CDC Initiatives to Improve the Health of Americans through better Nutrition and Physical Activity

CAPT Heidi Blanck  USPHS
Chief, Obesity Prevention and Control Branch

Division of Nutrition, Physical Activity, and Obesity (DNPAO)

The findings and conclusions in this presentation are those of the author and do not necessarily represent the official view of the CDC, HHS, or USPHS.

May 7, 2018
USPHS

6500 Uniformed Health Officers

- Rapid & effective response to public health needs
- Leadership & excellence in public health practices
- Advancement of public health science

E.G. Anthrax, Ebola, Zika, Legionella, SARS, E.coli, Hurricanes

Prevention: Tobacco, Obesity, Heart disease, Diabetes, Cancer

For more information visit www.usphs.gov or call 1-800-279-1605.
We are a team of 125 scientists, physicians, and prevention experts including 10 United States Public Health Service (USPHS) officers.

We help lead our nation’s fight against the health and economic burden caused by chronic disease.

We promote good nutrition, regular physical activity, and a healthy weight for people of all ages in places where they live, learn, work, and play through *science to practice* Annual Budget $95M.
The Price We Are Paying as a Nation Each Year

- Low rates of breastfeeding add to direct medical costs → $2 BILLION
- Inadequate levels of physical activity contributes to health care costs → $117 BILLION
- Obesity-related health care costs → $147 BILLION
DNPAO: What We Focus On
Reaching All Americans Across the Lifespan

Getting a Healthy Start
• Breastfeeding (Hospitals, Worksites, Community Supports)
• Early Child Nutrition (Parents & Caregivers)

Growing Up Strong & Healthy
• Early Care and Education (childcare also known as ECE)
• Child Obesity Management

Maintaining Good Nutrition
• Healthy Food Environments (Procurement, Retail)
• Vitamin & Mineral Malnutrition

Keeping Active
• Activity-Friendly Communities
• Social Support, Self-Management
We monitor burden and progress through data, and package and disseminate science-based approaches that help make healthy living easier.

We work with other federal partners and national groups on speeding up research, identifying best practices, creating guidelines, and providing training and assistance.

We support state/territory/tribal/local health agencies, national organizations, universities, and communities through funding and subject matter expertise.
Multiple Levels, Multiple setting Modifiable Obesity-related Factors

Federal/State/Territory/Tribal Community Institutions (ECE, Schools, Worksites, Healthcare) Interpersonal Individual

Agriculture, Transportation, Education, Nutrition Assistance Programs - National School Lunch/Breakfast, SNAP, WIC

Services, Policies; incentives, disincentives, to support healthy offerings and actions

Coalitions, CBOs, Food Policy Councils; Zoning, Complete Streets, Land Use, Shared Use Standards, Practices, Procurement, Rating Tools, Training Programs

Family, parenting practices, parental health literacy, peers, social networks Knowledge, attitudes, beliefs, behaviors, skills
Buckets of Obesity Prevention & Management

Traditional Clinical Prevention
- Screening (e.g. BMI, PA, Food Insecurity)
- Counseling
- Healthy Weight Clinics

Clinical-Community Prevention
- Childhood obesity behavioral programs
- Diabetes Prev Program
- Clinical Community linkage for Food Security

Community-Wide Prevention
- Childcare, School, Community, Worksites, Retail, Recreation, Faith-based venues

Underlying: SDOH
- Poverty
- Housing
- Education

SOURCE: Adapted from Auerbach J. The 3 Buckets of Prevention. J Public Health Management Practice
2011http://journals.lww.com/jphmp/Citation/publishahead/The_3_Buckets_of_Prevention_.99695.aspx
What is our History

1998  Published 1st State BRFSS Adult Obesity Maps
Funded 6 state health agencies
1999  REACH program launched
2001  SG Call to Action to Prevent & Decrease Obesity
2003  Funded 23 states health agencies
2008/09  Published best practices for communities, CDC Guides
2010  HHS HWNPA Task Force
Healthy People 2020 Policy Objectives
Nut/PA/Obesity become CDC Winnable Battle
2011  SG Call to Action on Breastfeeding
2012  National Academies (IOM) releases Accelerating Progress in Obesity Prevention: Solving the *Weight of the Nation*
2013  Funded 50 states, DC $15M
2014  Assists Healthy Base Initiative including Healthy Hospitals (CDC Toolkit)
2015  SG Call to Action on Walking/ Walkability
2016  Firsts DOD-CDC Nutrition Fellowship*
2017  Launched NACHC FQHC with MEND
      Updated Fed. Food Service Guidelines with 9 Depts including DOD
      Launched Fort Gordon Behavioral Design Study
      Partnership with Naval Hospital FL Healthy Micromarket Project

