



Keeping Americans Healthy and Strong at Every Stage of Life

# CDC's Division of Nutrition, Physical Activity, and Obesity



Keeping Americans Healthy  
and Strong at Every Stage of Life



## Who We Are

We are a team of scientists and prevention experts committed to improving the health of America. We help lead our nation's fight against the health and economic burden caused by chronic diseases such as heart disease, stroke, type 2 diabetes, obesity, and arthritis. 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.



Good nutrition



Regular physical activity



Healthy weight

## What We Do

Seven of the top 10 leading causes of death in the United States are from chronic diseases. Our goal is to help support Americans' journey to good health, especially those most vulnerable to chronic disease. We develop and share evidence-based approaches that help make healthy living easier for everyone. We support national groups, states, universities, and communities in removing barriers people face in accessing nutritious, affordable foods and finding places and opportunities to be physically active.

## Why We Do It

Chronic conditions are costly, but many are preventable. Treating people with chronic diseases accounts for 86% of our nation's health care costs. Each year our country spends:



**\$147 BILLION**

on health care costs related to obesity.



**\$117 BILLION**

on health care costs associated with inadequate physical activity.

By keeping Americans healthy at every stage of life, we can save lives, decrease health care costs, and help our communities thrive.



# Getting a Healthy Start

Breastfeeding is the best method for early infant feeding and the healthiest option for most mothers and babies. Babies who are breastfed have reduced risks of ear and respiratory infections, asthma, sudden infant death syndrome (SIDS), diabetes, and obesity.

Hospital practices in the first hours and days after birth make the difference in whether and how long babies are breastfed. The World Health Organization/UNICEF's Baby-Friendly Hospital Initiative is the global standard for hospital care in supporting mothers who want to breastfeed.

We work with partners to help hospitals nationwide improve maternity care practices that support breastfeeding. This ensures that mothers who want to breastfeed get the support they need while in the hospital and once they return home. We also promote breastfeeding support for mothers and babies in worksites, childcare settings, and communities.



## Our Impact



**Over 800,000 babies** are born each year in hospitals that use global standards to help mothers who want to breastfeed. This has increased from **1.7% of births in 2007 to 18.3% in 2016**.



Breastfeeding rates continue to rise in the U.S. Initiation increased from **74.6% in 2008 to 81.1% in 2013**.

# Growing Up Strong

Childhood obesity is a serious national problem. Children's diet and physical activity affect their weight. These health behaviors are shaped by influences in multiple settings. These include the home, early care and education (ECE), schools, communities and clinics.

ECE centers are ideal places to teach and model healthy habits to children at an early age. We provide seed funding to grantees in all 50 states to help ECE providers use proven obesity prevention practices. Through ECE Learning Collaboratives, we teach providers about improvements they can make to support breastfeeding, good nutrition, physical activity, and reduced screen time for children in their care.

Through our Childhood Obesity Research Demonstration (CORD) Projects, we fund grantees to learn more about the role healthcare providers and trained behavior specialists can play in managing childhood obesity among low-income children and their families. These findings help inform our childhood obesity efforts across the nation.



## Our Impact



Between 2011 and 2016, **more than 22,000 ECE providers** voluntarily pledged to adopt obesity prevention practices in childcare centers across the nation.



Obesity declined among children ages 2-5 years from **13.9% in 2003-2004 to 9.4% in 2013-2014.**

# Maintaining Good Nutrition

Good nutrition is essential to keeping current and future generations of Americans healthy. The availability of healthy, affordable foods contributes to a person's diet and risk of related chronic diseases. Millions of people buy or are served food and beverages each day while at daycare, school, or work. Having nutritious options available in these settings can make it easier for people to choose them if they wish. We work with states, communities, and national partners to help increase healthy food options for all people in places where they live, learn, work, and play.

Deficiencies in micronutrients such as iron, iodine, vitamin A, folate and zinc affect nearly one-third of the world's population. The consequences of these deficiencies can be devastating. The International Micronutrient Malnutrition Prevention and Control (IMMPaCt) Program works with global partners to help eliminate these deficiencies among vulnerable populations in the U.S. and around the world.



## Our Impact



Between 2012 and 2016, more than **4,800 schools** obtained and offered salad bars nationwide. Because of this, **2.4 million children** now have easier access to more fruits and vegetables each day.



