



Field Experience Presentation:

USDHHS Office of Disease Prevention and Health Promotion



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KIN840
November 4, 2011



Overview

- U.S. Dept. of Health and Human Services (HHS)
 - History/background, organizational structure
- Office of Disease Prevention and Health Promotion (ODPHP)
 - Background, Major Initiatives
- My Field Experience
 - Goals/objectives, activities, products
 - Application of K-State Education



+ U.S. Dept. of Health and Human Services: **History**

- Originally known Dept. of Health, Education, & Welfare (HEW)- Est. in 1953
- 1979 Dept. of Education Organization Act became law
- 1980 HEW became HHS

Mission

“to enhance the health and well-being of Americans by providing for effective health and human services and by fostering strong, sustained advances in the sciences, underlying medicine, public health, and social services”

+ U.S. Dept. of Health and Human Services: **Achievements**

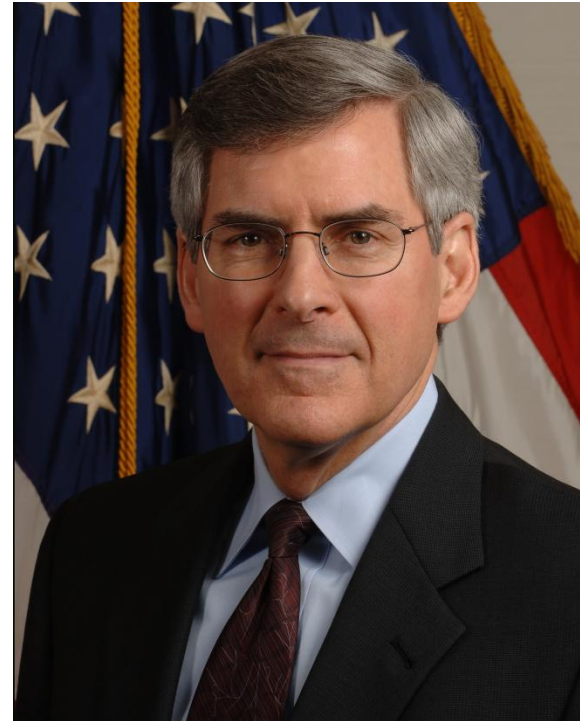
<i>Smoking and Health: Report of the Advisory Committee of the Surgeon General of the Public Health Service</i>	1964
Medicare and Medicaid programs created	1965
Lead effort to eliminate small pox	1977
Aided in identifying HIV	1984
2010 Affordable Care Act	2010



