



What does a healthy, active Arkansas look like? It's a state in which all of our citizens enjoy access to wholesome foods and opportunities for fun, exertive activities.

### SINGLE, OVERARCHING GOAL

To increase the percentage of adults, adolescents, and children who are at a healthy weight.

### THE FRAMEWORK

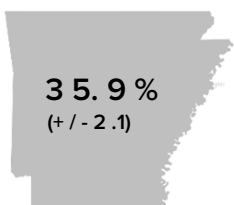
The framework is built around **nine priority areas** modeled after the Institute of Medicine goals outlined in their 2012 report *Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation*:

<p><b>1</b></p> <p><b>PHYSICAL AND BUILT ENVIRONMENT:</b> Encourage all stakeholders to create livable places that improve mobility, availability, and access within the community where they live, work and play.</p>	<p><b>4</b></p> <p><b>PHYSICAL EDUCATION AND ACTIVITY IN SCHOOLS—EARLY CHILD CARE THROUGH COLLEGE:</b> State and local governments, early child care providers, school districts and colleges ensure that all students have opportunities for daily physical activity and quality physical education that promotes healthy lifestyles.</p>	<p><b>7</b></p> <p><b>SUGAR-SWEETENED BEVERAGE REDUCTION:</b> Decision-makers in the business community/private sector, non-governmental organizations, educational institutions and at all levels of government will adopt comprehensive strategies to reduce overconsumption of sugar-sweetened beverages in worksites, public places, recreational facilities and schools.</p>
<p><b>2</b></p> <p><b>NUTRITIONAL STANDARDS IN GOVERNMENT, INSTITUTIONS, AND THE PRIVATE SECTOR:</b> Ensure uniform access to healthy foods and beverages to consumers in government, institutional and private sector settings.</p>	<p><b>5</b></p> <p><b>HEALTHY WORKSITES:</b> Worksites will establish healthy environments that promote good health through prevention, reduce health care costs associated with chronic illness and disability, and improve employee productivity.</p>	<p><b>8</b></p> <p><b>BREASTFEEDING:</b> Women, health service providers, employers, communities and other key stakeholders will adopt, implement and monitor policies that support and increase the proportion of mothers who initiate and continue optimal breastfeeding practices.</p>
<p><b>3</b></p> <p><b>NUTRITIONAL STANDARDS IN SCHOOLS—EARLY CHILD CARE THROUGH COLLEGE:</b> State and local governments, early child care providers, school districts and colleges will provide food and beverages that align with the Dietary Guidelines for Americans and promote health and learning.</p>	<p><b>6</b></p> <p><b>ACCESS TO HEALTHY FOODS:</b> State and local governments and other stakeholders will promote education, public policies and access to affordable healthy foods for all Arkansans.</p>	<p><b>9</b></p> <p><b>MARKETING PROGRAM:</b> Develop and implement a robust, sustained and culturally appropriate targeted communications and marketing program aimed at changing norms and behaviors with respect to physical activity and nutrition.</p>

**WHO SHOULD USE THE FRAMEWORK?** Anyone can! Examples include:

- Businesses/employers
- Local and state governments
- Parks and recreation
- Chambers of commerce
- Professional organizations, nonprofits, foundations, and service groups
- Health care systems and providers
- Religious and faith-based organizations
- Transportation/city/urban planners
- Schools, colleges, and universities

### ARKANSAS PORTRAIT



In 2014, Arkansas become the **most obese state in the nation**, according to a report from the Robert Wood Johnson Foundation and the Trust for America's Health.



- Nearly 760,000 adults in Arkansas are obese.
- Nearly a quarter million adults in Arkansas have diabetes and 85% of diabetics are overweight.

Reducing the average BMI of Arkansans by only 5% could lead to health care savings of more than **\$2 billion** in 10 years and **\$6 billion** in 20 years, while also preventing thousands of cases of stroke, coronary heart disease, type 2 diabetes, hypertension and cancer.



- \$1.25 billion of annual expenditures in Arkansas are attributable to obesity.
- The cost of diabetes in Arkansas for 2007 was estimated at \$1.4 billion.

**Obesity causes or exacerbates numerous chronic diseases & conditions, including:**

- Cardiovascular disease
- Type 2 diabetes
- Various cancers
- High blood pressure
- Hypertension
- High cholesterol
- Stroke
- Liver and gallbladder disease
- Arthritis
- Asthma
- Metabolic syndrome
- Sleep disorders
- Depression

**VIEW THE FULL PLAN:** [healthyactive.org](http://healthyactive.org)

## ACTION PLAN

### Step 1: Outcome and Success

What is our desired outcome?

How will we know we are successful?

### Step 2: Considerations

What are our opportunities/motivators?

What are our barriers?

### Step 3: Key Stakeholders

Who is the strategic lead?

Who do we need buy-in from?

Who are the resisters?

List their contact information:

### Step 4: Final Strategic Plan (High-level)