

*American Recovery and Reinvestment Act of 2009*  
**Communities Putting Prevention to Work (CPPW): Obesity/Physical  
Activity/Nutrition**

The Arkansas Department of Health plans to coordinate population based approaches to Nutrition, Physical Activity and Obesity, through policy, systems and environmental change with efforts by one small city, North Little Rock and one small rural community, Independence County. The City of North Little Rock will enter a strategic collaboration with the North Little Rock School District, which will facilitate implementation of the Fit 2 Live Challenge, a comprehensive community-wide wellness program. The focus of the Fit 2 Live Challenge is to work collaboratively to promote and sustain policy changes in communities and schools including a strong focus on the needs of populations who suffer disproportionately from the burden of disease.

In Independence County a community based health coalition representing 8 small rural communities will partner with area schools to implement the CATCH (Coordinated Approach To Child Health) program. CATCH brings schools, families, and communities together to teach children how to be healthy for a lifetime. This program is effective because healthy behaviors are reinforced through a coordinated approach-in the Classroom, in the Cafeteria, in Physical Education, at Home, and After School.

Community strategies will include improving healthy food and drink choices, improving product placement and pricing of healthy foods, providing social support for healthy choices, media promotions for physical activity, and improved access to physical activity facilities and opportunities. Through this endeavor, 18 full time and 9 contract jobs will be created and nearly \$8 will come into Arkansas to support these communities in reaching their goals.