



Robert Wood Johnson Foundation

Preventing Childhood Obesity

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Special Advisor for Evaluation

Get this slide show from me at llevito@rwjf.org



Why Care about Obesity?

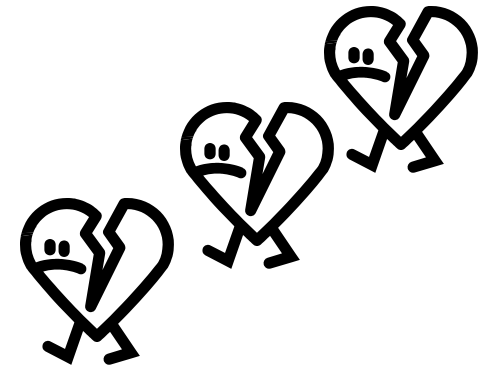
•Much greater risk for:

- heart disease / stroke
- Type II diabetes
- asthma
- cancer



•Impaired quality of life

- lower chance of marriage, employment
- discrimination, depression



•Economic consequences

- \$117 billion a year, estimated



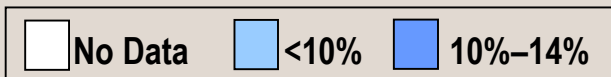
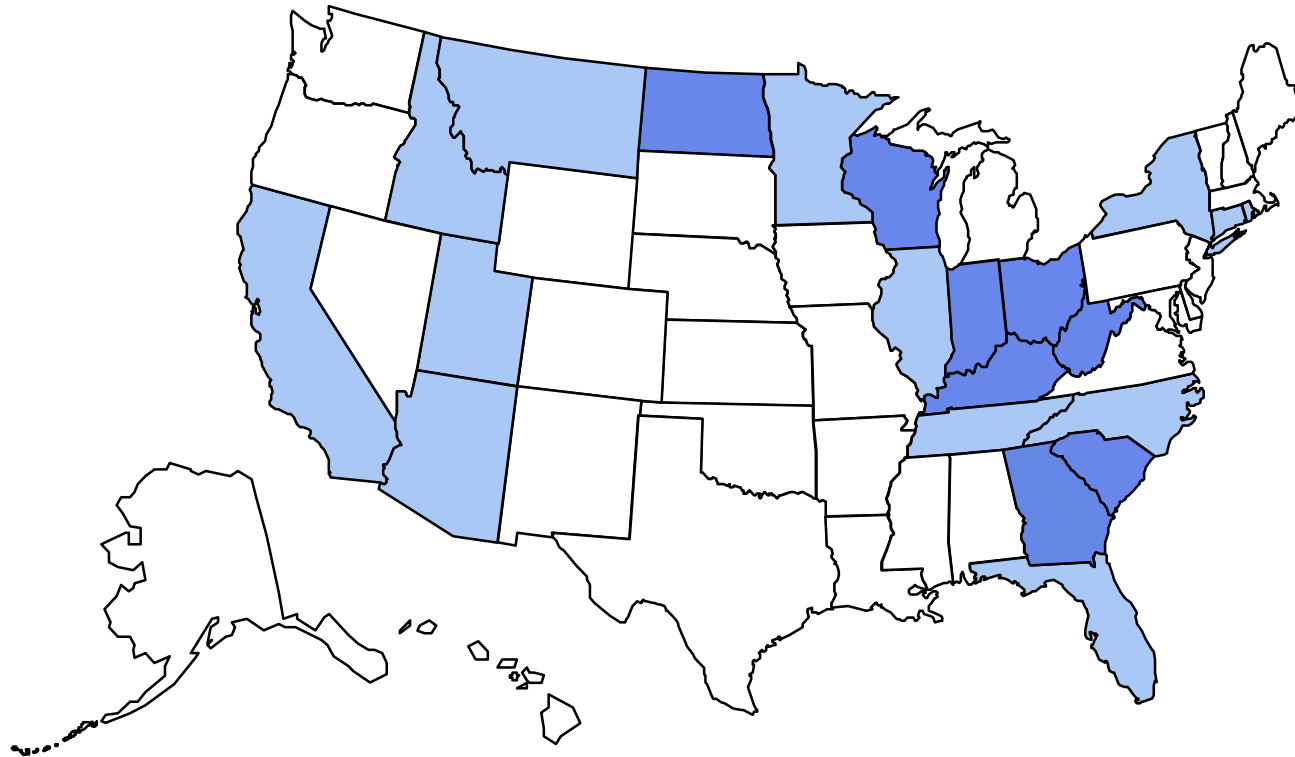
Obesity Trends* Among U.S. Adults

BRFSS, 1985



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(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



