Background:

- SC ranks 46th as one of the unhealthiest states in the U.S.
- Physical inactivity costs SC $4,653,914/year
- > $1 billion is spent on obesity-related medical costs in SC
- 34% of SC children are obese or overweight
- SC has the 14th highest obesity rate in the US
Obesity trends among U.S. adults: 1985

(*BMI ≥30, or ~ 30 lbs overweight for 5’ 4” woman)

( Behavioral Risk Factor Surveillance System, CDC, 2004)
Obesity Trends Among U.S. Adults 2009

(*BMI \(\geq 30\), or \(~ 30\) lbs. overweight for 5’ 4” person)
Disparities in Child Obesity Rates

20.9% of Hispanic and 20% of African-American children (2-19 y) are obese compared to 15.3% of white youth.

Hispanic boys are 80% more likely to be obese than white boys.

African-American girls are 70% more likely to be obese than white girls.

• Minority children suffer disproportionately from type 2 diabetes
What’s the Role for Government?

- Create healthy environments where healthy choices are easy choices
  - Increase access to healthy and affordable foods
  - Increase access to safe places for recreational activities
  - Promote a “health in all policies” approach
  - Address health disparities
The Prevention Fund

• “The prevention and public health fund in this bill will provide an expanded and sustained national investment in programs that promote physical activity, improve nutrition, and reduce tobacco use.

• …this bill recognizes that where Americans live and work and go to school has a profound impact on our health. This is the very first opportunity in a generation – one that may never return – to invest in modernizing the public health system.” Senator Harkin, December 21, 2009, Congressional Record, pp. S13661-62.)
Real money through mandatory appropriations

Prevention and Public Health Fund: $15 billion over 10 years (permanent authorization at $2 billion a year)
  $500 million available immediately (FY 2010); $750 million available in October (FY 2011)
Separate fund for Community Health Centers ($11 billion over 5 years)
Community Transformation Grants

Funding is available to support evidence and practice-based community and clinical prevention and wellness strategies that will lead to specific, measurable health outcomes to reduce chronic disease rates.

This Funding Opportunity Announcement will support intensive community approaches to reduce risk factors responsible for the leading causes of death and disability and to prevent and control chronic diseases in the nation.
CTGs

• $102 million – up to 75 grants awarded
• Eligibility
  – Cities/counties over 500K population
  – State Coordinated
• Implementation vs Capacity Building
• Focus:
  – Tobacco Free Living
  – Healthy eating and Active Living
  – Clinical and Preventative Services (HBP)
FY 2011 - $750 million

- Announced by DHHS on February 11, 2011
  - $145 million for Community Transformation Grants
  - $25 million for REACH
  - $52.2 million for Chronic Disease State Grants
  - $40 million for Epidemiology and Lab Capacity
  - $20 million for public health research
  - $14 million for community and clinical task forces
  - $100 million for childhood immunizations
  - $40.2 million for public health infrastructure
FY 2012 (proposed) - $1 billion

- Proposed in President’s Budget on February 14th
  - $221 million for Community Transformation Grants
  - $157.7 million for Chronic Disease State Grants
  - $79 million for tobacco cessation
  - $40 million for Epidemiology and Lab Capacity
  - $20 million for injury prevention
  - $40 million for public health infrastructure
  - $30 million for HIV/AIDS
National Prevention and Health Promotion Strategy

- National Prevention, Health Promotion and Public Health Council
  - Chaired by Surgeon General
    - HHS, USDA, ED, FTC, DOT, DOL, DHS, EPA, ONDCP, DPC, Asst. Secretary for Indian Affairs
    - Others: VA, DOD
  - Health in all policies
  - Expected Spring, 2011
    - What will the focus be? Biggest killers? Cost drivers? Populations or diseases?
Draft National Prevention Strategy

