THE CDC’S HIGH OBESITY PROGRAM
TACKLING THE OBESITY CRISIS

THE PROBLEM

1 in 3 adults in the United States have 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 funds land grant colleges and 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

Since 2014, DNPAO has funded land grant colleges and universities in 11 states, for a total of $8.2 million.

OUR PARTNERSHIP TO BETTER HEALTH

GRANTEE ACTIONS

Grantees work with existing county cooperative extension and outreach services in targeted areas.

They use proven public health strategies to help people improve physical activity and nutrition, reduce obesity, and prevent or control diabetes, heart disease, and stroke.

CDC ACTIONS

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 HABITS IMPROVE OUR COMMUNITIES

Grantees 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 public venues.
• Increase access to and promote healthier food retail.
• Promote farm-to-pre-school programs to increase access to fruits and vegetables.

PHYSICAL ACTIVITY STRATEGIES:

• Increase access to safe places for physical activity.
• Improve safe streets/community design initiatives.
• Promote physical activity and reduce screen time at early care and education centers.

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

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