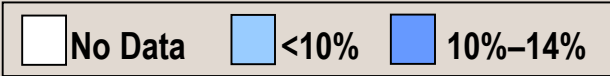
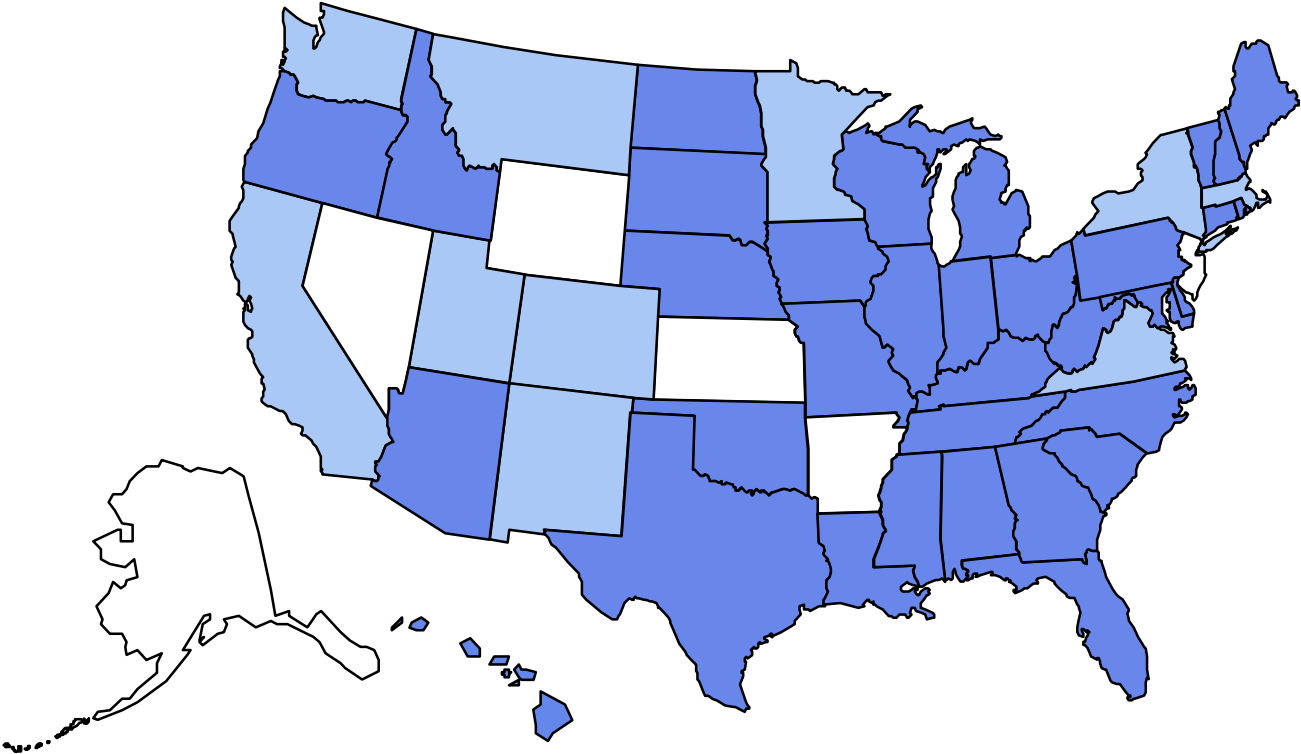
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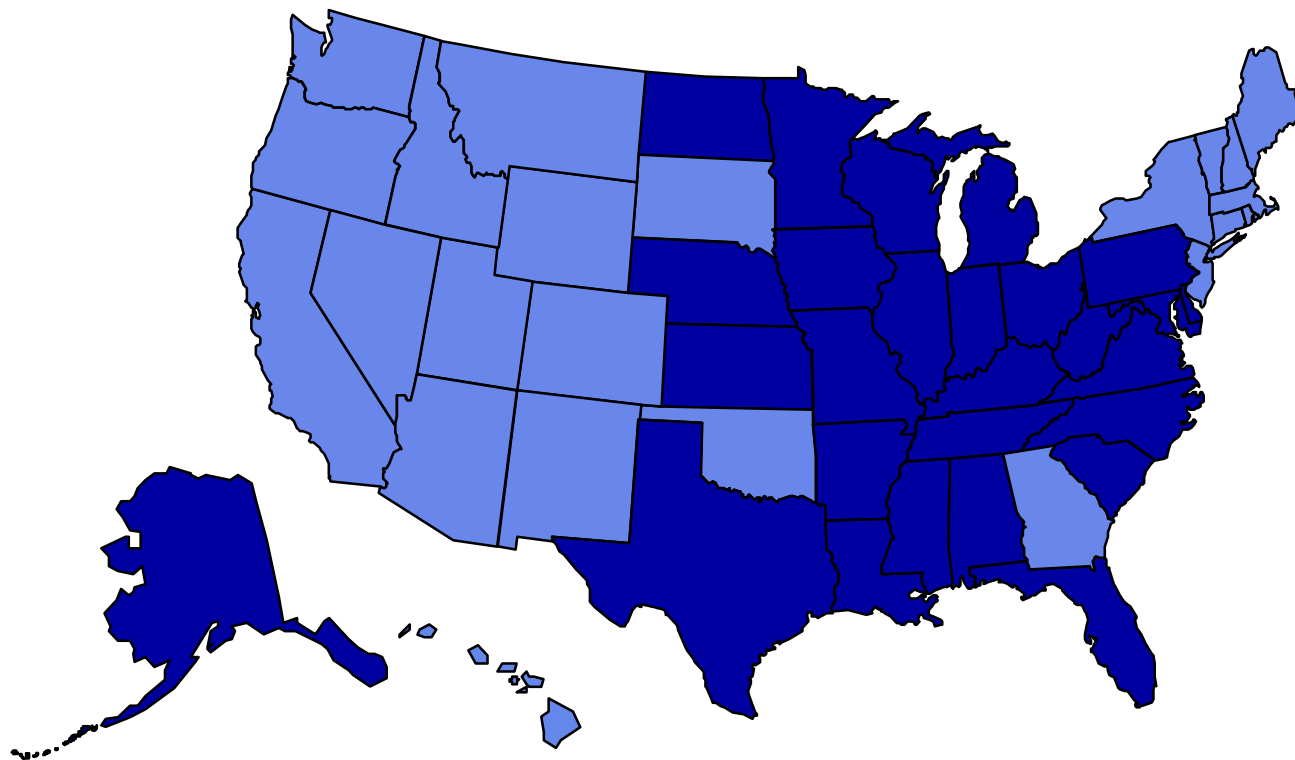
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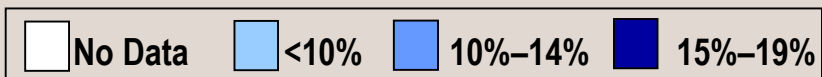
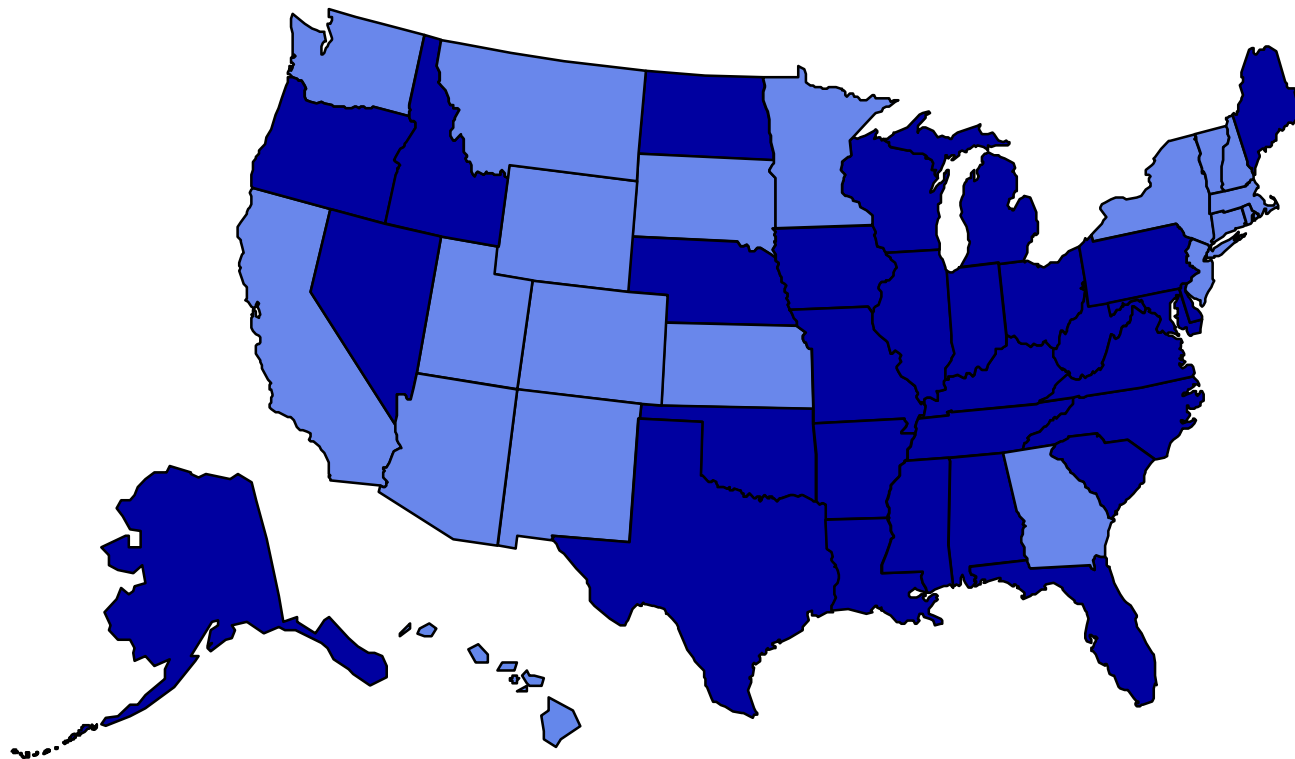
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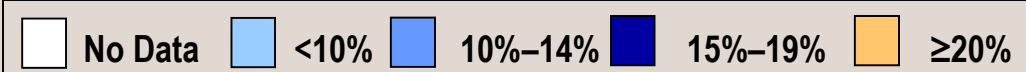