**All 50 states** now partner with schools, hospitals, and worksites to encourage healthy food offerings in cafeterias, snack shops, or vending machines.



Since 2000, the IMMPaCt Program has provided support to **over 75 countries** to improve micronutrient nutrition.

# Keeping Active

Physical activity is one of the best things people can do to improve their health. It is vital for healthy aging and can reduce the burden of chronic diseases and prevent early death. We educate the public about the benefits of physical activity to their health. We also track how much physical activity youth and adults are getting and implement strategies to improve physical activity.

Many Americans would like to engage in regular physical activity but live in communities lacking safe, convenient places to be physically active. We partner with states and local governments to promote improvements in community design—such as sidewalks and parks—that make physical activity safer and more convenient for people of all ages and abilities. We also work with a wide range of national partners to develop best practice guidance for states and communities to promote active living and provide training and technical assistance to implement *Step it Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities*.



## Our Impact



**1 in 5 elementary schools** now have a “Safe Route to Schools” program, making it safer for children to walk or bike to school.



The proportion of adults meeting the aerobic physical activity guideline increased from **44% in 2008 to 50% in 2015**.



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

# Preventing Chronic Diseases Across the Nation

## State Public Health Actions Program

Through our State Public Health Actions Program to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health program, we support all 50 states and the District of Columbia to help Americans prevent and reduce the risk factors associated with childhood and adult obesity, diabetes, heart disease, and stroke. State grantees serve on the frontlines of public health prevention efforts, exploring and implementing proven and innovative approaches to improving nutrition and physical activity.

With these funds, all states focus on the following priorities:

- Promote the adoption of healthy food service options and nutrition standards.
- Promote the adoption of physical activity in ECE centers, schools, and worksites.

In addition, 32 states receive enhanced funding to do the following:

- Improve access to healthy, affordable foods where people live, learn, work, and play.
- Provide and promote safe, convenient places for people to be active in their communities.
- Implement proven obesity prevention practices in ECE centers.
- Support breastfeeding-friendly environments in hospitals, workplaces, and communities.



## Racial and Ethnic Approaches to Community Health (REACH)

REACH is the only CDC program that explicitly focuses on improving chronic diseases for specific racial and ethnic groups in a broad range of urban, rural, and tribal communities where the disease burden is the highest. This program empowers community organizations to identify their unique needs, assets, and opportunities to reduce chronic diseases and risk behaviors. Results from past efforts in REACH communities focusing on diabetes or heart disease show the percentage of adults who reported eating five or more fruits and vegetables daily increased 3.9% among non-Hispanic blacks and 9.3% among Hispanics between 2009-2012. Through current REACH efforts, over 1 million people have benefited from nutritional improvements and over 650,000 people from tobacco-free interventions.

## High Obesity County Program

This program funds 11 land grant colleges and universities in states with counties that have the highest obesity rates in the country. Grantees focus on counties where more than 40% of the adult population has obesity. Residents of these communities tend to have less access to healthy foods and fewer opportunities to be physically active. Grantees partner with cooperative extensions to find local solutions for increasing healthy food options and safe places where people can live an active life. Nearly 2,000,000 residents live in the 49 counties where the program is being implemented.





# Good Health for All

Every person deserves the chance to be healthy. What people eat and how physically active they are is an individual choice. CDC arms people with the tools they need to make healthy choices. We are committed to helping Americans stay healthy at every stage of life by working to make healthy living easier for everyone.

**To learn how you can help and stay connected, visit us online at:**



[CDC.gov/nccdphp/dnpao](https://www.cdc.gov/nccdphp/dnpao)



[Facebook.com/TheWeightOfTheNation](https://www.facebook.com/TheWeightOfTheNation)



[@CDCObesity](https://twitter.com/CDCObesity)



We're only as healthy as the choices we have in our communities.



Keeping Americans Healthy and Strong at Every Stage of Life

Help us keep America healthy and strong. Learn how at: [cdc.gov/nccdphp/dnpao](https://www.cdc.gov/nccdphp/dnpao)

National Center for Chronic Disease Prevention and Health Promotion

Division of Nutrition, Physical Activity, and Obesity



July 2017