


ASTHPHND Federal Update: Centers for Disease Control and Prevention

**Leading the Way in Public Health
Nutrition and Physical Activity:
Blazing New Trails**


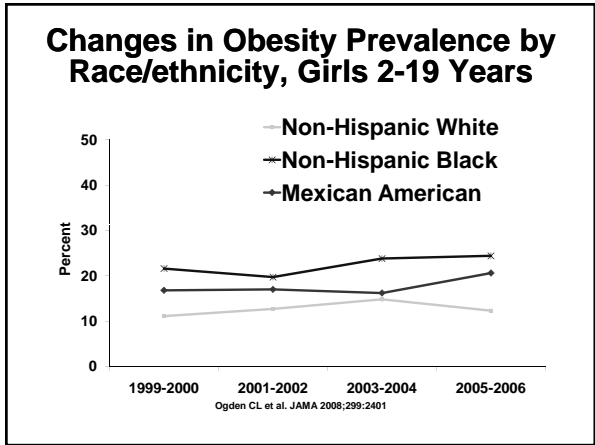
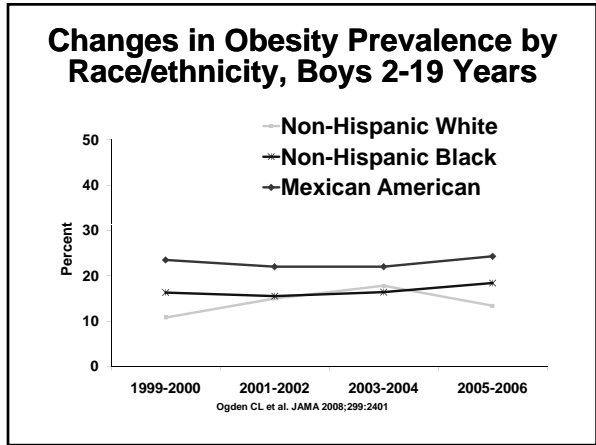
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Faculty

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- National Initiatives**
- **Let's Move**
 - **Child nutrition reauthorization**
 - **Healthy Hunger-Free Kids Act**
 - **Healthy food and sustainability policy**
 - **National action plan for physical activity**

- National Initiatives**
- **Communities Putting Prevention to Work (CPPW) and CTGs**
 - **FTC guidelines for foods marketed to children**
 - **Surgeon General's call to action on breastfeeding**
 - **Affordable Care Act**
 - **Food and Farm Bill**
 - **MyPlate**

Pillars of Let's Move

- **Goal**
 - End childhood obesity in a generation
- **Helping parents make healthy choices**
 - Menu labeling
 - Front of pack labeling



Pillars of Let's Move

- **Serving healthier foods in schools**
 - Child Nutrition Reauthorization
- **Accessing healthy affordable food**
 - Healthy Food Financing Initiative
- **Increasing physical activity**

Let's Move Initiatives

- **Let's move outside**
 - Parks and recreation
- **Let's move cities and towns (n = 470)**
- **Chefs move to schools**

Let's Move Initiatives

- **Let's move in Indian country**
 - Baby friendly hospitals by 2012
 - Increased access to child nutrition programs
 - HUSCC in school

Let's Move Initiatives

- **Let's move salad bars to schools**
- **Let's move child care challenge**



Let's Move Child Care Challenge

- **Physical activity**
 - 1-2 hours a day
 - Outside play when possible
- **Screen time**
 - None for under 2 years old
 - 30' a week during child care

**Let's Move
Child Care Challenge**

- **Food**
 - Fruits or vegetables at every meal
 - No fried foods
 - Family style

**Let's Move
Child Care Challenge**

- **Beverages**
 - Water access at meals and throughout day
 - No sugar drinks for children under 3
 - Low-fat or non-fat milk
 - Limit juice to 4-6 oz 100% juice a day

**Let's Move
Child Care Challenge**

- **Infant feeding**
 - Support breastfeeding for mothers who want to continue during the child care day

**Healthy Hunger-free
Kids Act**

- **Nutrition standards for all foods served in schools**
- **Performance-based reimbursement for compliance with school meal standards**

**Healthy Hunger-free
Kids Act**

- **Child care**
 - Update CACFP standards
 - Free water available
 - Encourage daily physical activity and limit media use

**Healthy Hunger-free
Kids Act**

- **Broadened use of SNAP-Ed funds to address policy and environmental initiatives**