U.S. Dept. of Health and Human Services: Organizational Structure

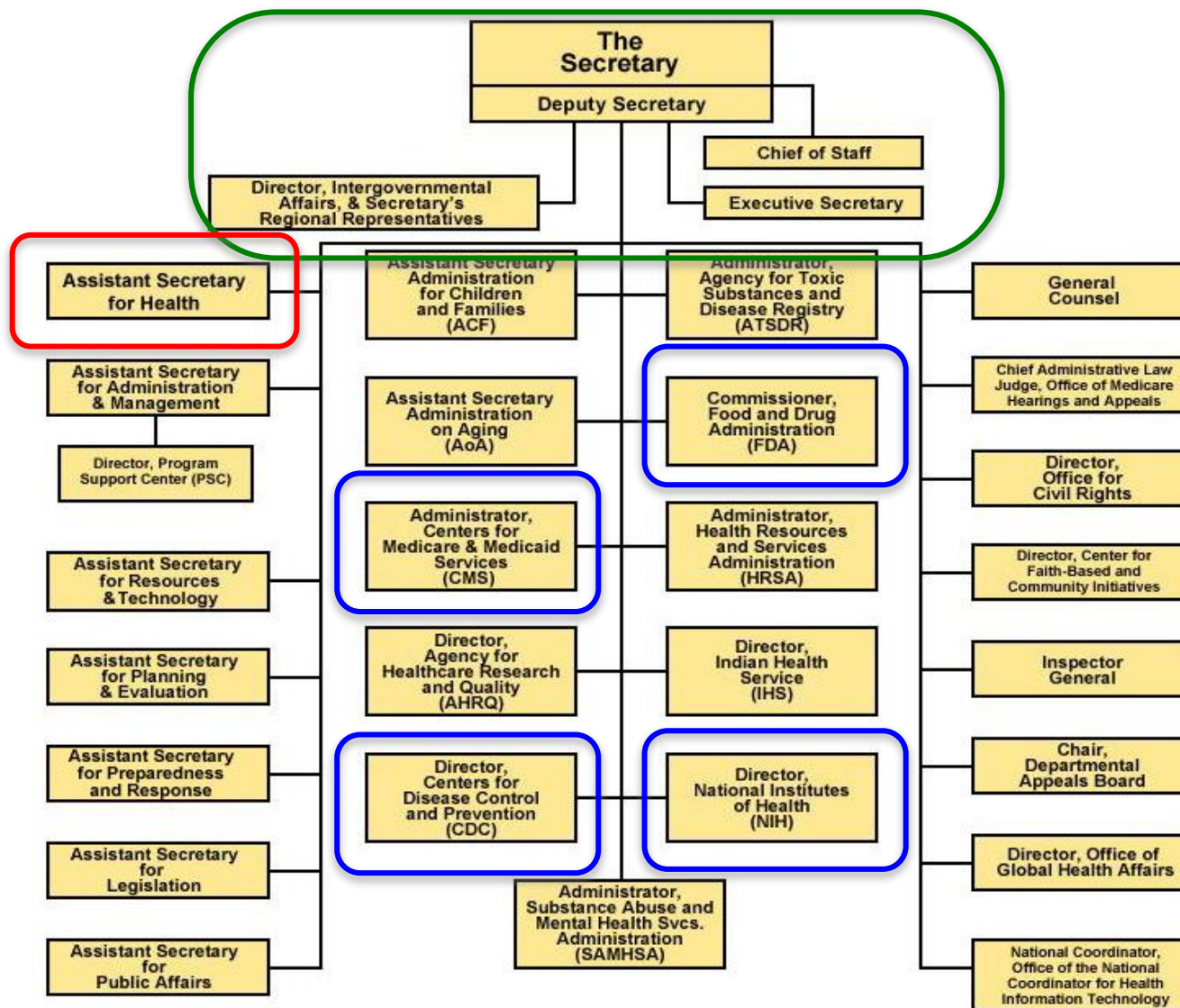


Secretary Kathleen Sebelius



Deputy Secretary Bill Corr

+ Organizational Structure





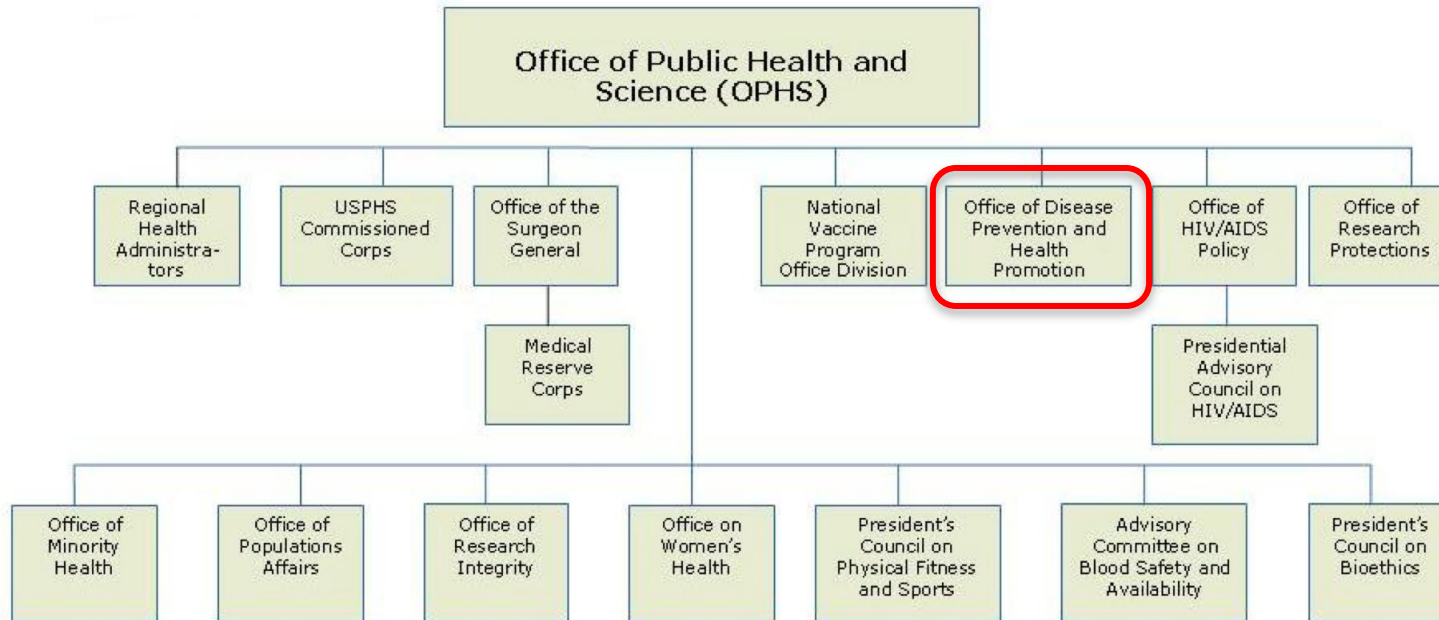
Office of the Assistant Secretary for Health (OASH)



Howard Koh, M.D., MPH
(also known as the ASH)



Office of Public Health and Science





Office of Disease Prevention and Health Promotion: **Background**

- Founded in 1976- National Consumer Health Information & Health Promotion Act

“a) **coordinate all activities with the Department** [of Health and Human Services] which **relate to disease prevention, health promotion, preventive health services, and health information...**, b) **coordinate** such activities with similar activities in the private sector, c) **establish a national (health) information clearinghouse**; d) **support** (related) projects (and) research.”