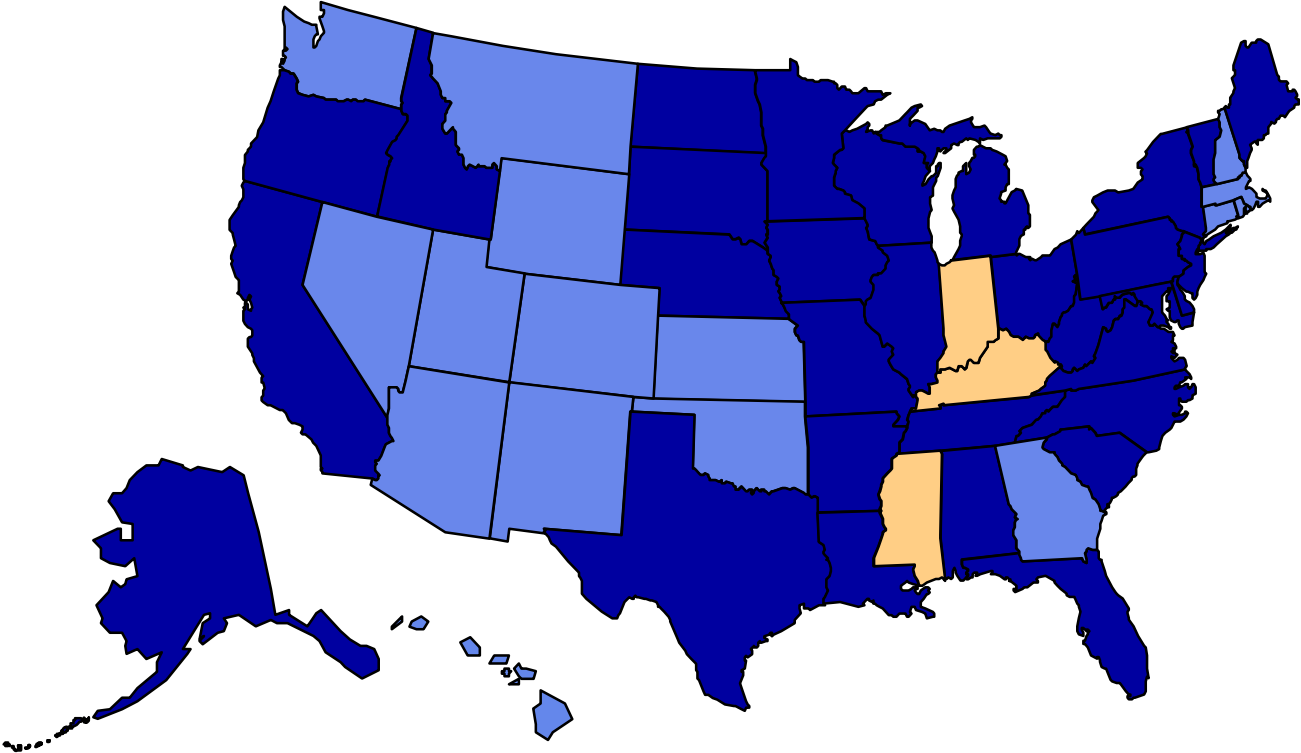
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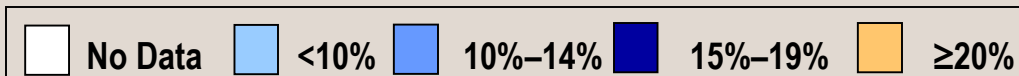
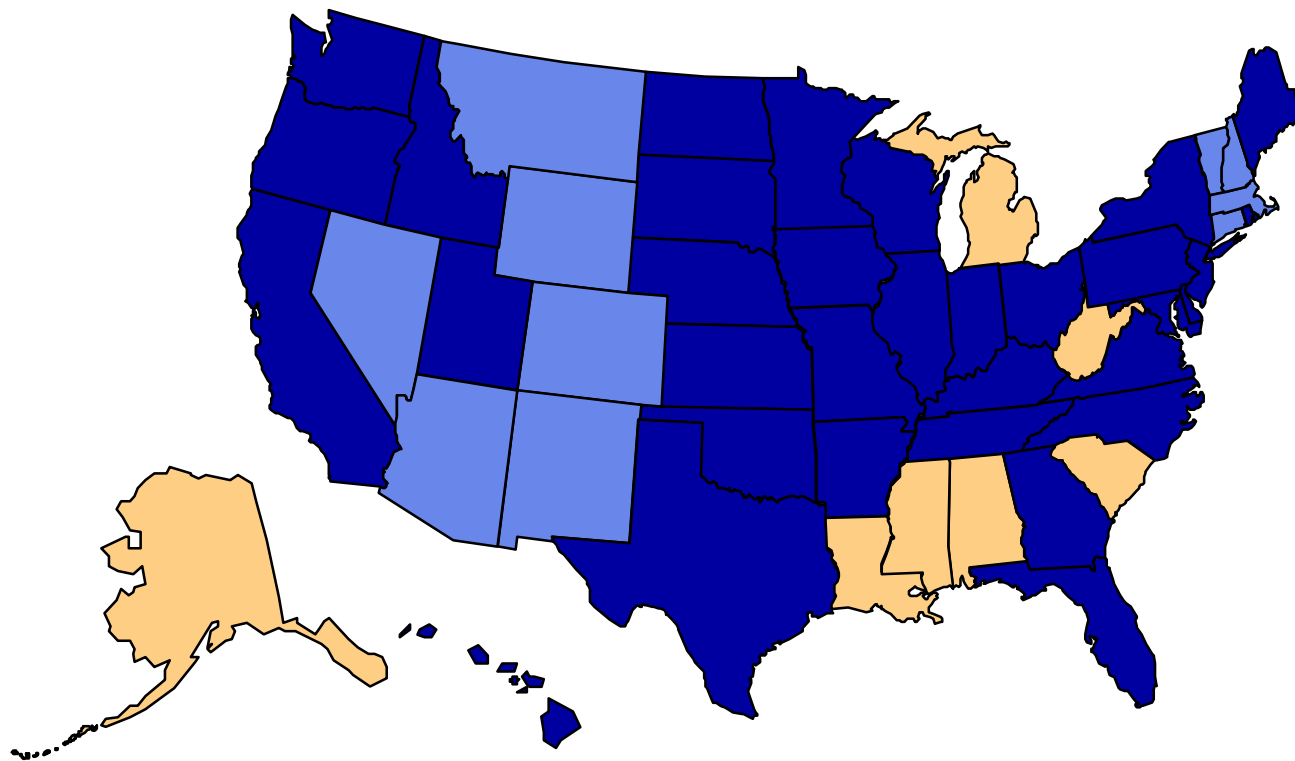
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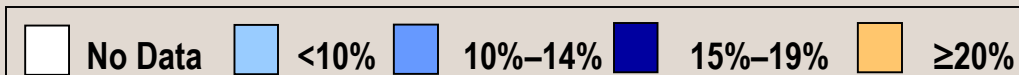
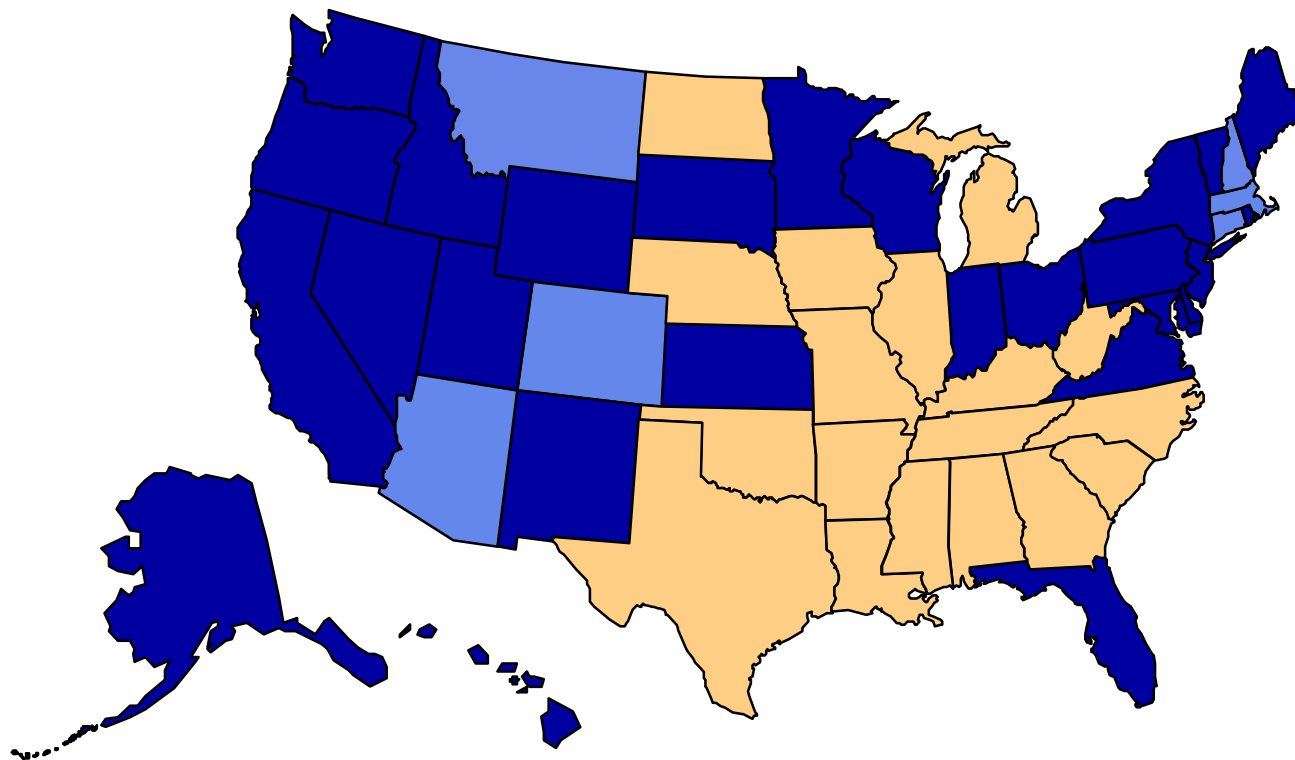
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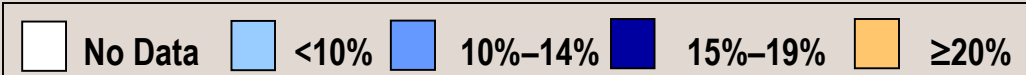
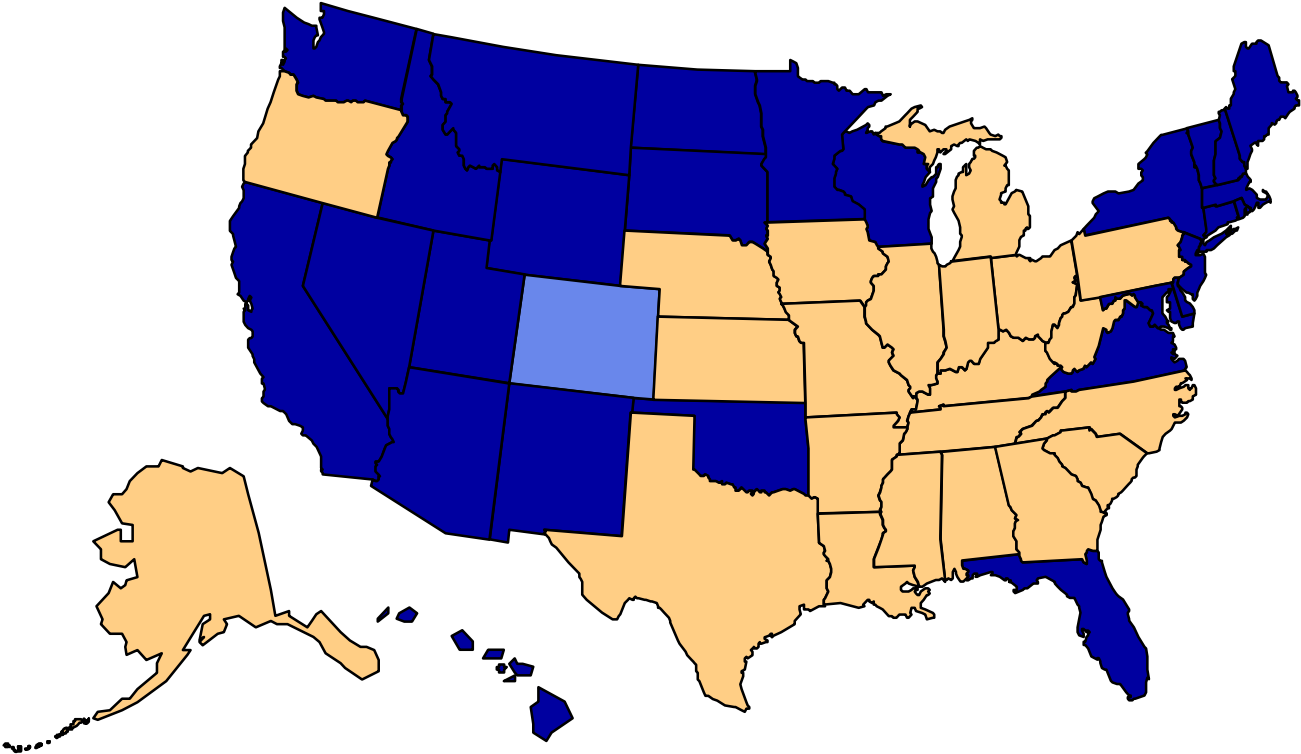