Eight Sectors of the National Plan

1. Public health
2. Education
3. Voluntary/not for profit organizations
4. Transportation/Urban Design
Community Planning

Eight Sectors of the National Plan

5. Mass media
6. Healthcare
7. Business/industry
8. Parks/recreation/sports

Sample Strategies from the Plan

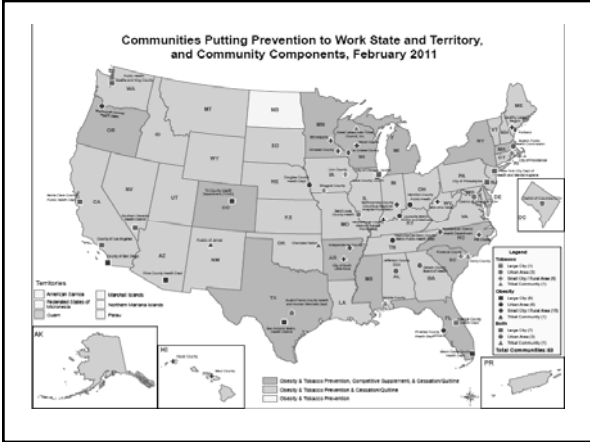
- **Public Health**
 - Develop and maintain a public health workforce with competence and expertise in PAPH

Sample Strategies from the Plan

- **Healthcare**
 - Make physical activity a patient critical health indicator that all healthcare providers assess and discuss with their patients

Sample Strategies from the Plan

- **Transportation, Urban Design and Community Planning**
 - Local, state, and federal transportation agencies implement performance measures and set benchmarks for active travel
 - Pedestrian, bicycle, transit



Consolidated Chronic Disease Program

- Competitive grants to all state health departments - \$116 million
- Community transformation grants - \$390 million
- Competitive performance incentive awards - \$22.5 million

Consolidated Chronic Disease Program

- Support for academic institutions and national organizations - \$46 million
- CDC program leadership and subject matter expertise - \$141 million

Community Transformation Grants

- Goal:
 - Decrease death or disabilities through changes in weight, proper nutrition, physical activity, tobacco use, emotional well-being and overall mental health

Community Transformation Grants

- Priorities:
 - Tobacco-free living
 - Active living and healthful eating
 - High impact quality clinical preventive services
 - Blood pressure, cholesterol

Community Transformation Grants

- May also address:
 - Social and emotional wellness
 - Healthy and safe physical environment

Community Transformation Grants

- Capacity building: \$50,000 - \$500,000
- Implementation
 - States, local governments, non-profits: \$500,000 - \$10 million
 - Territories: \$150,000
 - Tribal and AI/AN consortia: \$100,000 – \$500,000

Supportive Strategies and Materials for State Programs

- Healthier food retail action guide
- Early care and education obesity action guide
- Health equity toolkit
- Strategies from PAPRN and NOPRN
- Products from the Center for Training and Research Translation

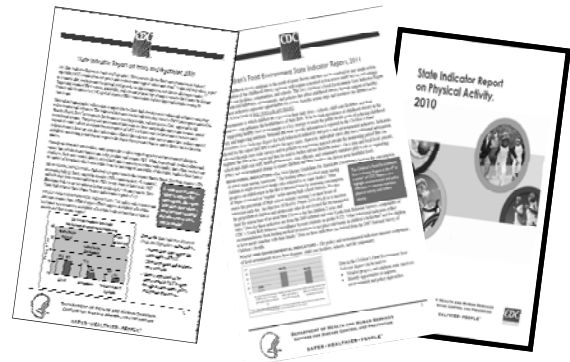
Medical Initiatives

- NICHQ Network – NICHQ.org
 - HRSA – Healthy Weight Collaborative
 - Advocacy training

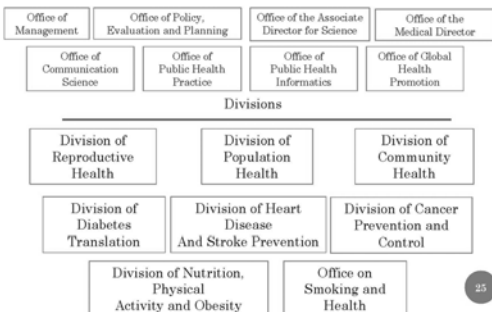
Medical Initiatives

- Healthy Hospitals
 - Provider wellness
 - Model worksite
 - Procurement policies
 - Baby friendly

