CDC’s State-Based Nutrition and Physical Activity Program to Prevent Obesity and Other Chronic Diseases
http://www.cdc.gov/obesity/stateprograms/index.html

Created in 1999, the Nutrition, Physical Activity and Obesity Program (NPAO) is a cooperative agreement between the Centers for Disease Control and Prevention’s Division of Nutrition, Physical Activity and Obesity (DNPAO) and 23 state health departments working to build lasting and comprehensive efforts to address obesity and other chronic diseases through a variety of nutrition and physical activity strategies.

From individual behavior change to changes in public policy, state efforts aim to engage multiple levels of society; this is called the Social-Ecological Model, a cornerstone of our approach.

Social-Ecological Model

Note: Adapted from “Preventing Childhood Obesity.” Institute of Medicine, 2005.
**Vision and Mission**

**Vision:** A world where regular physical activity, good nutrition, and healthy weight are part of everyone’s life.

**Mission:** Lead strategic public health efforts to prevent and control obesity, chronic disease, and other health conditions through regular physical activity and good nutrition.

**Goal and Objectives**

**Goal:** The program goal is to prevent and control obesity and other chronic diseases through healthful eating and physical activity.

**Outcome objectives:**

- Decrease prevalence of obesity.
- Increase physical activity.
- Improve dietary behaviors related to population burden of obesity and chronic diseases.

**Impact objectives:**

- Increase the number, reach, and quality of policies and standards set in place to support healthful eating and physical activity in various settings.
- Increase access and use of environments to support healthful eating and physical activity in various settings.
- Increase the number, reach and quality of social and behavioral approaches that complement policy and environmental strategies to promote healthful eating and physical activity.

**Program Philosophy**

- Long term
- Social change
- Health disparities
- Policy and environmental changes
- Social Ecological Model
- Social marketing planning approach
- Evidence-based portfolio (policies and intervention strategies)
- Partnerships and resources

**Target Areas**

The state program will develop strategies to leverage resources and coordinate statewide efforts with multiple partners to address all of the following DNPAO principal target areas:

- Increase breastfeeding initiation, duration and exclusivity.
- Increase physical activity.
- Increase the consumption of fruits and vegetables.
- Decrease the consumption of sugar sweetened beverages.
- Reduce the consumption of high energy dense foods.
- Decrease television viewing.

**Settings for the Prevention and Control of Obesity**

- Community
- School
- Health Care
- Work Site
**Funded States**

On July 1, 2008, the Centers for Disease Control and Prevention (CDC) funded 23 states for a 5-year period to do the following:

- Develop and maintain a program infrastructure capable of positioning the state health department in a leadership role for coordinated statewide nutrition, physical activity, and obesity strategies.
- Convene and lead a planning process to develop a state plan for nutrition, physical activity, and obesity (state plan).
- Implement a state plan in collaboration with partners.
- Support and develop capacity for surveillance to monitor the prevalence of overweight, obesity, nutrition quality, physical activity levels, and the program impact to change overweight and obesity related behaviors, particularly nutrition and physical activity.
- Evaluate progress toward meeting the following objectives: state plan, annual implementation plan, annual cooperative agreement work plan, and state partnerships.
- Annually submit success stories and lessons learned to CDC.

**States are currently focusing on activities giving priority to policy and environmental approaches:**

- Ensure emphasis on reducing health disparities
- Develop and use an annual implementation plan
- Develop surveillance measures of policy and environmental changes
- Develop surveillance data and reporting plans
- Evaluate the state partnership
- Use an evaluation advisory group
- Develop success stories to share

**Opportunities for Collaboration**

- Participate in state and local partnerships and coalitions
- Advocate for policy change - local, state, and national levels
- Identify and communicate promising practices
- Support state and community actions
Working Together Across Programs

- Joint planning
- Share staff
- Coordinate partnership development and support
- Enhance communities through joint resources and training
- Coordinate program messages
- Support common policies
- Plan cross-program data inventories and reporting

Assistance from CDC

- Technical assistance resources
  - The CDC Guide to Breastfeeding Interventions
  - Technical Assistance Manual
- Evaluation assistance
- Training opportunities
  - US Breastfeeding Committee (USBC) biennial State Breastfeeding Coalitions Conference
  - Topic-specific conference calls and web casts
  - Linking sites to other partners with similar program goals and resource needs
  - DNPAO-hosted or supported training meetings
  - Development, dissemination, and training on DNPAO tools and resources
- Translation and dissemination of products
  - UNC Center of Excellence for Training and Research Translation (Center TRT): http://www.center-trt.org
- Surveillance data and reports
  - Maternity Practices in Infant Nutrition and Care
  - National Immunization Survey
  - Pediatric Nutrition Surveillance System
- National partnerships to support state and community efforts