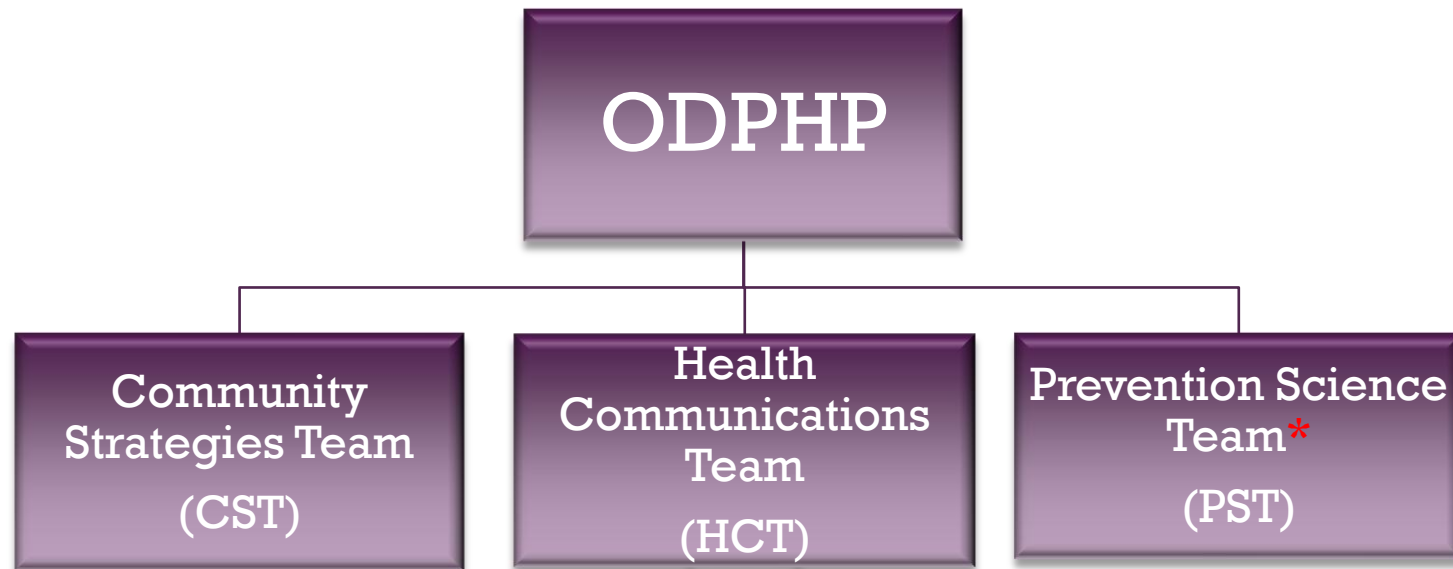
+ ODPHP: Achievements

Dietary Guidelines for Americans	1980 to present
Coordinated support for founding of National Public Health Week	1994
Healthy People 2010 and Leading Health Indicators developed	1996-2000
Launching of healthfinder®	1997- present
Coordinated development of Surgeon General's Call to Action on Overweight and Obesity	2001
Physical Activity Guidelines for Americans	2008



ODPHP: Structure

- Small office located in Rockville, Maryland
- 20-25 full time employees (also APTR Fellows & Visiting Scholars)





Community Strategies Team

- Major Initiative: Healthy People
 - Science-based objectives
 - Updated every 10 years
 - **Healthy People 2020** released December 2, 2010

- CST coordinates contributions to objectives from several federal agencies
 - Federal Interagency Workgroup (FIW) reviews objectives
 - CST also works with Institute of Medicine (IOM) to review objectives & develop Leading Health Indicators (LHIs)



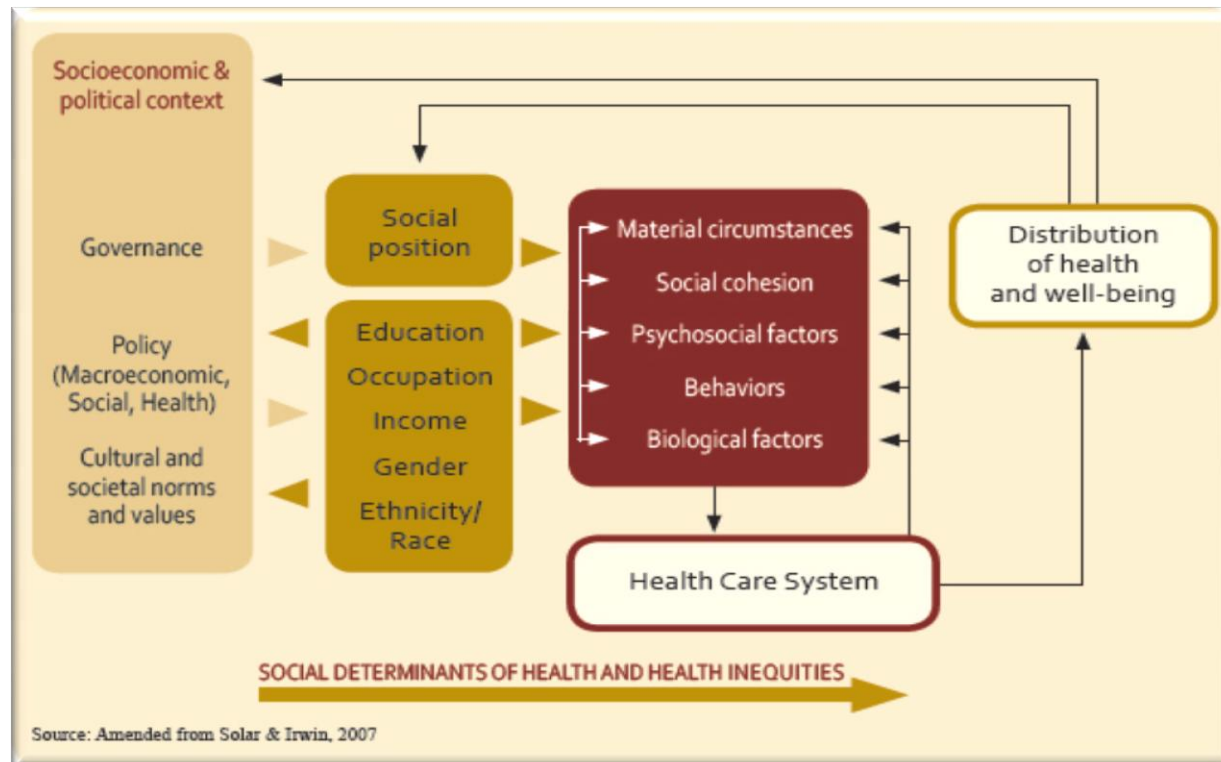
Community Strategies Team

- **Topics**- general health category
 - **Key indicators**- measurement (e.g. prevalence) that relates to a health issue of particular public health concern
 - **Objectives**- quantifiable values that serve as the target for improvement
-
- IOM recommends topics, LHIs, and objectives to further refine the 10-year agenda
 - FIW finalizes objectives
 - All contain baseline measure, data source, target & target-setting method



+ Healthy People 2020

- 600 objectives, over 1,300 measures
- New features: 13 topic areas & objectives, social determinants of health, implementation framework



+ Healthy People 2020

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- Implementation Framework: **MAP-IT**





Health Communications Team

■ Major Initiatives:

