



## NUTRITION, PHYSICAL ACTIVITY, & OBESITY

Support all Americans in achieving optimal health by making nutritious foods and physical activity easy, attractive, and affordable choices

### Key Strategies

- Promote healthy eating and physical activity in child care centers, schools, hospitals, workplaces, and communities
- Promote food service guidelines in cafeterias, concessions, vending, restaurants, grocery stores, and markets
- Increase breastfeeding support in early care settings, hospitals, worksites, and communities
- Reduce consumption of calories from added sugars
- Eliminate artificial trans fat in the food supply
- Reduce sodium in the food supply

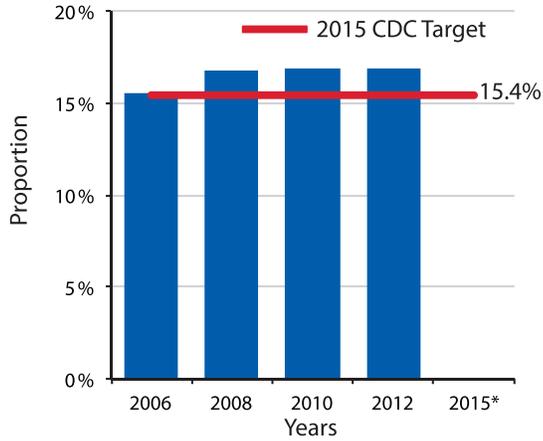
### Key Highlights 2014

- Illustrating the extent of the U.S. obesity burden, the **State Adult Obesity Prevalence and Maps** were released in September 2014.
- Today, 11% of all births in the U.S. occur at Baby-Friendly hospitals, up from less than 2% in 2007. This achievement surpasses the Healthy People 2020 goal of 8.1%. The CDC funded Best Fed Beginnings project contributed to the acceleration of Baby-Friendly designated U.S. hospitals. Nearly one third of all hospitals earning designation as Baby-Friendly in 2014 and early 2015 enrolled in *Best Fed Beginnings*, a nationwide effort to make quality improvements to maternity care to better support mothers and babies to be able to breastfeed.
- Breastfeeding rates continue to rise, according to the **2014 Breastfeeding Report Card**. Professional breastfeeding support can help mothers start and continue breastfeeding to meet personal goals and national health recommendations; the Report Card tracks such support. From 2006 through 2013, the number of International Board Certified Lactation Consultants increased from 2.1 to 3.5 per 1,000 live births.
- Released in July 2014, **The State Indicator Report on Physical Activity** presents state-level information on physical activity behaviors and on environmental and policy supports for physical activity.
- The Comprehensive School Physical Activity Program (CSPAP) Guide was developed to assist schools and school districts to develop, implement, and evaluate comprehensive physical activity programs. For example, teachers that participated in a CSPAP training in Monroe County, Tennessee changed academic testing days to coincide with mornings that students had before-school physical activities because teachers noticed a positive difference in student behavior.
- Participation in Let's Move Child Care by early care and education providers increased from 11,981 to 15,963 providers, who serve over 910,000 children. In 2014, learning collaboratives were launched in California (Los Angeles), Kentucky, and Virginia (in addition to 6 states in 2013), and thousands of additional ECE providers across the nation pledged to meet best practices for food, beverages, breastfeeding support, physical activity, and screen time through participation in Let's Move Child Care.
- Through the Sodium Reduction in Communities Program (SRCP), ten grantees across the country are working with partners to increase access to and accessibility of healthier food options, focusing on lower sodium products. Each community is working with a combination of independent restaurants, distributive food programs and/or governmental and non-governmental organizations that sell and serve food. Communities are seeing quantifiable success in reducing sodium. For example Philadelphia, a SRCP awardee, is working with multiple partners to reduce sodium content in meals in Chinese take-out Restaurants. As of January 2015, 185 restaurants were enrolled in the initiative. Over 24 months, significant reductions in sodium content in three main dishes were seen, ranging from 13% to 34%.
- As of August 2014, 100% of the U.S. General Services Administration-managed cafeteria's contracts include the HHS/GSA Health and Sustainability guidelines in the National Capital Regions, moving toward increased adoption of the Food Service Guidelines.

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Progress to Date

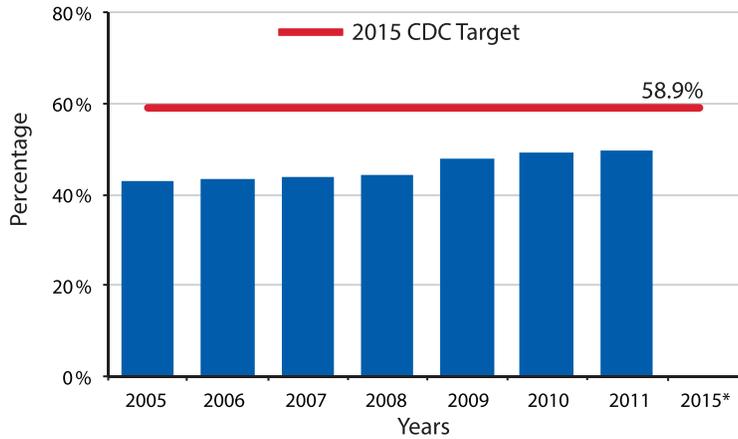
Trends in the prevalence of obesity among U.S. children and adolescents, aged 2–19, 2006–2012



Source: National Health and Nutrition Examination Survey (NHANES)

\*data anticipated July 2017

Trends in percentage of infants who are breastfed at 6 months, 2005–2011



Source: National Immunization Survey (NIS)

\*data anticipated August 2019