



SNAP-Ed Interventions: A Toolkit for States

Strategies for Evidence-based Policy and Environmental Change Interventions in Child Care, School, Community and Family Settings

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This toolkit is a collaborative effort between:



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INTRODUCTION

Welcome to the United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Program (SNAP-Ed) obesity prevention toolkit developed by USDA, its Food and Nutrition Service (FNS), and the National Collaborative on Childhood Obesity Research (NCCOR). The toolkit was developed to help States identify evidenced-based obesity prevention policy and environmental change interventions to include in their Fiscal Year (FY) 2014 SNAP-Ed Plans. The Healthy Hunger Free Kids Act, Sec.241, transformed SNAP-Ed into a Nutrition Education and Obesity Prevention Grant Program, explicitly adopting obesity prevention as a major emphasis and embracing comprehensive community-based and public health approaches. It required FNS to consult with the Director of Centers for Disease Control and Prevention (CDC) and other stakeholders to identify evidenced-based strategies to incorporate into SNAP-Ed programming.

CDC has identified seven target behaviors for obesity prevention and control. Figure 1 lists those behaviors and provides examples of policies and environmental change strategies that promote changes in behaviors that lead to obesity. CDC believed that these strategies would have a much broader population impact, be less costly, more sustainable, and less prone to stigmatize obese individuals than programs focused on individual behavior change.

USDA engaged NCCOR to identify evidenced-based obesity prevention interventions appropriate for SNAP-Ed. NCCOR has identified an initial set of more than 30 interventions that it and the Agency believe can be SNAP-Ed appropriate and can be incorporated into State SNAP-Ed Plans. These interventions, along with additional strategies and resources, are listed in this toolkit. They are categorized by settings or focus area and include schools, childcare, communities, helping families, and social marketing and media. Each intervention includes an Internet link connecting to additional materials and resources that can help SNAP-Ed programs decide which interventions to use to assist in State obesity prevention efforts.

FNS encourages States to consider and select interventions appropriate for their States to include in FY 2014 SNAP-Ed Plans. An effective obesity prevention program will use interventions across several settings. While the evidence does not identify a specific number of interventions or settings necessary for an effective obesity prevention program, it does indicate that one or two interventions limited to a single setting are less likely to be effective. A comprehensive obesity prevention program with multiple interventions across several settings has been shown to be more effective. Regional SNAP-Ed Coordinators can help States select interventions from the toolkit that best meet the needs of the State.

States may use the toolkit to identify interventions that will complement the healthy eating recommendations of USDA's nutrition assistance programs such the Special Supplemental Food Program for Women, Infants and Children (WIC), the Child and Adult Care Food Program (CACFP), and the School Meals Programs. To determine which interventions might best fit with these programs, FNS suggests that State SNAP-Ed officials consult with other State nutrition assistance program officials before choosing interventions from this toolkit to include in SNAP-Ed Plans.

In accord with SNAP-Ed Guidance, States should identify other organizations to coordinate collaborative obesity prevention activities within their States. For example, States with CDC Obesity Plans can insure that their SNAP-Ed obesity prevention interventions complement and not duplicate CDC obesity plan activities.

The toolkit is a dynamic document. It is not an exhaustive compilation of potential strategies and interventions that are appropriate for SNAP-Ed.

States are reminded that activities should be conducted according to SNAP-Ed Guidance and other policy, considering the program’s low-income target population. FNS is offering the toolkit as a starting point for ideas that States may use to further their obesity prevention efforts through SNAP-Ed. USDA will continue to work with NCCOR to refine and update the toolkit to ensure it provides a current list of evidenced-based strategies, interventions, and resources. Visit this location regularly as new strategies, interventions, or resources will be clearly identified and posted throughout the year.