1. Healthy People 2020 Communication and Health Information

- Sets objectives to use health communications strategies to improve health care quality

2. Healthfinder.gov®

- Provides health information and interactive resource tools

3. Health Literacy

- Ability to receive, process, and understand health information so that consumers can make an informed decision regarding their health care
- Nearly 80 million Americans have reduced health literacy³

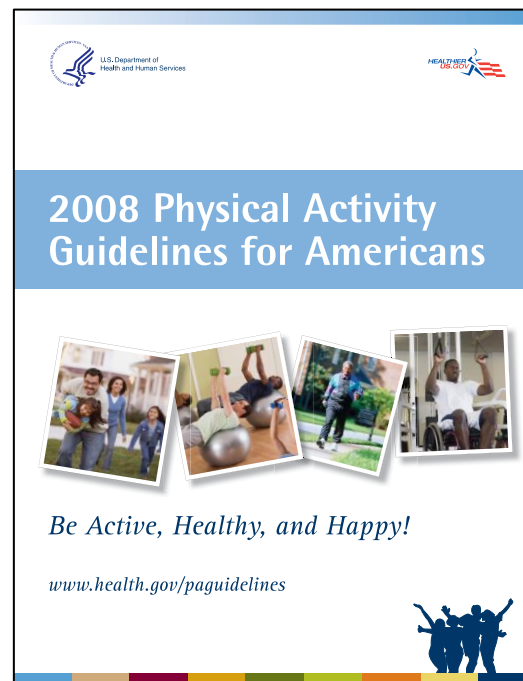
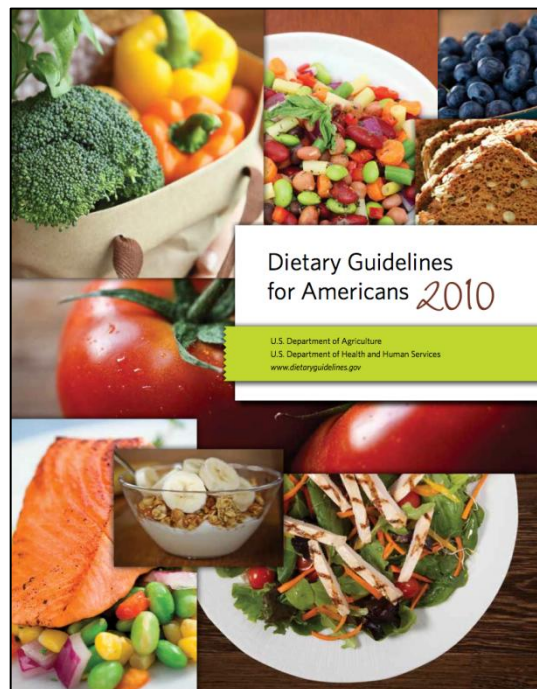
+ Health Literacy (con't)

- Those with low health literacy less likely to practice preventive behaviors¹
- HCT helped coordinate & facilitate HHS Health Literacy Workgroup
 - National Action Plan to Improve Health Literacy
 - Vision- generate community engagement and mobilization to produce a health care system that
 - Provides accurate & actionable information for everyone
 - Delivers person-centered health information and services
 - Supports lifelong learning and skills to promote good health

Prevention Science Team*

■ Major Initiatives:

1. *Dietary Guidelines for Americans (DGA)*
2. *Dietary Reference Intakes (DRIs)*
3. *Physical Activity Guidelines for Americans (PAG)*





Dietary Guidelines for Americans

Background

- Science-based recommendations for healthful eating for Americans age 2 and older
 - Leading recommendations for USDA food service programs (e.g. National School Lunch Program, WIC)
- First guidelines were released in 1980
 - Mandated by law to be published or updated every 5 years
- *Dietary Guidelines for Americans, 2010* was released in January 2011



DGA: Development

- HHS and USDA's Center for Nutrition Policy and Promotion (CNPP) collaborate to produce the *Guidelines*

3 Stages

- **Stage 1: Dietary Guidance Advisory Committee (DGAC)**
 - 13 appointed experts from variety of disciplines
 - Goal: investigate current scientific evidence related to association between nutrition and disease prevention
 - DGAC publishes report summarizes review and recommendations for the *Guidelines*

+ DGA: Development

■ Stage 2: DGA Policy Document

- Written for policy makers, educators, nutritionist, etc.
- 2010 DGA bears centralized theme of role of nutrition in preventing chronic disease (brought on by overweight and obesity)

