Making CHOICES in a Health Department
CHOICES Case Study #2 (Advanced)

Case Pair Activity *(45 minutes)*

- The Bird County Team is interested in the Active Recess school intervention and local politicians see the appeal of an SSB tax to address obesity. Use the CHOICES action kit to compare these two interventions. *(30 minutes)*
  - What do you notice about the estimated national 10-year population reach of these interventions?
    - Which intervention do you think will reach more people in Bird County and why?
    - *Tips*
      - What is the age range that is impacted by the intervention?
      - In which type of setting might the intervention might be conducted?
  - What do you notice about the cost and the cost per person of each intervention if it were implemented at a national level?
    - Which intervention do you think would cost more to implement in Bird County?
    - *Tips*
      - Consider the total cost and cost per person over a ten year period
      - Consider health care cost savings compared to implementation costs
      - Consider that adult health care costs are higher than children’s
  - What do you notice about obesity cases prevented by each intervention?
    - Which intervention do you think would have a greater impact in Bird County and why?
- Create talking points for lobby day: Select metrics/visuals that will be most persuasive. *(15 minutes)*