* DOD-CDC RD Nutrition Fellowship

  2016-2017  ARMY
  MAJOR T. Osgood

  2017-2018  NAVY
  LTJG D. Williams

  2018-2019  AIR FORCE
  8/1  TBA
Turning Science into Practice

**Four Components**

- Nutrition Standards
- Food Safety
- Facility Efficiency/Food Waste
- Behavioral Design

Research & Evaluation

https://nopren.org/working_groups/food-service-guidelines-research-and-operations-workgroup/


https://www.cdc.gov/obesity/strategies/healthy-hospital-env.html
Scaling through Implementation Science - Pediatric Weight Management Programs “CDPP”

- U.S. Preventive Services Task Force Recommendation
- Partnering (CDC DNPAO, ASPE; HRSA) with NACHC to implement affordable, evidence-based, healthy lifestyle program for children – Mind, Exercise, Nutrition, Do It! (MEND) in Federally Qualified Health Centers
- 2 year Partnership working in 4 states to –
  - Reach 4 Primary Care Associations (PCAs)
  - Reach 16 FQHCs serving Medicaid/CHIP families
  - Train 64 professionals to deliver MEND in FQHCs
  - Graduate & improve health of 500 low-income children
DNPAO’s Support to States and Communities

DNPAO Support by Number of Funding Opportunities*

- Minimal Support (1 source of funding)
- Modest Support (2 sources of funding)
- Most Support (3 sources of funding)


*FY2016 Funding from State Public Health Actions (1305), High Obesity (1416) (1613), REACH (1419), and CORD (007)
Getting a Healthy Start

- **857,000 babies** are born each year in hospitals that now use best practices to support breastfeeding

- Rates of breastfeeding initiation have increased from **73% in 2003 to 83% in 2014**

- Now Baby-Friendly hospital in **every state, DC, and Puerto Rico**

Percentage of U.S. babies born in Baby-Friendly hospitals increased from **1% in 2005 to 21% in 2017**
Between 2011 and 2017, 22,500 ECE providers voluntarily pledged to adopt obesity prevention practices in childcares.

47 states now have on demand training for obesity prevention for ECE providers.

CORD Pilot: Between 2012 and 2016, 115 health care providers in 17 clinics reaching 22,300 children were trained on optimal obesity care and e-referral to enroll low-income children in pediatric weight management programs such as MEND.

31 states have Obesity Standards in State ECE Licensing.
Since 2010, a public-private partnership has led to placement of almost 5,000 salad bars in schools nationwide.

Because of this, 2.5 million children and school staff now have easier access to more fruits and vegetables each day.

All 50 state health agencies now partner with worksites, hospitals, parks and/or schools to encourage procurement of healthy food offerings in cafeterias, snack shops, vending.

Over 75 countries have received support through CDC’s IMMPaCt Program to improve vitamin and mineral nutrition since 2000.
Since 2014, over 8,000 ECE providers across the nation completed 2 hours of professional training on promoting physical activity among young children.

- 1 in 5 elementary schools now have a “Safe Routes to Schools” program.

- More than 900 communities or regions adopted “Complete Streets” policies that make it easier to cross the street, walk to shops, and bicycle to work.

The proportion of adults meeting the aerobic physical activity guideline increased from 44% in 2008 to 50% in 2015.
Learn More: CDC’s Nutrition, Physical Activity, and Obesity: Data, Trends and Maps

- Data, Trends, and Maps is an interactive database
- Export data and save visualizations

2014-2016 BRFSS Adult Obesity

[https://www.cdc.gov/obesity/data/prevalence-maps.html](https://www.cdc.gov/obesity/data/prevalence-maps.html)
Communicating: Infographics on Key Topics


(Co-branded with Mission: Readiness) (In collaboration with Nemours)
Resources

- Visit us online at:

  - CDC.gov/nccdphp/dnpao
  - Facebook.com/CDCEatWellBeActive
  - @CDCObesity
  - @CDCMakeHealthEZ
Thank You

CAPT Heidi Blanck, MS, PhD
Hblanck@cdc.gov

For more information, contact:

Help us keep America healthy and strong. See how at: cdc.gov/nccdpdp/dnpao

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.