■ 6 Chapters

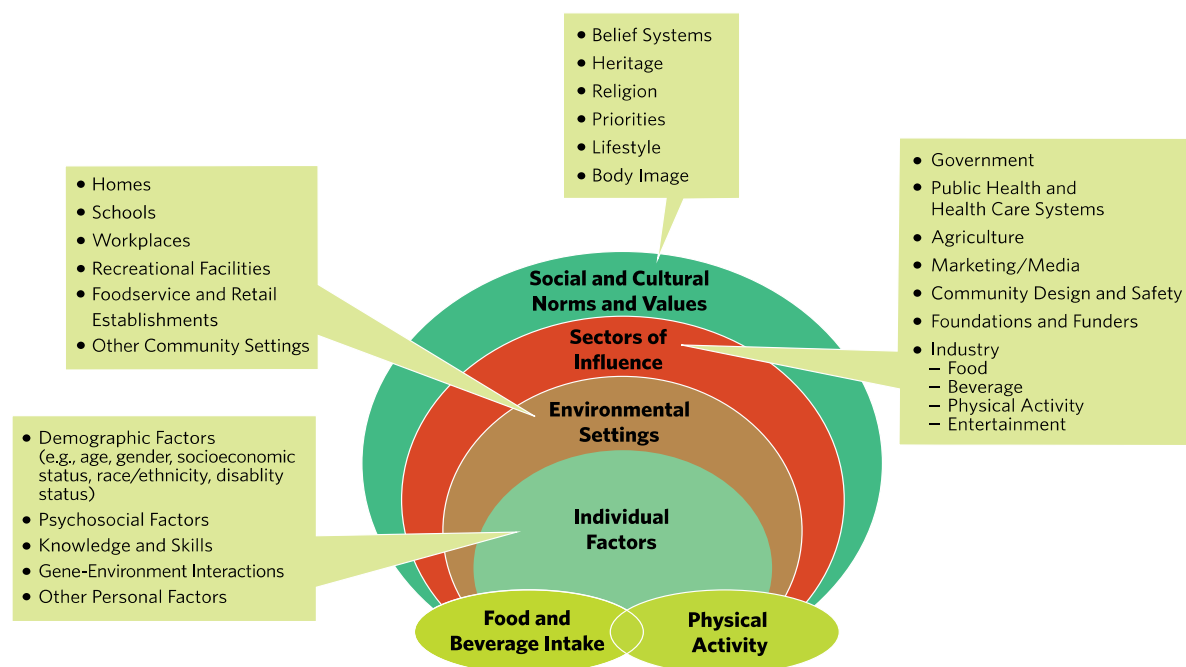
- *Ch. 2 Balancing Calories to Manage Weight*
- *Ch. 3 Foods and Food Components to Reduce*
- *Ch. 4 Foods and Nutrients to Increase*
- *Ch. 5 Building Healthy Eating Patterns*



+ DGA: Development

Ch. 6 *Helping Americans Make Healthy Choices*

FIGURE 6 1: A Social Ecological Framework for Nutrition and Physical Activity Decisions



+ DGA: Development

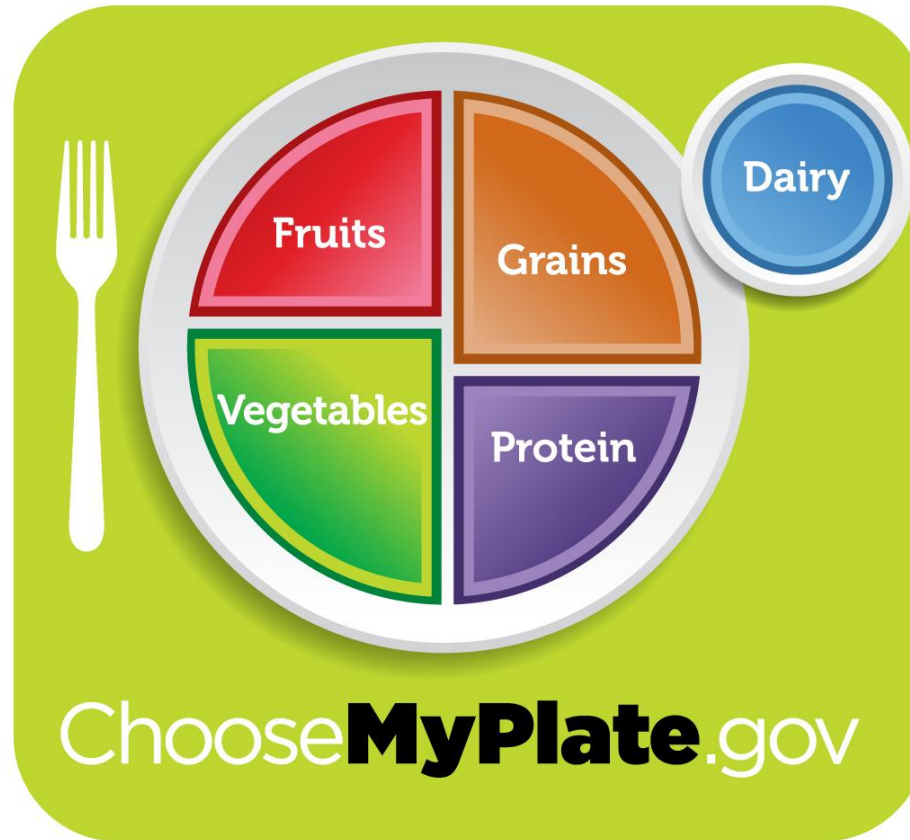
■ Stage 3: Consumer Messages

- Multiple government agencies collaborate to design messages and communication materials
- Past efforts to communicate DGA include MyPyramid.gov



+ DGA: Development

- “MyPyramid” replaced by “MyPlate”

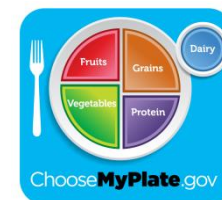




Choose**MyPlate**.gov

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Dates	Theme	Selected Key Message
Sept. – Dec. 2011	Foods to Increase	Make half your plate fruits and vegetables.
Jan. – April 2012	Balancing Calories	Enjoy your food, but eat less.
May – Aug. 2012	Foods to Reduce	Drink water instead of sugary drinks.
Sept. – Dec. 2012	Foods to Increase	Make at least half your grains whole grains.
Jan. – April 2013	Balancing Calories	Avoid oversized portions.
May – Aug. 2013	Foods to Reduce	Compare sodium in foods like soup, bread, and frozen meals – and choose the foods with lower numbers.
Sept. – Dec. 2013	Foods to Increase	Switch to fat-free or low-fat (1%) milk.



