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QUICK FACTS

- Mission:** Transforming our communities to promote active living and healthy eating
- Vision:** Reduce overweight and obesity in 0-18 year olds by 10 percentage points by 2020
- Key Messages:**
- Play an Hour a Day
 - More Fruits and Vegetables
 - Re-think Your Drink
 - Trade Screen for Active Time
- Targeted Community Sectors:**
- K-12 Education
 - Child Care
 - Community Organizations (non profits, private business, faith communities, after school and out of school programs)
 - Government (planners, city/county leaders, engineers and parks and rec.)
- Impact Strategies:**
- Develop** effective messaging campaign
 - Advocate for** strengthening of school wellness policies to increase physical activity and healthy nutrition
 - Work** with child care providers to promote healthy lifestyles and provide consistent messages
 - Promote** and increase awareness of existing healthy living community assets
 - Develop** and advocate for healthy eating and active living policy, system and environmental changes
- Service Area:** Cass County, North Dakota and Clay County, Minnesota
- Healthy People Initiative Began:** January 2009
- Steering Committee:**
- Deb Watne, Dakota Medical Foundation
 - Gina Nolte, Clay County Public Health
 - Kim Lipetzky, Fargo Cass Public Health
 - Mike Carlson, Blue Cross Blue Shield of North Dakota
 - Carrie McLeod, Sanford Health System
 - Stefanie Meyer, YMCA of Cass Clay

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Healthy People Initiative History:

In 2008, two large healthy living advocacy groups formed independent of each other. The Childhood Obesity Group was spearheaded by Fargo Cass and Clay County Public Health Departments and MeritCare. The Pioneering Healthier Communities group, led by the YMCA, included several prominent community leaders. The two groups merged and formed the Cass Clay Healthy People Initiative (CCHPI).

CCHPI is a community-wide active living and healthy eating initiative funded by Dakota Medical Foundation. It serves as an umbrella group to coordinate many efforts underway to improve our food and fitness culture and to develop intentional efforts to create new opportunities for healthy change.

In 1990, no state reported obesity rates at or above 20 percent. By 2006, however, 46 states reported obesity rates above 20 percent. Nationwide the prevalence of obesity in children aged 6 to 19 tripled from 1980 to 2002. Youth are now suffering from diseases previously known only among adults. For the first time in two centuries, the current generation of children in America may have shorter life expectancies than their parents. About 50% of North Dakotans and Minnesotans do not get the recommended weekly physical activity. Fewer than 25% get the minimum recommended five servings of fruits and vegetables each day.

The Initiative's mission is to transform our communities to make it easier for people to eat well and be physically active. The Initiative has set a goal to reduce overweight and obesity for 0-18 year olds by 10 percentage points by 2020.