FIGURE 1. TARGET BEHAVIORS AND EXAMPLES OF INTERVENTION STRATEGIES DEVELOPED BY CDC FOR OBESITY PREVENTION AND CONTROL

TARGET BEHAVIOR	INTERVENTION STRATEGIES
Physical activity <i>Increases energy expenditure, reduces obesity associated comorbidities</i>	<ul style="list-style-type: none"> ■ change community infrastructure to support walking and biking ■ physical education in schools
Breastfeeding <i>Lower prevalence of obesity in breastfed children</i>	<ul style="list-style-type: none"> ■ Baby Friendly Hospitals ■ support breastfeeding in worksites and child care
Fruit and vegetable intake <i>Low caloric density foods displace foods of higher caloric density</i>	<ul style="list-style-type: none"> ■ community gardens ■ farmers' markets ■ salad bars in schools
Sugar drinks <i>No nutritional value</i>	<ul style="list-style-type: none"> ■ eliminate sugar drinks from vending machines ■ increase prices
High caloric density foods <i>Contribute to excess caloric intake because satiety is regulated by volume</i>	<ul style="list-style-type: none"> ■ improve product labeling ■ institute standards for food purchases by municipalities and other institutions ■ increase prices
Exposure to food marketing <i>Association of television time with obesity is likely mediated by consumption of foods advertised on television</i>	<ul style="list-style-type: none"> ■ limit television time in child care facilities ■ limit food and beverage advertising on television and in schools to healthful products
Pre-pregnant weight, and weight gain, tobacco use and diabetes during pregnancy <i>All factors contribute to early childhood obesity</i>	<ul style="list-style-type: none"> ■ improve provider counseling during pregnancy

From: Dietz, W., Expert Voices: An Insider's View of National Strategies to Control the Obesity Epidemic. March 2013

Setting	Strategies and Interventions
<p style="text-align: center;">Child Care</p>	<p><u>Nutrition Strategies:</u></p> <ul style="list-style-type: none"> • Develop, implement, and evaluate food and beverage policies for child care settings that meet United States Department of Agriculture (USDA), Centers for Disease Control and Prevention (CDC), Let's Move! Child Care (LMCC), or American Academy of Pediatrics (AAP) standards • Encourage child care center and student participation in federal food and nutrition assistance (CACFP, WIC, and SNAP) • Support breastfeeding in child care • Improve capacity of child care providers and food service staff in nutrition education and healthy meal planning and food preparation • Develop, implement, and evaluate child care gardens • Start and expand Farm to Child Care programs • Promote access to drinking water • Support development of wellness councils • Establish strong child care wellness and education programs and policies consistent with LMCC • Provide parent education through the setting
	<p><u>Physical Activity Strategies:</u></p> <ul style="list-style-type: none"> • Develop, implement, and evaluate physical activity policies and environments that meet USDA, CDC, LMCC, or AAP standards • Limit screen time • Develop, implement, and evaluate active transport programs • Establish strong child care wellness educational programs and policies consistent with LMCC • Improve capacity of child care providers to provide children with opportunities for physical activity throughout the day, including outside play when possible • Support development of child care wellness councils • Provide parent education through the child care setting

Setting	Strategies and Interventions	
Child Care	EXAMPLES	SOURCE (SENT BY)/LINK
	<p><i>Let's Move! Child Care Initiative</i> Initiative designed to assist child care providers in implementing the five key physical activity and nutrition goals.</p>	<p>Let's Move! Child Care http://healthykidshealthyfuture.org/welcome.html</p>
	<p><i>Color Me Healthy</i> Program designed to improve fruit and vegetable intake and increase physical activity among children ages 4-5 years in child care and preschool settings.</p>	<p>Center for Training and Research Translation (CenterTRT) http://centertrt.org/?p=intervention&id=1095</p>
	<p><i>Eat Well Play Hard in Child Care Settings</i> Multi-component intervention that focuses on improving the nutrition and physical activity behaviors of pre-school age children and their parents/caregivers and influencing food and activity practices in child care settings.</p>	<p>Wave 1 SNAP-Ed Evaluation, Center TRT http://centertrt.org/?p=intervention&id=1105</p>
	<p><i>Healthy Habits for Life (Sesame Street) (In English and Spanish)</i> Created to help parents and caregivers encourage children to build healthy habits early. The project features Sesame Street friends who model fun ways to move and play and encourage children to explore and enjoy healthy foods</p>	<p>Sesame Street http://www.sesamestreet.org/parents/topicsandactivities/toolkits/healthyhabits</p>
	<p><i>Ready, Set, Go! Creating and Maintaining a Wellness Environment in Child Care Centers Participating in the CACFP</i> National Food Service Management Institute best practice resource for developing and maintaining a wellness environment.</p>	<p>National Food Service Management Institute http://www.nfsmi.org/documentlibraryfiles/PDF/20110126034352.pdf</p>