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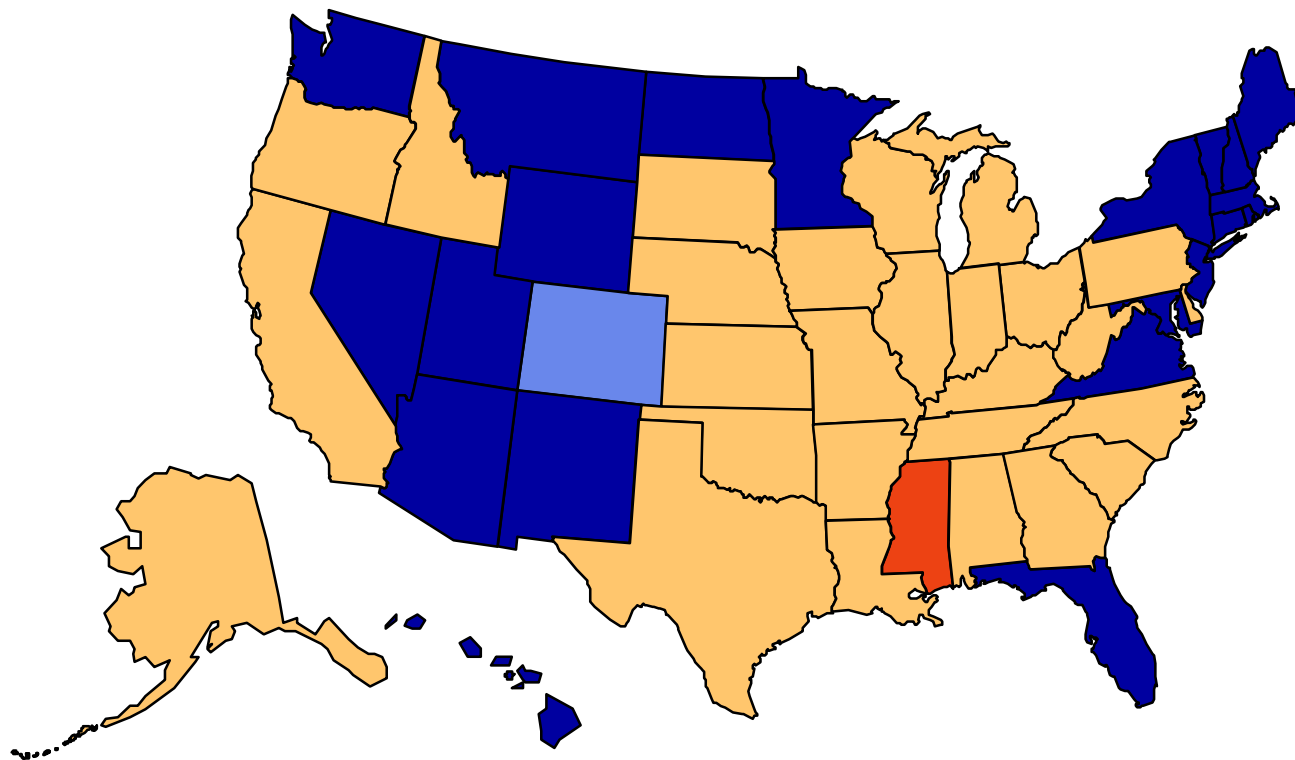
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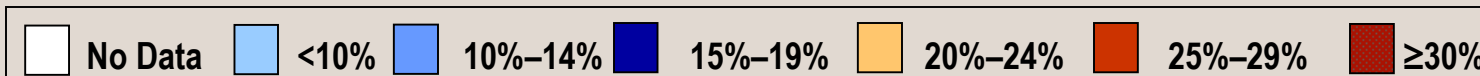
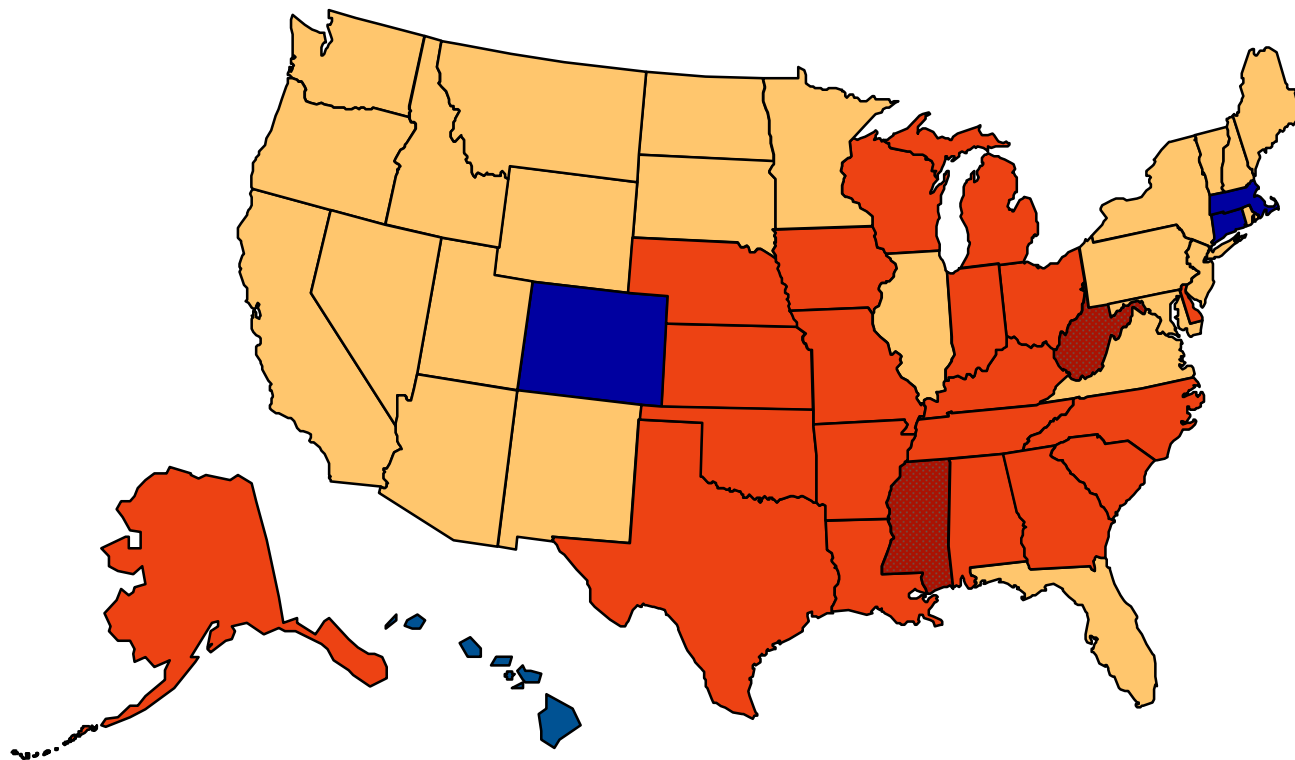
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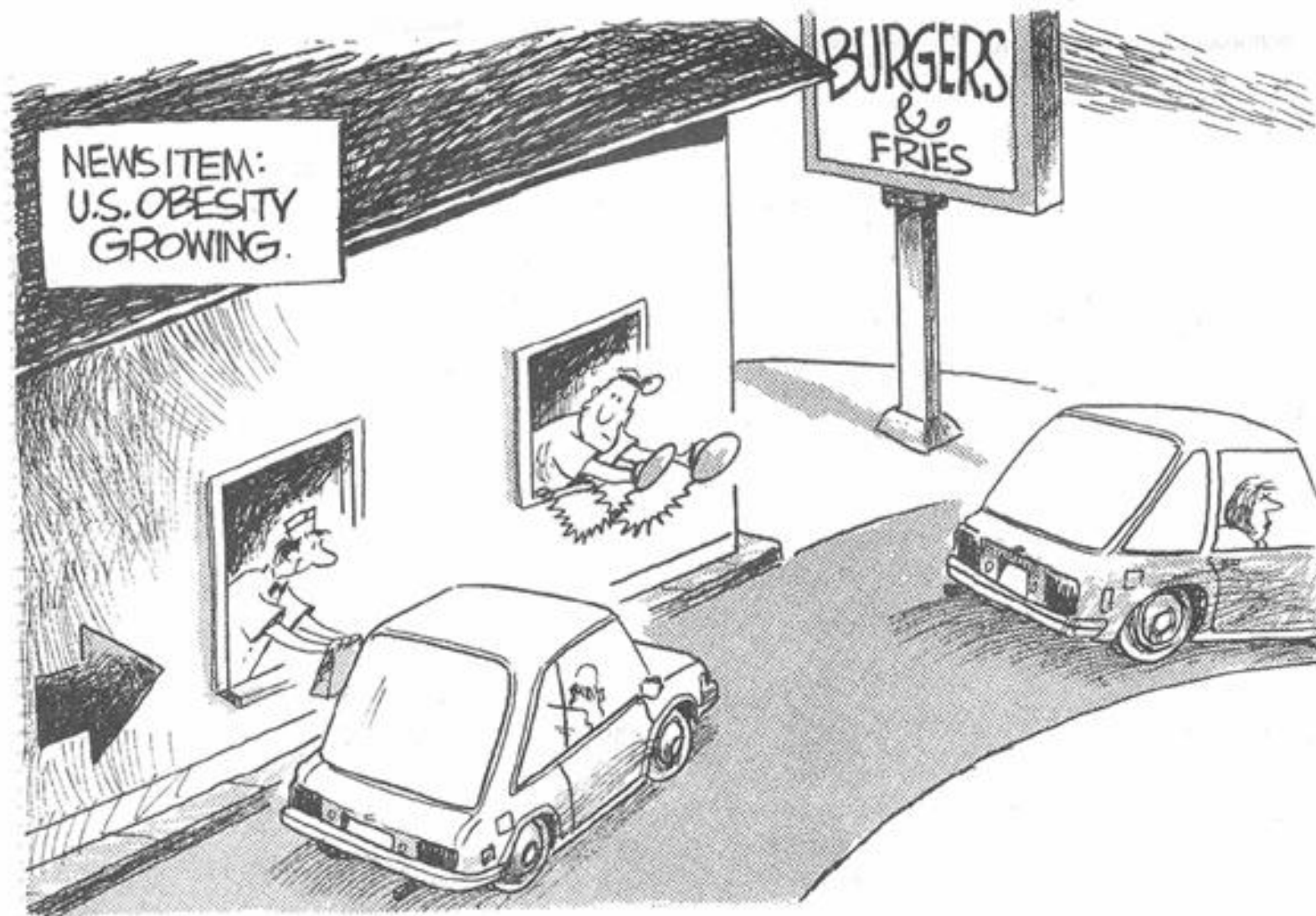
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How Did We Get This Way?



