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NUTRITION, DIET, AND HEALTH BASE PROGRAM

Reversing Childhood Obesity
Trends:

Helping Children Achieve
Healthy Weights



STATEMENTS OF VISION & MISSION

Vision

Our nation's children will achieve healthy weights and grow into healthy, capable adults through increased opportunities to enjoy healthful eating, participate in physical activities of their choice, and develop a strong, positive sense-of-self.



Mission

To reduce the prevalence of childhood obesity across the nation by integrating research, education, and development innovative approaches to help children achieve healthy weights.



GOALS, OUTCOMES, & STRATEGIES

Goal 1: Promote lifelong healthy eating patterns to our nation's children and their families.

Outcome: Primary outcome of nutrition education is to assist young people to adopt healthy eating behaviors that promote health and reduce the risk of disease.



GOALS, OUTCOMES, & STRATEGIES

Goal 2: Promote physically active lifestyles among young people and their families.

Outcome: Primary outcome of physical activity is to decrease the degree of overweight among obese youth and to raise the level of self-esteem and self-concept, and lower levels of anxiety and stress.



STRATEGY 1

Provide high quality, science-based education that increases knowledge, improves attitudes, and builds skills directed at reducing the prevalence of childhood obesity.



STRATEGY #2:

Organize coalitions and networks to create environments that support enjoyable, healthful eating, physical activity, and a positive self-image.



PROGRAM ACCOUNTABILITY

- Use diverse program interventions to determine effectiveness
- Quantitative and qualitative methods will be used.
- Guidance with evaluation tools and instruments.

