guide.pdf</p> <p>Organizational Health Eating Policy Template (North Carolina Eat Smart Move More Worksite Initiative) http://www.eatsmartmovemorenc.com/PhysicalActivityAndHealthyEatingPolicy/PhysicalActivityAndHealthyEatingPolicy.html</p> <p>California Fit Business Kit helps employers develop and implement a culture and environment at their workplaces that support healthy eating and physical activity among workers. http://www.cdph.ca.gov/programs/cpns/Pages/WorksiteFitBusinessKit.aspx</p>	<p>9: Increase the proportion of persons who consume no more than 30 percent of calories from total fat. 15: Prevent inappropriate weight gain in youth and adults. 17: Reduce consumption of calories from solid fats and added sugars.</p>
<p>Promote purchase of fruits, vegetables, and other healthy foods through incentives associated with food assistance programs.</p>	<p>Supplemental Nutrition Assistance Program (SNAP) at Farmers Markets: A How-To Handbook. http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5085298&acct=wdmgeninfo</p> <p>Changes in the WIC Food Packages: A Toolkit for Partnering with Neighborhood Stores http://www.phlpnet.org/healthy-planning/products/changes-wic-food-packages-toolkit-partnering-neighborhood-stores</p> <p>Wholesome Wave Double Value Coupon Program http://wholesomewave.org/what-we-do/double-value-coupon-program/</p>	<p>Nutrition and Weight Status 6: Increase consumption of fruits. 7: Increase consumption of vegetables. 18: Increase the number of policies that incentivize healthy food retail outlets.</p>

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<p>Limit density of fast food outlets and other outlets featuring high calorie, high sodium, and low nutrition foods and encourage retail venues to provide access and availability to healthier foods.</p> <ul style="list-style-type: none"> • Zoning: regulate the number of fast food restaurants in a given area. • Provide incentives to encourage existing stores or restaurants to provide healthier food options or to encourage the development of new retail venues that offer healthier foods. 	<p>The Center for Law and the Public's Health at Johns Hopkins and Georgetown Universities. The use of zoning to restrict fast food outlets: a potential strategy to combat obesity. http://www.publichealthlaw.net/Zoning%20Fast%20Food%20Outlets.pdf</p> <p>The City Planner's Guide to the Obesity Epidemic: Zoning and Fast Food http://www.publichealthlaw.net/Zoning%20City%20Planners%20Guide.pdf</p> <p>The Food Trust: http://www.thefoodtrust.org/php/programs/corner.store.campaign.php</p>	<p>Nutrition and Weight Status 18: Increase policies that incentivize healthy food retail outlets.</p> <p>22: Increase the proportion of Americans who have access to a food retail outlet that sells a variety of foods that are encouraged by the Dietary Guidelines for Americans</p>
<p>Increase opportunities for physical activity in communities and workplaces.</p> <ul style="list-style-type: none"> • Community-wide campaigns • Access to facilities and places • Joint use agreements • Flextime • Stairwell modification • Incentives 	<p>Utah Department of Health Exercise and Health Activity Time Policy http://health.utah.gov/hearthighway/pdfs/Excercise_Release_Policy_worksites.pdf</p> <p>Workplace Stairwell Modification and Promotion to Increase Daily Physical Activity This toolkit provides information for implementing and promoting changes to workplace stairwells to encourage physical activity at work. http://www.cdc.gov/nccdphp/dnpao/hwi/toolkits/stairwell/index.htm</p> <p>NPLAN's joint use agreement resources http://www.nplanonline.org/childhood-obesity/products/nplan-joint-use-agreements</p>	<p>Physical Activity and Fitness 5: Increase the schools that provide access to their physical activity spaces and facilities for all persons outside of normal school hours. 6: Increase physical activity in adults. 9: Increase access to and participation in employer-based exercise facilities and programs. 10: Increase walking. 11: Increase bicycling.</p>

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	<p>Discount Fitness Club Network This toolkit provides guidance on identifying and establishing a relationship with a nationwide discount fitness club network (DFCN) for employees of multi-site organizations http://www.cdc.gov/nccdphp/dnpao/hwi/toolkits/fitnessclub/</p> <p>Strategic Alliance-ENACT, Community Activity Strategies http://www.eatbettermovemore.org/sa/enact/members/strategiesshow.php?e=4&se=1&aff69eff45a2561fef61a7d71cab272e</p> <p>Recommended Community Strategies and Measurements to Prevent Obesity in the United States http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm</p>	<p>Disability and Secondary Conditions 7: Reduce reported barriers</p>
<p>Active Living and Healthy Eating Innovative Strategies.</p>	<p>Recipient will provide</p>	<p>Recipient will link to HP2020 objective</p>

*Complete Healthy People 2020 Objectives can be found at: <http://www.healthypeople.gov/hp2020/Objectives/TopicAreas.aspx>
Additional guidance is available at www.cdc.gov and at specific programmatic links at the CDC website.