Setting	Strategies and Interventions	
Child Care	<p>Hip Hop to Health Jr. Evidence-based healthy eating and exercise curriculum developed for children ages 3-5 years.</p>	<p>CDC http://www.childtrends.org/lifecourse/programs/hip-hop.htm</p>
	<p>I am Moving, I am Learning: A Proactive Approach for Addressing Child Obesity in Head Start Program designed to increase daily moderate-to-vigorous physical activity (MVPA), improve the quality of movement activities, and promote healthy food choices among preschool children.</p>	<p>Head Start http://eclkc.ohs.acf.hhs.gov/hslc/tta-system/health/Health/nutrition/nutrition%20program%20staff/iammovingiam.htm</p>
	<p>Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC) Self-assessment, goal setting, and action planning tools combined with workshops and technical assistance tools. Designed to be used together to enhance policies, practices, and environments in child care. Self-assessment and goal setting tools can be used in combination with other interventions designed to improve child care policies and practices in nutrition and physical activity.</p>	<p>Center TRT http://centertrt.org/?p=intervention&id=1091</p>
	<p>First Years in the First State: Improving Nutrition & Physical Activity Quality in Delaware Child Care Delaware Department of Education Child and Adult Care Food Program (one version for partnering with families, one for child care administrators, and one for menu planning).</p>	<p>Delaware Department of Education/USDA Team Nutrition http://healthymeals.nal.usda.gov/hsmrs/Delaware/nhpsadminguide.pdf http://www.doe.k12.de.us/infosuites/students_family/nutrition/cacfp/PARTNERINGwFAMILIES_083011.pdf http://healthymeals.nal.usda.gov/hsmrs/Delaware/nhpsmenuplanning.pdf</p>

RESOURCES

Caring for our Children: Our Child Care Center Supports Breastfeeding:

http://nrckids.org/CFOC3/PDFVersion/PDF_Color/CFOC3_JJ.pdf

Let's Move! Child Care/Nemours Website: <http://healthykidshealthyfuture.org/welcome.html>

Nutrition and Wellness Tips for Young Children, Child Nutrition Division, Food and Nutrition Service, USDA:

<http://www.teamnutrition.usda.gov/Resources/nutritionandwellness.html>

Preventing Child Obesity in Early Care and Education Programs, National Resource Center for Health and Safety in Child Care: <http://nrckids.org/SPINOFF/PCO/index.htm>

Head Start Body Start: National Center for Physical Development and Outdoor Play:

<http://www.aahperd.org/headstartbodystart/>

State Efforts to Address Child Obesity Prevention in Child Care Quality Rating and Improvement Systems:

http://www.altarum.org/files/imce/QRIS_Report_Jan_2012%20.pdf

Sesame Street Healthy Habits for Life Resource Kit:

<http://kidshealth.org/classroom/index.jsp?Grade=cc&Section=hhfl>

Sesame Street Healthy Habits for Life – we have the moves!:

http://www.sesamestreet.org/cms_services/services?action=download&uid=46841dfe-a76c-4df7-8e40-d165417d9be5

Yale Rudd Center's Wellness Child Care Assessment Tool (WellCCAT):

http://www.yaleruddcenter.org/resources/upload/docs/what_communities/WellnessChildCareAssessmentToolForResearch.pdf

