

## STRATEGY I: 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.<sup>1</sup>

**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).