



Strategies for Childhood Obesity Prevention

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*Began as Virginia Tobacco Settlement Foundation
2009 Legislature: Changed name
Expanded mission*



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CDC Social-Ecological Model



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Individuals

- Target social relationships
- Families
- Schools
- Communities
- Government



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Interpersonal Groups

- Groups, clubs provide peer support for healthful behaviors



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Organizations

- Schools, Sports Teams, Volunteer Groups
- Policy Changes
 - include nutrition guidance
 - increased physical activity



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Organizations cont'd

- Schools as ideal for promoting healthy eating and physical activity
- Promote 1 hour of physical activity minimum per day for children and adolescents



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Communities

- Policy changes on local level
 - Increase access to healthful foods – distribute free or inexpensive fruits and veggies
 - Increase access to / improve recreational facilities
 - Change zoning ordinances



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Society

- Individuals, organizations and communities forge alliances working for change
 - nutrition and physical activity legislation
 - statewide school policies
 - media campaigns
 - partnerships with business and industry



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Local Wellness Policies

- Local Wellness policies should include:
 1. Goals for nutrition education, phys. activity
 2. Nutrition guidelines
 3. Reimbursable school meals must meet nutrition standards
 4. Measurements of implementation
 5. Community involvement



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VFHY Priorities

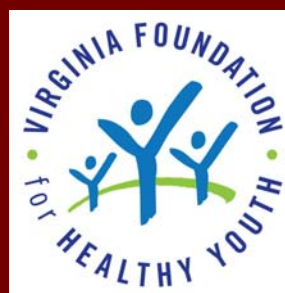
- Integrate supplemental programs into existing tobacco prevention grants
- Research and pilot marketing strategies
 - What works with kids?
 - Funding considerations
- Work with schools/DOE to review and adopt policies: healthy eating, physical activity



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VFHY Priorities

- Develop technical assistance center for local communities
 - Training
 - Coalition building
 - Advocacy
 - Grant writing
- Fundraising!
 - Corporate partnerships
 - Community partners for grants



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