USDA/Farm to Child Care: http://www.fns.usda.gov/cnd/f2s/farm_to_childcare.htm

USDA/Team Nutrition: <http://teamnutrition.usda.gov/childcare.html>

Setting	Strategies and Interventions	
School	<p><u>Nutrition Strategies:</u></p> <ul style="list-style-type: none"> • Develop, implement, and evaluate school gardens <ul style="list-style-type: none"> ○ Encourage integration of garden food into food service operations ○ Promote intersections between garden and classroom curriculum • Start and expand Farm to School programs • Increase purchases and use of foods from local farms • Improve student, teacher, and staff access to nutrition information through menu labeling and classroom curriculum to improve student understanding of nutrition information • Develop, implement, and evaluate cafeteria point of purchase prompts • Support development of school health councils including student members • Encourage school and student participation in federal food and nutrition assistance (NSLP and SFSP Summer Seamless) <ul style="list-style-type: none"> ○ Promote programs ○ Provide technical assistance for application process ○ Limit student participant bias 	
	<p><u>Physical Activity Strategies:</u></p> <ul style="list-style-type: none"> • Establish strong school wellness educational programs and policies • Support development of school health councils • Support student participation in physical education 	
	EXAMPLES:	SOURCE (SENT BY)/LINK:
	<p><i>Bienestar</i> Culturally tailored school-based diabetes mellitus prevention program for low-income Mexican American children.</p>	<p>CDC, NIH http://rtips.cancer.gov/rtips/programDetails.do?programId=247904</p>
<p><i>Child and Adolescent Trial for Cardiovascular Health (CATCH)</i> Large school-based field trial aimed at improving school food service, nutrition, and physical education.</p>	<p>CDC http://www.ncbi.nlm.nih.gov/pubmed/9408786</p>	

School	<p><i>Eat Well & Keep Moving</i> Complete curriculum that helps academic, physical education, and health education teachers guide upper elementary school students to make healthier choices while building skills.</p>	<p>CDC http://www.eatwellandkeepmoving.org/</p>
	<p><i>Kids Cook</i> Program encouraging children and families to adopt healthier behaviors through hands-on preparation of a variety of nutrient-rich foods paired with daily physical activity.</p>	<p>ASNNA http://www.kidscook.us/</p>
	<p><i>Media-Smart Youth</i> An interactive after-school education program for young people ages 11 to 13. It is designed to help teach them about the complex media world around them, and how it can affect their health—especially in the areas of nutrition and physical activity.</p>	<p>NICHD/NIH http://www.nichd.nih.gov/msy/Pages/index.aspx</p>
	<p><i>Pick a better snack™ & Act</i> Program combining direct, school-based nutrition education and community-based social marketing efforts to help low-income lowans make decisions consistent with the Dietary Guidelines for Americans and MyPlate.</p>	<p>Iowa Nutrition Network http://www.idph.state.ia.us/INN/PickABetterSnack.aspx</p>
	<p><i>Riverside Unified School District Farmer's Market Salad Bar Program</i> Program designed to promote healthy eating in children by increasing the availability of fruits and vegetables in school lunches and providing nutrition education.</p>	<p>CDC, Center TRT http://centertrt.org/?p=intervention&id=1101</p>
	<p><i>Smarter Lunchrooms Movement</i> Initiative designed to equip school lunchrooms with evidence-based tools that improve child eating behaviors and improve the health of children.</p>	<p>Smarter Lunchrooms http://smarterlunchrooms.org/</p>
	<p><i>School Nutrition Policy Initiative</i> School policies developed for Philadelphia schools that aim to help children adopt long-term healthy eating habits.</p>	<p>CDC http://www.thefoodtrust.org/php/programs/comp.school.nutrition.php</p>

School	NOTE: To be SNAP-Ed appropriate, the following physical activity interventions must include a nutrition education component.	
	<i>Lifestyle Education for Activity Program (LEAP)</i> Program designed to change both instructional practices and the school environment to increase support for physical activity among girls.	CDC http://www.sciencedirect.com/science/article/pii/S0149718906000826
	<i>Sports Play Active Recreation for Kids (SPARK)</i> Intervention that uses physical education specialists to implement instructional strategies to increase the amount of time students spend in moderate-to-vigorous physical activity in physical education.	CDC http://www.sparkpe.org/
	<i>Take 10!</i> Program designed to help children understand the importance of fun physical activity and other healthful behaviors, including nutrition.	CDC http://www.take10.net/