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Why Care About Childhood Obesity?



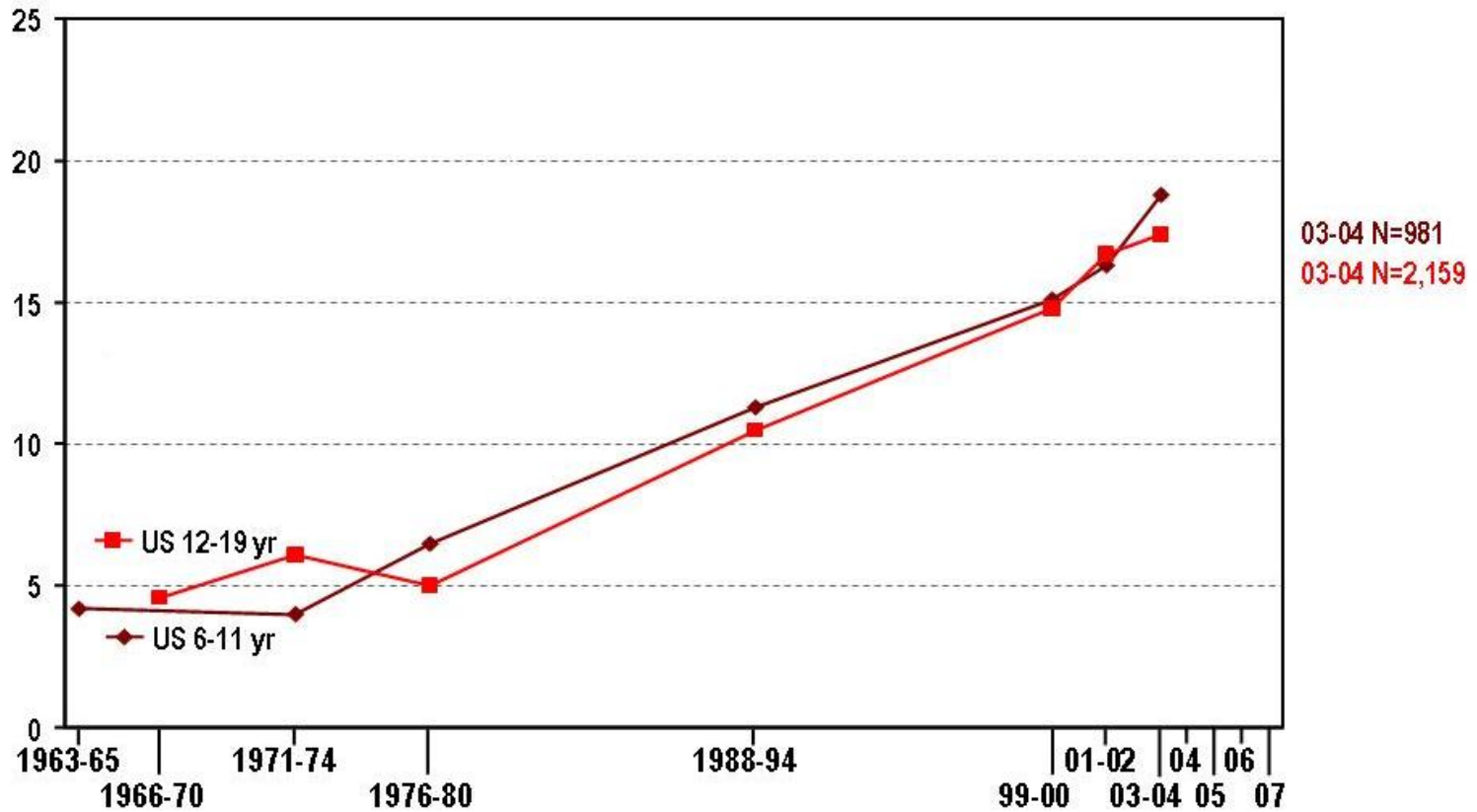
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- **Habits are formed during youth**
- **Obese adolescents have an 80% chance of becoming obese adults.**
- **If we do not act now:**
 - 1st generation to live sicker and die younger than their parents.