• Achieve significant gains in life expectancy at birth and at age 65 within a generation
  – Healthy Communities – where people live, learn, work, and play
  – Preventive Clinical and Community Efforts
  – Empowered Individuals
    • Focus on disparities
    • Mental and emotional well-being
National Prevention Strategy – Draft Vision, Goals, Recommendations

• Healthy Eating
  – Increase access to safe, healthy and affordable foods and beverages, & eliminating food deserts
  – Set nutritional guidelines for food served in youth-oriented environments, older adult living facilities and worksites
  – Improve nutrition quality for the food supply
  – Support breastfeeding
  – Provide tools and information, like menu labeling
National Prevention Strategy – Draft Vision, Goals, and Recommendations

• Active Living
  – Encourage the design and development of neighborhood to promote walking, biking, etc.
  – Access to safe, well-lit and affordable places for physical activity, like playgrounds and schools
  – Implement workplace policies and environmental changes that support all individuals to be physically active.
Options for Action

Getting Started
Select your desired setting by clicking the [+] sign. Each tab within the setting contains a unique set of Objectives, Activities, and Tools to guide your obesity prevention efforts.

*Child Care/Preschool* [+]  
*Community* [+]  
*Faith* [+]  
*Health Care* [+]  
*School* [+]  
*Worksite* [+]  

Through implementation of the SC Obesity State Plan, is working to make the healthy choices the easy choices we live, learn, work, pray, and play. The SC Obesity State organized by settings where we spend most of our time influence the choices we make regarding healthy eating and active living. These settings include:

- Child Care/Preschool
- Community
- Faith
- Health Care
- School
- Worksite

Options for Action (OFA) is the how-to guide for implementing the SC Obesity State Plan on the local level. The Objectives contained in OFA utilize policy, environmental systems change strategies to address healthy eating, active living, and obesity prevention. OFA also provides setting by setting for planning and implementing best and promising practices. Through implementation of OFA, more and more partners across the state are becoming champions for the Obesity State Plan.

Downloads
- Objectives and Activities
- OFA at a Glance
- Eat Smart, Move More Community Action Plan Term
- Eat Smart, Move More Community Action Plan Term Instructions
- ESMMC Community Priority Checklist
- Community Assessment Matrix
ESMMSC Local Coalitions

Eat Smart Move More York County
Eat Smart Move More Florence County
Eat Smart Move More Lexington County
Eat Smart Move More Kershaw County
Eat Smart Move More Charleston-Tri County
Eat Smart Move More Lowcountry
Eat Smart Move More Colleton County
Eat Smart Move More Richland County
Eat Smart Move More Orangeburg County
Eat Smart Move More Allendale County
Eat Smart Move More Hampton County

2/16/11
SC Community Action

- Eat Smart Move More Charleston-Tri County (Charleston, Berkeley, and Dorchester)
- Eat Smart Move More Colleton County
- Eat Smart Move More Florence County
- Eat Smart Move More Kershaw County
- Eat Smart Move More Lexington County
- Eat Smart Move More Lowcountry (Beaufort and Jasper)
- Eat Smart Move More York County
- Nutrition Education and Exercise for Diabetes Stabilization (Allendale)
- DocLink (Anderson)
- Anderson Complete the Streets (Anderson)
- Low Country Diabetes Initiative (Beaufort)
- North Charleston Achieve Grant Group (Charleston)
- Chesterfield County Coordinating Council Health Subcommittee (Chesterfield)
- Pioneering Healthier Community (Darlington, Chesterfield)
- Fairfield Community Coordinating Council (Fairfield)
- Upper Midlands Rural Health Network (Fairfield)
- Healthy Kids Healthy Greenville (Greenville)
- Greenville Forward Health and Wellness Task Force (Greenville)
- Healthy Greenwood Neighborhoods (Greenwood)
- Estill Action Oriented Council (Hampton)
- YMCA = Achieve (Richland)
- Partners for Active Living (Spartanburg)
- Hub City Farmers' Market (Spartanburg)
- Childhood Obesity Task Force (Spartanburg)
- Sumter County Active Lifestyles (Sumter)
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