RESOURCES

National Food Service Management Institute: <http://www.nfsmi.org/>

Farm to School program: <http://www.farmentoschool.org/>

Let's Move: <http://www.letsmove.gov/healthy-schools>

- Salad Bars to Schools: <http://saladbars2schools.org/>
- Chefs Move to Schools: <http://www.chefsmovetoschools.org/>
- Healthier US School Challenge: <http://www.fns.usda.gov/tn/healthierus/index.html>

USDA Farm to School: <http://www.fns.usda.gov/cnd/f2s/Default.htm>

USDA/Team Nutrition: <http://teamn nutrition.usda.gov/educators.html>

Setting	Strategies and Interventions	
Communities	<p><u>Nutrition Strategies:</u></p> <ul style="list-style-type: none"> • Promote community gardens • Develop, implement, and evaluate healthy eating and active living standards for community venues • Encourage compliance with federal menu labeling regulations • Increase availability of healthy food retail, including mobile vendors, farmers' markets, corner/country stores, and grocery stores • Promote availability of healthy restaurants and food vendors • Encourage drinking water access • Encourage participation in federal food and nutrition assistance programs • Provide education and collaborate with key community outlets and stakeholders • Encourage point-of-purchase prompts for healthy foods and beverages at area food retail outlets and food service institutions (e.g., schools, municipal buildings, worksites) 	
	<p><u>Physical Activity Strategies:</u></p> <ul style="list-style-type: none"> • Build capacity to implement active living policy at the community level and by community organizations • Enhance access to places for physical activity combined with informational outreach activities • Engage local businesses, government, civic organizations, community groups, and citizens in active living • Develop, implement, evaluate, and disseminate individually adapted health behavior change programs • Use point-of-decision prompts to encourage use of stairs • Use social support interventions in community settings 	
	EXAMPLES	SOURCE (SENT BY)/LINK
	<p><i>Mind, Exercise, Nutrition....Do It! (MEND)</i> Comprehensive, family-based program that helps overweight children ages 7-13 years improve their health, fitness, and self-esteem.</p>	<p>CDC http://www.mendfoundation.org/</p>
<p><i>Ways to Enhance Children's Activity and Nutrition (WeCan!)</i> Initiative designed to give parents, caregivers, and entire communities a way to help children ages 8-13 years stay at a healthy weight.</p>	<p>NHLBI http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/</p>	

Communities	NOTE: To be SNAP-Ed appropriate, the following interventions must be modified to align with SNAP-Ed policies as noted. You are encouraged to work with your SNAP-Ed Regional Coordinator.	
	Baltimore Healthy Stores Program that uses a store’s existing facilities to improve access to healthy food and to increase consumers’ knowledge, self-efficacy, and behavioral intentions about healthy food choices and food preparation.	Center TRT http://centertrt.org/?p=intervention&id=1093
	Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) Powerful tool that captures and communicates neighborhood-level data to promote healthier communities. NOTE: May be SNAP-Ed appropriate in collaboration with other partners.	ASNNA http://www.cdph.ca.gov/programs/cpns/Pages/CX3_Main_Navigation.aspx
	Health Bucks Program designed to increase consumption of fruits and vegetables among the intended low-income population by using coupons at farmers’ markets. NOTE: SNAP-Ed cannot fund the incentive	Center TRT http://centertrt.org/?p=intervention&id=1109

RESOURCES

Let’s Move: <http://www.letsmove.gov/healthy-communities>

- Cities, Towns, & Counties: <http://www.letsmove.gov/become-lets-move-city-or-town>

The National Gardening Association, Kids Gardening Program: <http://www.kidsgardening.org/>