National Childhood Obesity Trends



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NHANES data sources: Ogden et al. *Prevalence and Trends in Overweight Among US Children and Adolescents, 1999-2000*. JAMA 2002;288(14):1728-1732. Ogden et al. *Prevalence of Overweight and Obesity in the United States, 1999-2004*. JAMA 2006;295(13):1549-1555.

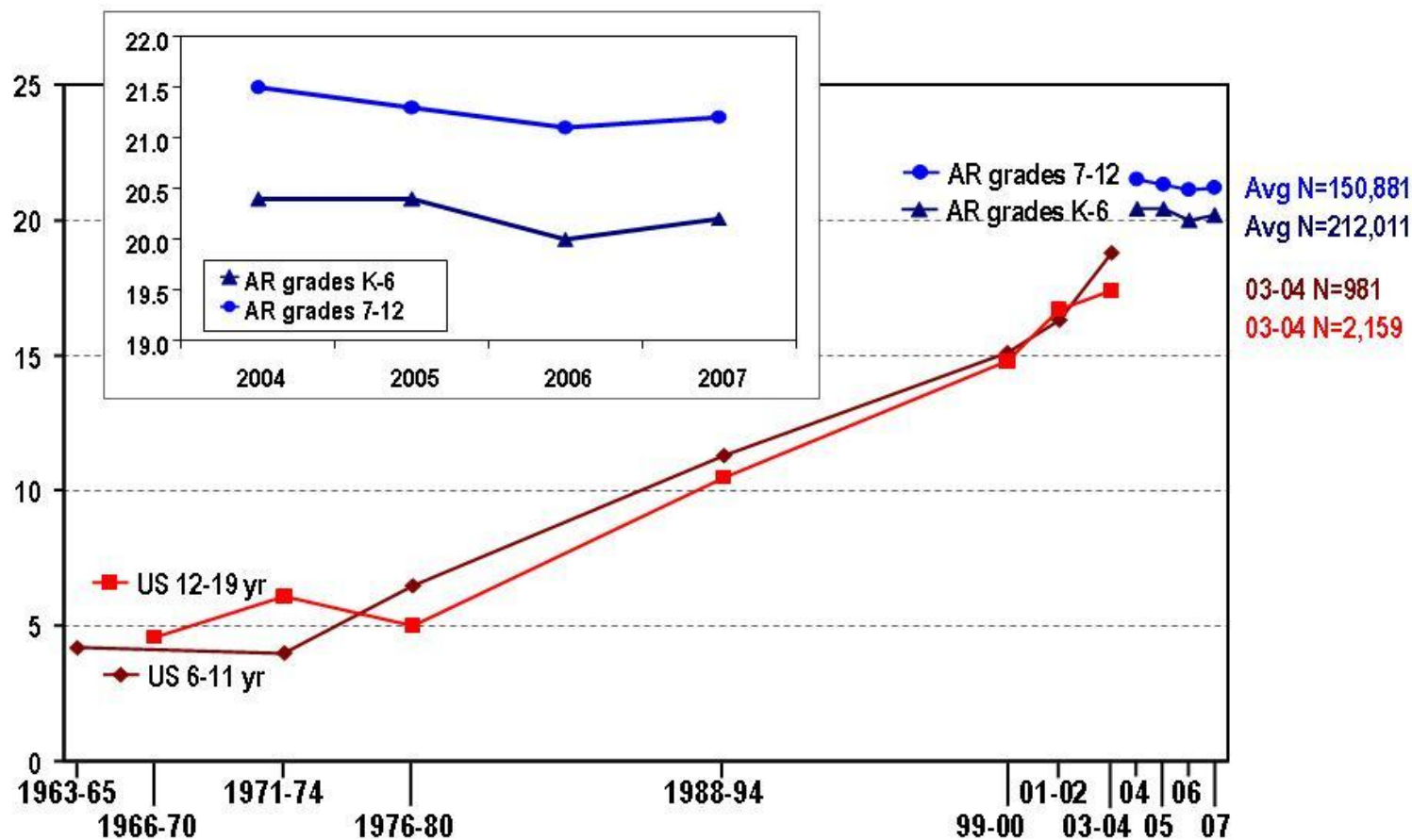
Arkansas data source: Arkansas Center for Health Improvement, Little Rock, AR, September 2007.



