



Nutrition Education and Obesity Prevention Branch
STRATEGIC FRAMEWORK
 2017 - 2019



VISION

Well-nourished, physically active Californians living in healthy communities.

MISSION

Through statewide, regional and local partnerships, programs, and policy initiatives, we promote healthy eating, physical activity, and food security with an emphasis in communities with the greatest health disparities.

GUIDING PRINCIPLES

- Use data and evidence-based strategies to prioritize efforts with the greatest public health impact
- Build on past efforts and values
- Address disparities to achieve health equity
- Focus on sustainable, synergistic, integrated, cross cutting policy, systems, and environmental approaches
- Nurture partnerships that support the mission of the Nutrition Education and Obesity Prevention Branch
- Engage staff and external stakeholders in priority setting
- Assure sustainability through adaptable, flexible, and diversified funding
- Align efforts with the priorities of California Department of Public Health

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www.cdph.ca.gov/NEOPB

CaChampionsForChange.net

FOCUS AREAS



FOOD & BEVERAGE



FOOD SECURITY



PHYSICAL ACTIVITY

STRATEGIC DIRECTIONS



Increase access to and consumption of healthy food and beverage

Decrease access to and consumption of unhealthy food and beverage



Decrease the proportion of families who experience food insecurity



Improve access to safe and appropriate physical activity

Increase participation in regular, safe, and appropriate physical activity that adheres to physical activity guidelines

STRATEGIES



Support policies, programs, and partnerships that reduce overconsumption of unhealthy food and beverages

Reduce unhealthy food and beverage marketing to children

Increase the adoption of policies to change food and beverage infrastructure

Support the adoption of food and beverage standards

Improve the food and beverage retail environment

Increase awareness of energy balance

Use mass communication channels to promote social norm change that supports healthy food and beverage choices



Support policies, programs, and partnerships that assist food insecure families

Support partnerships that provide supplemental food resources

Increase access to healthy foods



Support policies, programs, and partnerships that increase physical activity

Decrease engagement in screen time

Enhance and support physical and built environment

Use mass communication channels to promote social norm change that supports physical activity