+ Dietary Reference Intakes

- List of recommended range of values of intake for specific nutrients
 - Formerly known as the Recommended Daily Allowance (RDA)
- Developed by the **Institute of Medicine (IOM)**
- Help guide recommendations made by the Dietary Guidance Advisory Committee for the *Dietary Guidelines*
- ODPHP leads an interagency steering committee that works to coordinate funding and guidance for IOM



+ Physical Activity Guidelines for Americans

Background

- First federal physical activity guidelines published in 2008
- Leading science based recommendations promoting physical activity as means reduce chronic disease risk
- Development process similar to the *Dietary Guidelines*





PAG: Development

■ Physical Activity Guidelines Advisory Committee (PAGAC)

- 13 appointed experts from variety of disciplines
- Goal: investigate current scientific evidence related to association between physical activity and disease prevention
 - Also, to determine if evidence strong enough to create physical activity guidelines
- Committee report divided into 11 health topics
 1. Cardiorespiratory health
 2. All-cause mortality
 3. Energy balance
 4. Metabolic health
 5. Musculoskeletal health
 6. Cancer
 7. Functional health
 8. Mental health
 9. Adverse events
 10. Youth
 11. Underserved populations



PAG: Development

- **Physical Activity Guidelines Advisory Committee Report**
 - Demonstrated association between physical activity and reduced incidence of chronic disease
- Physical Activity Guidelines writing group assembled to write the Guidelines and policy document
- ODPHP oversaw work of the PAGAC and writing group





PAG: Development

- *2008 Physical Activity Guidelines for Americans* (policy document)
- 7 Chapters with key guidelines for:
 - Children & adolescents
 - Adults
 - Older Adults
 - Women during/after pregnancy
 - Adults with disabilities
 - Safety in physical activity participation
- Consumer materials include:
 - 2008 Physical Activity Guidelines for Americans toolkit
 - Be Active Your Way brochure



+ My Field Experience

- Focus: observe and participate in team initiatives associated with the 2010 DGA and 2008 PAG
- Goal: meetings with PST staff and to assist in team projects
- Objective: develop physical activity education materials for potential distribution





My Field Experience: Activities

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Meetings

- Prevention Science Team meeting held weekly
- Office-wide meetings held bi-weekly
- Out of office-meetings
 - NIH National Institute of Diabetes and Digestive and Kidney Disease (NIDDK)
 - Kaiser Permanente's Center for Total Health





My Field Experience: Activities

Projects

- Dietary Guidance Review Process
- Eat Healthy, Be active: Community Workshop
- Health and Sustainability Guidelines for Federal Concessions and Vending Operations
- Motivating Individuals toward Sustained Healthful Diet and Physical Activity Behaviors: A Stakeholder Dialogue



+ My Field Experience: Activities

Community Events

- HHS Night at the Ballpark (Washington National's Stadium)







My Field Experience: Activities

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Nickelodeon's World Wide Day of Play



Shellie Pfohl, Dr. Steve McDonough, Curtis Pride, Dominique Dawes, Secretary Sebelius, Chris Paul, Michelle Kwan, Donna Richardson-Joyner, Cornell McClellan, & Dr. Howard Koh



My Field Experience: Products

Let's get moving for the health of it

Find out how to be active your way

Already doing some activity?

Keep going!!
Use the following tips to stay motivated:

- Ask family or friends to join you.
- Try a new sport or activity.
- Plan your activity for the week ahead of time and keep track of what you do.
- Set a short or long-term goal and reward yourself when you reach it.

Physical activity is great for kids

Whether they're in a sports league, dance group, or playing outdoors in the neighborhood your child can begin to develop an active lifestyle.

Research shows that children who are active will be less likely to be overweight as adults. Physical activity also creates opportunities for kids to make new friends and to learn a new sport, hobby, or skill.

Children 6 years and older should be physically active for at least 60 minutes each day

- Choose activities appropriate for your child's age and make physical activity part of your family routine.
- Children may choose activities such as playing with friends on the playground, while adolescents may choose organized activities.
- At least 3 days each week, these activities should include muscle-strengthening activities, like climbing, and bone-strengthening activities, like jumping.
- Keep them moving: spend less time watching TV or playing video games.

A special note to parents

You are your child's most important role model. Your children pay attention to what you do more than what you say. You can set a good example by joining in on active play around the house or planning activities to do as a family.

Let's Move.gov is a great resource for active families!

Did you know? that there are risks to being sedentary?

By nature our bodies have been designed to move, but due to our busy schedules many of us find ourselves spending most of our time sitting at our desks, in our cars, or in front of the TV.

Over time, a sedentary lifestyle has negative effects on health. It raises your risk for heart disease, some cancers, and even early death. Living a sedentary lifestyle can also lead to weight gain.

By living an active lifestyle you can reduce your risk for disease, which means you can live a longer, happier life. You will have more time to watch your children grow and spend time with loved ones.

Getting Started

In order to get the benefits of active living adults should aim for at least **2 hours and 30 minutes** per week of moderate activity.

If you're just getting started keep these tips in mind:

- "Start low and go slow" pick activities that are appropriate for your fitness level and gradually increase the intensity for more of a challenge.
- Some activity is better than none at all—you can still get health benefits if you do your activity **10 minutes** at a time.
- Do muscle-strengthening activities (like push-ups or weight training) at least **2 days** per week.
- Choose activities that you enjoy!

Moderate Activities

- General gardening (weeding, shrubs)
- Tennis (doubles)
- Using your manual lawnmower
- Using hand cyclers—ergometers

Briskly

- Water aerobics
- Walking on level ground or with a pedometer
- Sports where you catch & throw (baseball, softball, volleyball)

Need more of a challenge?

- Try more vigorous activities (like jogging, basketball, swimming laps)
- Mix up the intensity of the activity (such as running or biking in intervals)

By doing so you will receive even more health benefits!

or more tips to help you

Eat the right amount of calories for you

Original Design

Benefits of active living

- Lower risk of diseases like diabetes & heart disease
- Stronger muscles and bones
- Manage stress
- More restful sleep
- Improve self-esteem

Don't forget about healthful eating!

You can also take steps to improve what and how much you eat.