National and Arkansas Childhood Obesity Trends



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NHANES data sources: Ogden et al. *Prevalence and Trends in Overweight Among US Children and Adolescents, 1999-2000*. JAMA 2002;288(14):1728-1732. Ogden et al. *Prevalence of Overweight and Obesity in the United States, 1999-2004*. JAMA 2006;295(13):1549-1555.

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The New York Times

\$500 Million Pledged to Fight Childhood Obesity

By **STEPHANIE STROM**
Published: **April 4, 2007**



The Robert Wood Johnson Foundation plans to spend more than \$500 million over the next five years to reverse the increase in childhood obesity. It is one of the largest public health initiatives ever tried by a private philanthropy.

Samantha Sanders, 13, has lost 30 pounds, with her mother's help.

"This is an epidemic that is going to cost the country in terms of morbidity and mortality and economically," said Dr. Risa Lavizzo-Mourey, the foundation's president and chief executive. "The younger generation is going to live sicker and die younger than their parents because of obesity."

The foundation estimates that roughly 25 million children 17 and under are obese or overweight, nearly a third of the 74 million in that age group, according to Census Bureau data and a 2006 study published in *The Journal of the American Medical Association*.

Many of those children are poor and live in neighborhoods where outdoor play is unsafe and access to fresh fruits and vegetables is limited. "In many cases, the environment makes it almost impossible for them to choose healthy lifestyles," Dr. Lavizzo-Mourey said. "We're going to try to change that."

The foundation plans to invest in programs to improve access to healthy food, encourage the development of safe play spaces, increase research to enhance understanding of obesity and prod governments into adopting policies to address the problem, among other things.

Small Changes for Small People



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•Energy balance:

- for health-weight children, about 150 calories per day
 - less food (e.g. one sweetened soft drink)
 - more physical activity (1/2 hour of vigorous play)
- for obese children, 700 to 1,000 calories per day
 - this requires lifestyle change
 - this is why treatment is harder than prevention



A Policy and Environmental Approach



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- Access to fresh food in poor neighborhoods
- School wellness policies
- Day care and after school settings
- Built environment to encourage physical activity.



5 Ways to Prevent Childhood Obesity



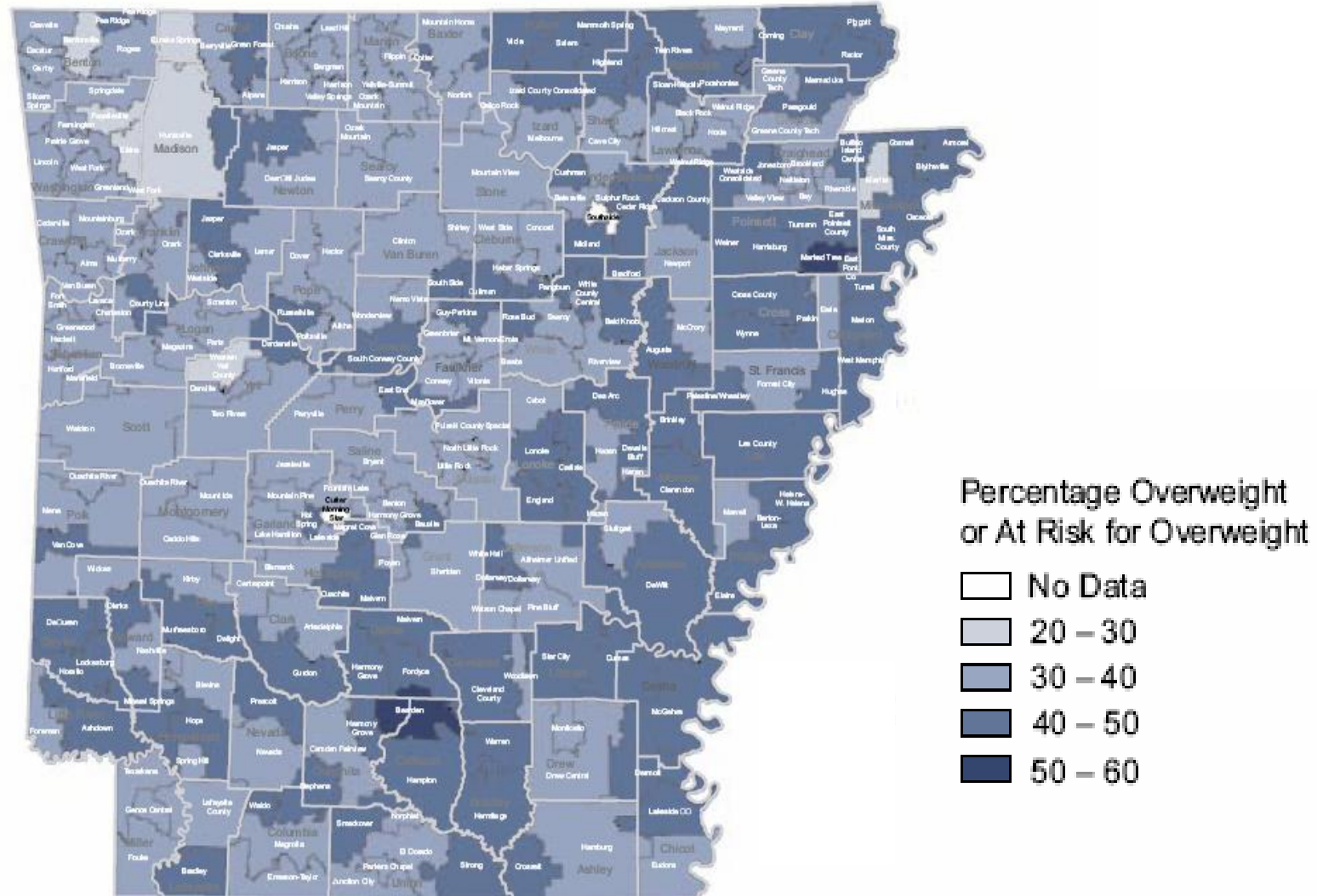
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- **Provide healthier foods to students at school**
- **Provide daily physical activity opportunities in schools**
- **Improve the availability of healthy foods in communities**
- **Improve access to safe places where children can play**
- **Limit screen time**

•Evaluation of Arkansas Act 1220:

- Eliminated vending from elementary schools
- Required administrators to reveal contracts with vending and soda companies
- Formed Child Health Advisory Committee which:
 - removed access to vending till after lunch in middle and high school
 - standards for school lunch
 - standards for physical activity

Body Mass Index Reported by School District



If Arkansas Can Do It, So Can You



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- **Successful implementation of the law**
- **No further increase in percentage obese children**
- **Starting to see behavior change**
 - in children
 - in families

