Developing Obesity Policy, Connecting Evidence, Leveraging Available Resources

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Principal Targets for Obesity Prevention and Control

Pregnancy: pre-pregnant weight, weight gain, diabetes, smoking
Reduce energy intake
  Decrease high and increase low $E_D$ foods
  Increase fruit and vegetable intake
  Reduce sugar drinks
  Decrease television time
Breastfeeding
Increase energy expenditure
  Increase daily physical activity
Social Ecological Model

- **Individual:** Knowledge, attitudes, beliefs and behaviors
- **Interpersonal:** Family, peers, social networks
- **Institutions:** Policy, regulations and informal structures
- **Community:** Policies, standards, social networks
- **Federal and State:** Federal, state and local policies to regulate and support healthy actions

Impact:
- **Greatest Impact:** Federal and State
- **Smallest Impact:** Individual
Effective Interventions to Promote Physical Activity

• Informational
  – Community-wide education
  – Point of decision prompts

• Behavioral and social
  – School-based PE
  – Non-family social support
  – Individually adapted behavior change

• Environmental and policy
  – Enhanced access with outreach
  – Urban design and land use
Characteristics of the Physical Environment and Physical Activity in Children

Positive Impact
- Access to recreational facilities
- Schools
- Sidewalks
- Controlled intersections

Negative Impact
- Number of roads
- Traffic density and speed
- Crime

Recommended Community Strategies and Measurements to Prevent Obesity in the United States - PA

Active PE in schools
Extracurricular activities for PA
Improve access to outdoor recreational facilities
Improve infrastructure for bicycling and walking
Improve access to public transportation
Enhanced personal safety in areas for PA
Enhanced traffic safety in areas for PA

MMWR 2009; 58: RR-7
Settings for the Prevention and Treatment of Obesity

- Medical Settings
- Child care
- School
- Work Site
- Community
- State
Every Day!

5  or  more  fruits  &  vegetables
2  hours  or  less  recreational  screen  time*
1  hour  or  more  of  physical  activity
0  sugary  drinks,  more  water  &  low  fat  milk

*Keep  TV/Computer  out  of  the  bedroom.  No  screen  time  under  the  age  of  2.
Let’s Go!

Core Principles

- Healthy places support healthy choices
- Consistent messaging across sectors is essential
- Strategies are based on science and recommended by the medical community.
Chronic Care Model

Environment
- Family
- School
- Worksite
- Community

Medical System
- Information Systems
- Decision Support
- Delivery System Design
- Self Management Support

Family/Patient Self-Management

Dietz WH et al. Health Affairs 2007;26:430
Let’s Move Child Care Challenge

Physical activity: 1-2h/d, outside play when possible
Screen time: None for <2yo; 30’/w during child care
Food: Fruits or vegetables at every meal, no fried foods, family style
Beverages: Water access at meals and throughout day; no sugar drinks; for > 3yo, LF or NF milk; limit juice to 4-6 oz 100% juice/d
Infant feeding: Support breastfeeding for mothers who want to continue during the child care day
Translation of National Prevention Strategies for Active Living

Promote active transport
  - Safe Routes to School
Support active living principles in community design
  - Parks and recreational centers
  - Redfields to Greenfields
Support programs and policies to increase physical activity and physical education
  - Quality PE
  - Joint Use Agreements
Linkages with FQHCs and other medical settings
Translation of National Prevention Strategies for Healthy Eating

Ensure federal procurement is consistent with DGAs
- Institute state and local procurement policies

Increase access to healthy food in underserved communities
- Urban farms and school gardens
- Healthy Food Financing Initiative

Support breastfeeding
- Baby Friendly hospitals

Eliminate food insecurity
- Healthy Hunger-free Kids Act
- Healthy US Schools Challenge
National Initiatives

Let's Move
Child Nutrition Reauthorization – Healthy Hunger-free Kids Act
Healthy Food and Sustainability Policy
National Action Plan for Physical Activity
Communities Putting Prevention to Work (CPPW) and Community Transformation Grants (CTGs)
FTC Guidelines for Foods Marketed to Children
Surgeon General’s Call to Action on Breastfeeding
Affordable Care Act
Food and Farm Bill
Transportation Reauthorization
References

cdc.gov/nccdphp/dnpao

Recommended Community Strategies and Measurements to Prevent Obesity in the United States; MMWR 2009;58:RR-7

Local Government Actions to Prevent Childhood Obesity. www.nap.edu

School Health Guidelines to Promote Healthy Eating and Physical Activity www.cdc.gov/healthyyouth