Here are some ways you can make better choices:

- Build a healthy plate.
 - Half should be fruits & vegetables.
 - Include whole grains, fat-free or low-fat (1%) milk.
- Cut down on foods high in solid fats, added sugars, and salt.
- Eat the right amount of calories for you.
- Get your personal daily calorie limit at www.ChooseMyPlate.gov and keep that number in mind when deciding what to eat.

2008 Physical Activity Guidelines for Americans

The 2008 Physical Activity Guidelines for Americans provides science-based guidance to help Americans aged 6 and older improve their health through appropriate physical activity.

Regular physical activity can help prevent and improve what you eat will help you fight chronic diseases such as diabetes, heart disease, some cancers, and obesity. Taking the steps in this brochure will help you follow the Guidelines.

For more information, go to:

- www.Health.gov/paguidelines
- www.Health.gov/dietaryguidelines
- www.Healthfinder.gov
- www.ChooseMyPlate.gov



My Field Experience: Products



Let's get moving
for the health of it

Find out how to be active your way . . .



Already doing some activity?

Keep going!

Use the following tips to stay motivated:

- Ask family or friends to join you.
- Try a new sport or activity.
- Plan your activity for the week ahead of time, and keep track of what you do.
- Set a short- or long-term goal, and reward yourself when you reach it.

Need more of a challenge?

Aim to double your activity time to 5 hours each week.

- Try more vigorous activities (like jogging, basketball, swimming laps, jumping rope).
- Mix up the intensity of the activity (such as running or biking at different speeds).
- Sign up for the President's Challenge Active Lifestyle Award (PLA) at www.presidentchallenge.org to log your activity and win an award.

By doing so, you will receive even more health benefits.

Physical activity is great for kids!

Whether they're in a sports league, dance group, or playing outdoors in the neighborhood, your children can begin to develop an active lifestyle. Research shows that children who are active will be less likely to be overweight as adults.

Physical activity also creates opportunities for kids to make new friends and to learn a new sport, hobby, or skill.



Children aged 6 years and older should be physically active for at least 60 minutes each day.

- Choose activities appropriate for your child's age, and make physical activity part of your family routine.
- Children can choose activities such as playing with friends on the playground, while adolescents can choose organized activities, such as soccer.
- At least 3 days each week, these activities should include muscle-strengthening activities (like climbing) and bone-strengthening activities (like jumping).
- Keep them moving—spend less time watching TV or playing video games.

A note to parents

You are your child's most important role model. Your children pay attention to what you do more than what you say. You can set a good example by joining in on active play around the house or planning activities to do as a family.

Let's Move! (letsmove.gov) is a great resource for active families!



Did you know that there are risks to being inactive?

By nature our bodies are designed to move, but due to our busy schedules many of us find ourselves spending most of our time sitting at our desks, in our cars, or in front of the TV.

Over time, an inactive lifestyle has negative effects on health. It raises your risk for heart disease, some cancers, and even early death. An inactive lifestyle also can lead to weight gain.

By living an active lifestyle you can reduce your risk for disease, which means you can live a longer, happier life. You will have more time to watch your children grow and spend time with loved ones.

Benefits of active living

- Lower risk of chronic diseases such as diabetes and heart disease
- Stronger muscles and bones
- Better stress management
- More restful sleep
- Improved self-esteem



Getting started

To get the benefits of active living, adults of all ages and ability levels should aim for at least 2 hours and 30 minutes per week of moderate activity.

If you're just getting started, keep these tips in mind:

- "Start low and go slow"—pick activities that are appropriate for your fitness level, and gradually increase the intensity for more of a challenge.
- Some activity is better than none at all—you can still get health benefits if you do your activity 10 minutes at a time.



- Do muscle-strengthening activities (like pushups or weight training) at least 2 days per week.
- Choose activities that you enjoy!

Moderate activities

- Walking briskly
- Water aerobics
- Biking on level ground or with few hills
- Sports where you catch and throw (softball, volleyball)
- General gardening (raking, trimming, weeding)
- Tennis (doubles)
- Ballroom and line dancing
- Using your manual wheelchair
- Using hand cyclers—also called ergometers

Don't forget about healthy eating!

You also can take steps to improve what and how much you eat.

Here are some ways you can make better choices:

- Build a healthy plate.
 - Half should be fruits and vegetables.
 - Include whole grains and fat-free or low-fat (1%) milk.
 - Cut down on foods high in solid fats (cakes, cookies, bacon, hot dogs), added sugars, and salt.
 - Eat the right amount of calories for you.
 - Learn your personal daily calorie limit at www.ChooseMyPlate.gov, and keep that number in mind when deciding what to eat.



Physical Activity Guidelines

The information presented in this brochure is based on the 2008 Physical Activity Guidelines for Americans. The guidelines provide science-based advice to help Americans aged 6 years and older improve their health through appropriate physical activity.

Becoming physically active and improving what you eat will reduce your risk of chronic diseases such as diabetes, heart disease, some cancers, and obesity. Taking the steps in this brochure will help you follow the guidelines.



U.S. Department of Health and Human Services
Office of Disease Prevention and Health Promotion
ODPHP Publication No. 0001
August 2011

For more information, go to:

- www.health.gov/sguidelines
- www.health.gov/dietaryguidelines
- www.healthfinder.gov
- www.ChooseMyPlate.gov



My Field Experience: Products

The image shows two versions of a promotional graphic for physical activity guidelines. The 'Original Design' on the left features a yellow starburst with the word 'NEW' and a red banner stating 'Resources now available in Spanish!'. It includes text for 'Dietary Guidelines for Americans', 'Physical Activity Guidelines for Americans', and 'Be Active Your Way: A Guide for Adults- Encourages individuals to get the amount of physical activity they need, based on the Guidelines and their own goals.' The 'Final Design' on the right is a revised version with a more cohesive layout, featuring a woman in a grocery store, various food images, and icons for different types of physical activity. It includes the same text as the original but with a more professional and visually appealing design.

