Strategic Issue: Priority Health Conditions 2 Obesity-How can the Illinois Public Health System monitor priority health conditions and risk factors and

implement effective strategies to reduce them?

## **Inputs**

#### **Activities**

**Strategies** 

- Training
- Legislation
- Recruitment
- Policy development
- Research
- •Coalition development
- Partnerships
- •Program development
- •Resource development
- Needs assessment
- •Gap analysis
- •SHIP

# Strategies/Activities (Who?)

#### Community-based organizations

- Develop programs to encourage nutritional eating habits in communities
- Promote awareness of obesity through social marketing

#### **Business**

- Promote weight loss programs in the workplace
- Establish policies that promote appropriate food choices
- Promote portion control and nutrition labeling in Illinois restaurants
- Develop nutritional education programs for employees
- Provide healthy food choices in the workplace
- Improve availability and marketing of healthy food

## Philanthropy

 Fund & support programs promoting healthy, nutritional eating habits and reducing obesity

## Local health departments

- Develop programs to encourage nutritional eating habits in communities
- Implement social marketing campaigns on the importance of nutritional eating to combat obesity
- Participate in development of and legislative campaign for a physical activity and obesity reduction initiative

#### **Educational institutions**

- Develop nutritional education programs for families and school children
- Eliminate unhealthy food in schools
- Universities: participate in evaluation of programs

## Legislature

- Pass an Illinois physical activity and obesity reduction initiative incorporating nutrition and physical activity components and a soft drink tax to fund the program (see Physical Activity model)
- Develop policies that support nutritional food and beverage choices in schools and government buildings

## State agencies

- Develop programs to encourage nutritional eating habits in communities
- Support legislation and programs to encourage healthy eating
- Implement social marketing campaigns on the importance of nutritional eating to reduce obesity
- Assist in development of legislative initiative; implement initiative

#### Voluntary health organizations

- Educate patients/ providers on nutrition and how to eat healthy
- Educate patients/providers on chronic problems of obesity
- Participate in development of a physical activity and obesity reduction initiative
- Lead council to coordinate efforts of chronic disease initiative

## Health care providers

- Educate patients/providers on nutrition and how to eat healthy
- Educate patients on the chronic problems of obesity
- Participate in development of and legislative campaign for a physical activity and obesity reduction initiative

# Intermediate Outcome

Long-term Outcome

Increase physical activity (See Physical Activity model)

Increase consumption of fruits, vegetables, and grains

Reduce consumption of fat, saturated fat, and sodium

Reduce the proportion of children and adolescents who are overweight or obese (HP 2010 19-3c) and the proportion of adults who are obese (HP 2010 19-2)