

# CHOICES

## The Childhood Obesity Intervention Cost-Effectiveness Study

### The Challenge

Over the past three decades, more and more people living in the United States have developed obesity, which puts them at greater risk for diabetes and heart disease. This is why CHOICES, the Childhood Obesity Intervention Cost-Effectiveness Study, identifies which prevention policies and programs will help more kids achieve and maintain a healthy weight and deliver the best results for the dollars invested.

### CHOICES Approach

CHOICES uses cost-effectiveness analysis to compare the costs and outcomes of different policies and programs promoting improved nutrition or increased physical activity over 10 years. CHOICES uses a microsimulation model, which creates a virtual population of people based on big data (i.e. Census, National Health and Nutrition Examination Survey, Behavioral Risk Factor Surveillance System, and multiple longitudinal studies).

CHOICES analysis relies on evidence reviews of published findings of the effectiveness of different policies or programs on people's health, like their Body Mass Index, dietary intake, and/or physical activity. CHOICES takes into account the costs necessary to carry out the implementation of a policy or program intervention and any health care cost savings.

The CHOICES cost-effectiveness analysis examines:



How many and what types of people would be affected by the policy/program?



What the effect of the policy/program would be on health?



What the implementation costs of a policy/program intervention will be and what the potential health care cost savings will be?



### CHOICES on a Local Level

The results of CHOICES analysis can help counties, cities, and states:

- ✓ Prioritize next steps for policy or program intervention efforts to help all children grow up at a healthy weight
- ✓ Explain the effects of a policy or program intervention on their population
- ✓ Guide investment of resources to ensure the time and money allocated to a policy or program intervention will have the greatest impact
- ✓ Identify cost-effective and efficient strategies for implementing a policy or program intervention
- ✓ Engage partners and build support to help fund and implement a policy or program intervention



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