**STRATEGY 1: Connecting to the Community**

**why does this matter?**

The physician’s office is a worksite that can be a powerful tool to communicate healthy eating and active living messages. Prevention of childhood obesity remains a public health priority and primary care can be a resource for the community and can be an integral part of the solution.¹

In addition to providing credible health information, health care providers are a natural and powerful advocate on behalf of children’s health. You can use your voice to create change.

References

¹ Adapted from the Healthy Care for Healthy Kids Learning Collaborative (A Partnership of Blue Cross Blue Shield of Massachusetts and the National Initiative on Children’s Healthcare Quality).