



CDC'S HIGH OBESITY PROGRAM TACKLING THE OBESITY CRISIS

THE PROBLEM



1 in 3 adults in the United States has obesity.



Obesity can lead to **heart disease, stroke, type 2 diabetes, and some cancers.**

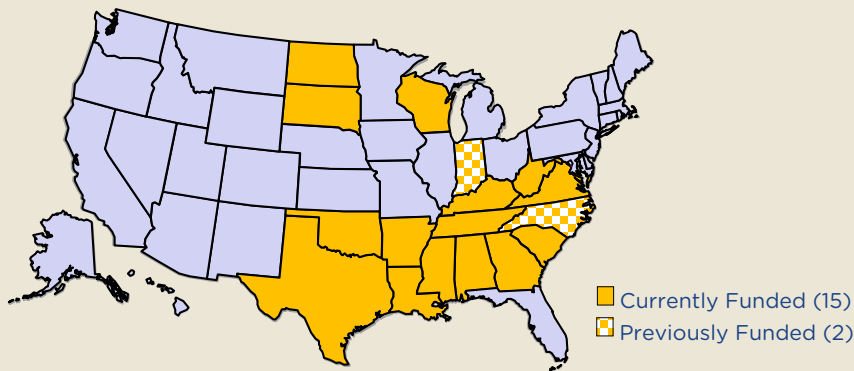


The estimated annual medical cost of obesity in the United States was **\$147 billion** in 2008.

CDC's Division of Nutrition, Physical Activity, and Obesity's (DNPAO) High Obesity Program (HOP) funds land grant universities in states with counties that have more than 40% prevalence of adult obesity. Residents of these communities — mostly in rural areas — may have less access to healthy foods and fewer opportunities to be physically active.

A CLOSER LOOK

FUNDED SINCE 2014



ACCOMPLISHMENTS



Increased access to healthier foods for more than **1.5 million** people from 2014-2018



Increased access to physical activity for nearly **1.6 million** people from 2014-2018



Leveraged more than **\$7.5 million** from 2017-2018 to enhance efforts

OUR PARTNERSHIP TO BETTER HEALTH

RECIPIENT ACTIONS

Work with **existing county cooperative extension and outreach services** in targeted areas.

Use proven public health strategies to help people **improve physical activity and nutrition, reduce obesity, and prevent or control type 2 diabetes, heart disease, and stroke.**



Provide training and technical assistance on evidence and practice-based strategies for obesity prevention.



Provide evaluation guidance and support.

LAND GRANT UNIVERSITIES AND COOPERATIVE EXTENSIONS ARE VITAL PARTNERS

LAND GRANT UNIVERSITIES HAVE:

- Multi-disciplinary research and educational resources.
- Existing associations with cooperative extension systems.
- Expertise in providing training, technical assistance, and evaluation.



COOPERATIVE EXTENSIONS HAVE:

- Existing relationships with local communities.
- Large networks of community partners.
- A wide array of county-based health education and promotion programming.

HEALTHY ACTIONS IMPROVE OUR COMMUNITIES

Recipients work with communities to choose the strategies that best fit the assets, resources, and needs of their communities.

HEALTHY EATING STRATEGIES:



Apply healthier nutrition standards to food and beverages available in community venues.



Promote the sale of healthy foods by ensuring they are available, affordable, and appealing.



Support local food systems by connecting healthy food growers with retailers.



Increase access to safe places for physical activity.



Improve safe streets/ community design initiatives.



PHYSICAL ACTIVITY STRATEGIES:

Connecting activity-friendly routes with everyday destinations.



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

For more information about the High Obesity Program, please visit: <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/hop-1809/high-obesity-program-1809.html>