State Indicator Reports

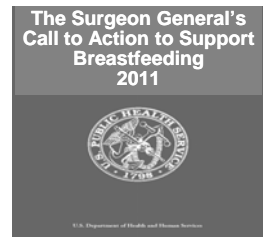


National Center for Chronic Disease Prevention and Health Promotion Office of the Director



The Surgeon General's Call to Support Breastfeeding

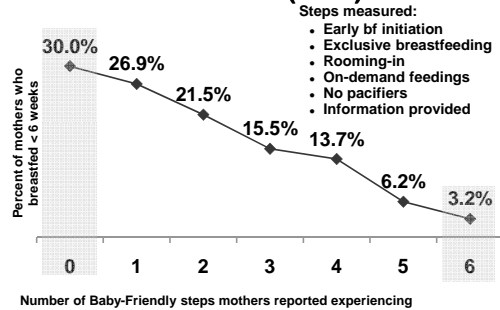
- The call to action includes 20 action steps and 52 implementation strategies for:
 - Mothers and their families
 - Communities
 - Healthcare



The Surgeon General’s Call to Support Breastfeeding

- Employment
- Research
- Public health infrastructure

The Number of *Baby Friendly* Steps in Place Predicts Risk of Breastfeeding Cessation (2008)



Affordable Care Act Title IV

- Prevention of chronic disease and improving public health
 - Subtitle A – Modernizing disease prevention and public health systems
 - Sec 4001: National prevention, health promotion and public health council

Affordable Care Act Title IV

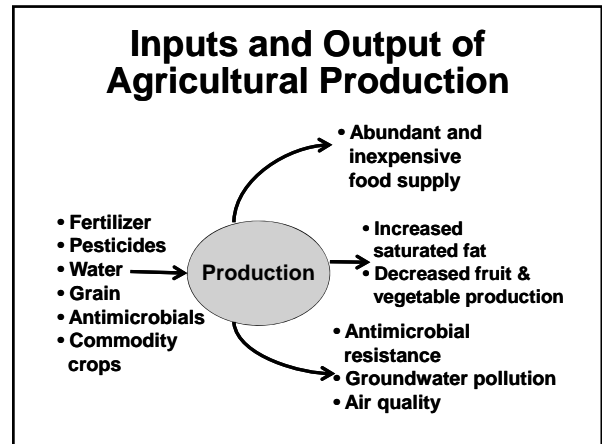
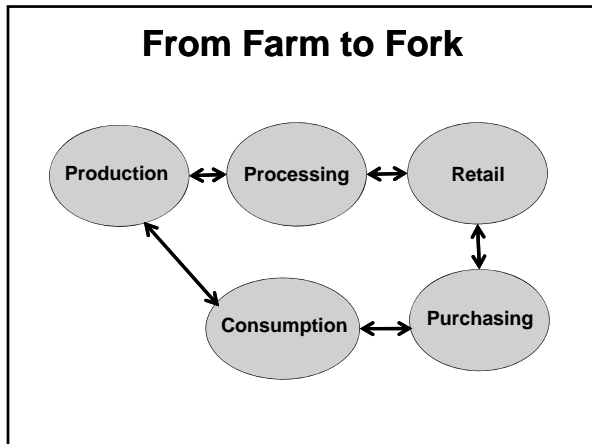
- Sec 4002: Prevention and public health fund
- Sec 4003: Clinical and community preventive services
- Subtitle C – Creating healthier communities

Affordable Care Act Title IV

- Sec 4201: Community transformation grants
- Sec 4205: Menu labeling
- Sec 4207: Reasonable break time for nursing mothers

Affordable Care Act Title IV

- Subtitle D – Support for prevention and public health innovation
- Sec 4303: CDC and employer-based wellness programs
- Sec 4306: Childhood obesity demonstration project



- ### MyPlate Messages
- **Balancing calories**
 - Enjoy your food but eat less
 - Avoid oversized portions

- ### MyPlate Messages
- **Foods to increase**
 - Make half your plate fruits and vegetables
 - Make at least half your grains whole grains
 - Switch to fat-free or low fat (1%) milk

- ### MyPlate Messages
- **Foods to reduce**
 - Compare Na in foods and choose foods with lower numbers
 - Drink water instead of sugar drinks

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