Safe Routes to School: <http://www.saferoutesinfo.org/>

The Nutrition Environment Measurement Survey: <http://www.med.upenn.edu/nems/>

Setting	Strategies and Interventions	
Helping Families	<p><u>Nutrition Strategies:</u></p> <ul style="list-style-type: none"> • Promote participation in federal food and nutrition assistance programs (CACFP, WIC, and SNAP) • Encourage use of farmers' market with SNAP and WIC access at key community outlets • Encourage participation in community and home gardens • Develop and disseminate family-friendly educational materials that encourage family meals and kids' cooking • Encourage the development and adoption of healthy eating food and beverage household policies and child-feeding practices • Support family-friendly cooking demonstrations and taste testings throughout the community 	
	<p><u>Physical Activity Strategies:</u></p> <ul style="list-style-type: none"> • Support family-friendly physical activity opportunities throughout the year, throughout the community • Promote participation in and use of area physical activity resources, including partnerships with parks and trails organizations • Encourage the development and adoption of active living household policies • Encourage availability and access to area fun runs and walks 	
	EXAMPLES:	SOURCE (SENT BY)/LINK
	<p><i>Cooking Matters</i> Program that empowers families with the skills, knowledge, and confidence to prepare healthy and affordable meals.</p>	ASNNA, Share Our Strength http://cookingmatters.org/
	<p><i>Cooking Matters at the Store</i> Program aimed to help families make healthy and affordable choices at the supermarket.</p>	Share Our Strength http://www.cookingmattersatthestore.org
<p><i>Eat Better, Eat Together</i> Resources that provide helpful tips for families on eating together and meal planning.</p>	CDC http://nutrition.wsu.edu/eteb/index2.html	

Setting	Strategies and Interventions	
Helping Families	<p>Faithful Families Eating Smart and Moving More Practice-tested intervention that educates faith community members about food, physical activity, and becoming advocates for healthy policy and environmental changes within their communities.</p>	<p>Center TRT http://centertrt.org/?p=intervention&id=1090</p>
	<p>Obesity Prevention Plus Parenting Support Home-visiting program to provide American Indian mothers with preschool-age children (ages 9 months to 3 years) with support in making changes in lifestyle behaviors, including nutrition, physical activity, and parenting.</p> <p>NOTE: Portions of this might be SNAP-Ed appropriate. Could be done in collaboration with others. Parenting not SNAP-Ed allowable. Costs of home visits may be prohibitive.</p>	<p>CDC http://www.ncbi.nlm.nih.gov/pubmed/12740449</p>

RESOURCES

Let's Move: <http://www.letsmove.gov/healthy-families>

USDA/Team Nutrition: <http://teammnutrition.usda.gov/parents.html>

Setting	Strategies and Interventions	
Social Marketing/ Media	<p><u>Nutrition Strategies:</u></p> <ul style="list-style-type: none"> • Increase parental and influencer support through family education/behavior change programs • Limit advertisements of less healthy foods and beverages • Work with media sponsorships • Support social marketing campaigns using existing materials from CDC's Community Health Media Center 	
	<p><u>Physical Activity Strategies:</u></p> <ul style="list-style-type: none"> • Increase parental and influencer support through family education/behavior change programs • Work with media sponsorships • Support social marketing campaigns using existing materials from CDC's Community Health Media Center 	
	EXAMPLES	SOURCE (SENT BY)/LINK
	<p><i>Champions for Change (CA)</i> Program aimed at helping families make healthy changes in their kitchens, homes, schools, and neighborhoods.</p>	<p>ASNNA http://www.cachampionsforchange.cdph.ca.gov/en/index.php</p>
	<p><i>Children's Power Play Initiative (CA)</i> Initiative to motivate and empower California children ages 9-11 years to eat 3 to 5 cups of fruits and vegetables and get at least 60 minutes of physical activity every day.</p>	<p>ASNNA http://www.cdph.ca.gov/programs/cpns/Pages/ChildrensPowerPlayCampaign.aspx</p>
<p><i>Rethink Your Drink</i> Educational campaign focusing on the contribution of sweetened beverages to increasing rates of overweight and obesity.</p> <p>NOTE: May be SNAP-Ed appropriate if brands of foods, beverages, and commodities are not disparaged.</p>	<p>ASNNA http://www.cdph.ca.gov/programs/wicworks/Pages/WICRethinkYourDrink.aspx</p>	

RESOURCES:

Screen Free Week: <http://www.commercialfreechildhood.org/screenfreeweek>

CDC's Community Health Media Center: <http://apps.nccd.cdc.gov/chmc/Apps/overview.aspx>

This center includes a collection of audience-tested advertising and support materials produced by state and local health departments, nonprofit organizations, and federal agencies. These materials are designed to create awareness about obesity and other chronic conditions and to promote healthy living. Search the collection and choose ads that are appropriate to your efforts.