

The ShapingNJ Obesity Prevention Strategies



Ten Strategies for a 10-year Vision

WORKPLACE



- Encourage New Jersey businesses to accommodate breastfeeding women.
- Encourage the food and beverage industry to engage in advertising that promotes healthy eating for children.
- Disseminate model worksite wellness policies and programs to the business community.

COMMUNITIES



- Put fruits, vegetables and other healthy foods and beverages within easy reach for all residents in all neighborhoods.
- Provide safe and convenient opportunities for daily physical activity in all neighborhoods.

SCHOOLS



- Support the efforts of schools to serve healthy and child-friendly meals and snacks.
- Strengthen state and local school wellness policies and facilitate policy implementation and monitoring in every school through strong school wellness councils.
- Involve all students in high-quality physical education programs and additional physical activity throughout the school day.

CHILDCARE



- Require childcare centers and after-school programs to offer healthy food and beverages, provide opportunities for physical activity, limit television viewing and support breastfeeding for children in their care.

HEALTH CARE



- Promote exclusive breastfeeding through proven policies and practices.