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. If current trends continue, the majority of today's children—59 percent—will grow up to have obesity when they are age 35. 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 Services, 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 and any health care cost savings. 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 will be and what the potential health care cost savings will be?

CHOICES on a Local Level

The results of CHOICES analysis can help cities, counties, 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 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
- Engage partners and build support to help fund and implement a policy or program

For more information, contact: choicesproject@hsph.harvard.edu

www.choicesproject.org
1. Brainstorm potential obesity prevention strategies
   Engage experts to help identify strategies with defined actions that are replicable & scalable in real world settings

2. Evaluate the evidence base
   Conduct systematic reviews to find the strongest quality of evidence for impact on:
   - Dietary intake
   - Physical activity levels
   - Prevention of excess weight gain
   - Treatment

3. Project impact on the population
   The CHOICES microsimulation model projects the future course of the childhood obesity epidemic by evaluating how an identified strategy will impact obesity, health care costs, & mortality outcomes over 10 years

4. Apply CHOICES framework to identify cost-effective strategies
   Compare relative cost-effectiveness of nationwide implementation of 40 strategies in identifying “best value for money” strategies to reverse the course of the childhood obesity epidemic in the U.S.

5. Build local capacity
   Provide training and technical assistance to state & local decision-makers to understand & apply cost-effectiveness analysis to local decision-making related to childhood obesity

6. Communicate cost-effectiveness analyses for childhood obesity prevention
   Disseminate findings to varied audiences through communication products:
   - Peer-reviewed publications
   - Mainstream media
   - Social media
   - Website
   - Briefs & products

©2015 President and Fellows of Harvard College. All rights reserved. The CHOICES name, acronym, and logo are marks of the President and Fellows of Harvard College.