Original Design

Final Design



My Field Experience: Products

LET'S MOVE BLOG

Job Corps' Top Chefs Competition Promotes Let's Move! Healthy Meals

Posted by Holly H. McPeak, Nutrition Advisor, HHS/OASH on September 26, 2011

In Lounge 201 on Capitol Hill, 19 Job Corps food service managers from Job Corps centers nationwide exercised their culinary creativity in a "Top Chef" food competition in support of *Let's Move!* This event known as "Job Corps' Top Chefs: Creating Healthy and Nutritious Food Services," was the culmination of a three day summit, September 13- 15, 2011, held in Washington DC. It was hosted by the National Job Corps Association (NJCA) is held annually, with this year being the second conference.

As a nutrition advisor for the U.S. Department of Health and Human Services' Office of Disease Prevention and Health Promotion, I was asked to be one of nine judges at the Top Chef competition and judge a lunch session. I brought my appetite (as well as my curious intern, Mellina Stephen) to the Top Chef competition.

When seated at the judges table, I had the pleasure of making new acquaintances as well as reconnecting with former ones. The distinguished judges were Edna Primrose, National Director of Job Corps, U.S. Department of Labor; David Scanlan, President of Sodexo Government; Lance Lemin, Executive Chef, Sodexo; Daniel Thomas, Chef, U.S. Capital Senate; and my good friend and chef, Terrell "Chef Tee" Danley (owner of Crème Café in D.C.). Job Corps also reached out to three students from the Potomac Job Corps Center for their valuable input.

The nutritionist in me wanted to ensure that the "healthy" meals presented met the [Dietary Guidelines for Americans, 2010](#) and promoted the nutrition messages from [ChooseMyPlate.gov](#).

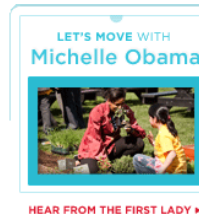
The competition which was enthusiastically moderated by LaVera Leonard, President of the NJCA, divided the chefs into 6 teams. Two teams battled head-to-head in one of three categories: side dish, entrée, and dessert. They were tasked with preparing a dish that was visually appealing, creative, and tasty ("student friendly").

All of the dishes were very delicious and presented a refreshing, "healthier" interpretation of classic dishes. For example, the winning side dish was macaroni and cheese made with whole wheat pasta, broccoli, low fat cheddar cheese, and low fat milk. The dish was perfectly portioned from a cupcake-like mold and was a true favorite for the students! The winning entrée dish featured baked chicken breast topped with sliced pear halves, and a balsamic and fig glaze. For dessert, a warm sweet potato bread pudding made with sunflower bread, and sweetened with agave won its category. All food items were selected from the local farmers market, in support of the USDA's initiative [Know Your Farmer, Know Your Food](#).

Overall, I was impressed by the entire competition and enjoyed the animated feedback from the chef judges and the honest remarks from the student judges.

The event ended on a positive note as Sodexo President, David Scanlan, encouraged the Job Corps student judges to take advantage of job opportunities. Chef Daniel Thomas also offered words of inspiration to the contestants, and to further promote making healthy choices, I distributed copies of the [Let's Eat](#) consumer brochure.

The Top Chef winning recipes can be found [here](#) (pdf). I would encourage you to take a look and maybe try them out. I know I will!



BLOGROLL

[Student Conservation Association](#)
[the National Park Service website](#)

CATEGORIES

[Accessible Food](#)
[Chefs](#)
[Recipe](#)
[Success Stories - Chefs](#)
[Success Stories - Faith-based & Community Organizations](#)
[Success Stories - Kids](#)
[Success Stories - Mayors & Municipal Officials](#)
[Success Stories - Parents](#)
[Success Stories - Teachers & Schools](#)
[Eat Healthy](#)
[Faith-based & Community Organizations](#)
[Get Active](#)
[Kids](#)
[Healthier Schools](#)
[Mayors & Municipal Officials](#)



Application of K-State Education

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- At ODPHP

- Dietary Guidelines Review Process & Consumer Materials

- KIN655 Fitness Promotion & MC740 Health Communication Campaigns

- Understanding ODPHPs work with DGA & PAG

- KIN818 Social and Behavior Bases of Public Health & KIN830 Advanced Public Health Physical Activity Theory

- Behavior change theory; physical activity guidelines

- HMD720 Administration of Health Care Organizations

- Affordable Care Act- plans for increasing role of preventive care



+ Application of K-State Education

- As a Public Health Professional

- Intern at HHS Office on Women's Health-Region VII

- Community Programs

- KIN610 Program Planning & Evaluation, Fitness Promotion, & Health Communication Campaigns

- Grant Reviewing and Presentations

- Graduate Teaching Assistant- KIN346

- Literature Searches and Reviews

- KIN635 Nutrition & Exercise, KIN840 Exercise Adherence





Limitations

- Little advertising for internship
- Unpaid, no tangible incentives
- Decreased focus on physical activity

Recommendations

- Form or strengthen partnerships with area schools
 - Advertise position on USA Jobs.gov
- Offer Visiting Scholars stipend or community subsidy
- Fill vacant position with someone with physical activity background



What I learned....

- Insight into health policy and promotion conducted by a federal agency
- Specific ways federal agencies are fulfilling HHS mission
- Required skills working in Public Health
 - E.g. leadership, collaboration, prioritization, critical thinking, organization, & communication



Overall, my field experience....

- Exceeded my expectations
- Provided me with networking contacts
- Given me valuable work experience built upon a solid K-State education!



Acknowledgments

- Dr. Melissa Bopp
- Dr. Elizabeth Fallon
- Dr. Katie Heinrich
- Holly McPeak
- Larry and Loretta McRae
- Wesley and Gloria Stephen
- MPH Supervisory Committee
Members: Dr. D and Dr.
McElroy



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