Promising Examples

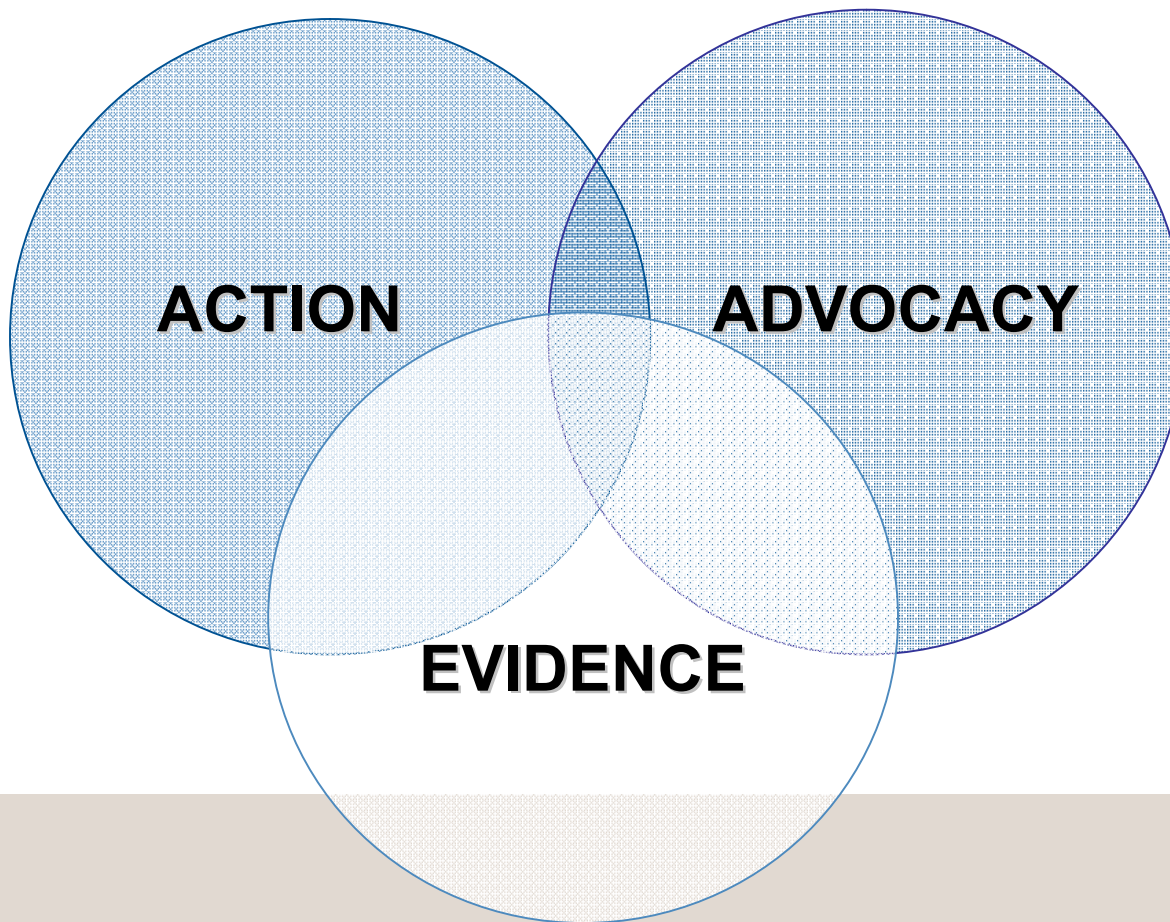


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- New York City day care policy
- The Food Trust Food Financing Initiative
- Incentives for WIC families to use farmers markets



Reverse the childhood obesity epidemic by 2015





By 2015

**Reverse the
trend in childhood
obesity**



By 2010

**Increased
physical activity**

**Improved
nutrition and
appropriate
caloric intake**

By 2015

**Reverse the
trend in childhood
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2006 - 2009

By 2010

Positive changes in schools and communities

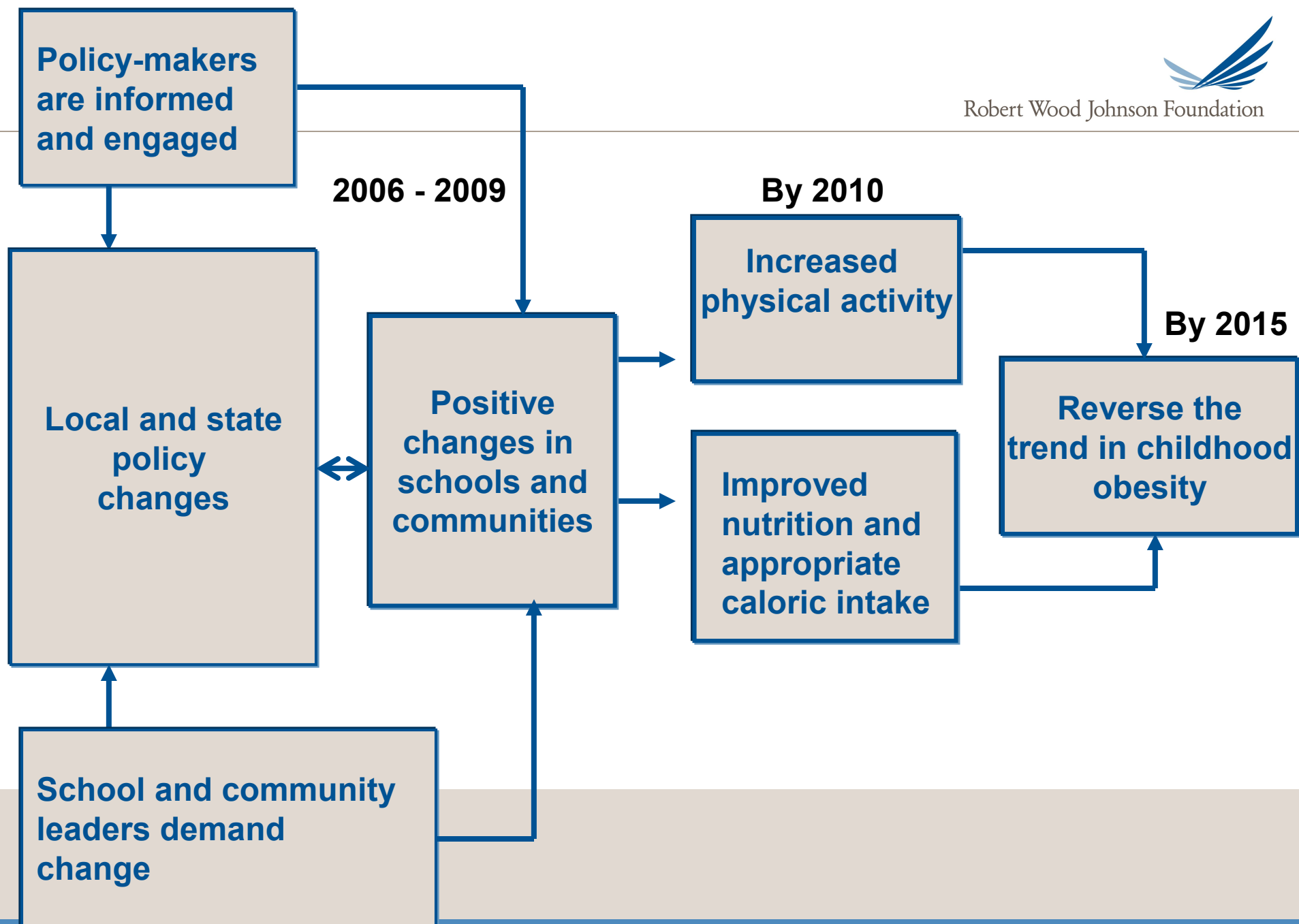
Increased physical activity

Improved nutrition and appropriate caloric intake

By 2015

Reverse the trend in childhood obesity







Examples of Evidence

- **Analysis shows poor neighborhoods:**
 - have fewer facilities for safe play
 - have less access to fresh foods
- **Schools have yet to meet USDA guidelines**
 - fat in the school lunch
 - competitive foods and vending
 - but positive examples of what can be done
 - Alliance for a Healthier Generation
 - Arkansas Act 1220



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Examples of Action and Advocacy



Building Strong Communities Through Healthy Food

go

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Comprehensive School Nutrition Policy Initiative

Learn more about The Food Trust's innovative Comprehensive School Nutrition Policy Initiative.

[learn more](#)

Headhouse Farmers' Market

Learn more about Philadelphia's largest open-air farmers' market.

[learn more](#)

Building Strong Communities Through Healthy Food

The Food Trust's mission is to ensure that everyone has access to affordable, nutritious food. Founded in 1992, the Trust works to improve the health of children and adults, promote good nutrition, increase access to nutritious foods, and advocate for better public policy.





About
the Alliance

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Program

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Healthy Schools Program

Everyday in the United States, 53 million people go to school to work or learn. That's about one in five Americans who will spend around 30 hours of their week in a school! The Healthy Schools Program supports schools across the country in creating healthier environments for this critical group. The program takes a comprehensive approach by helping schools improve access to healthier foods, increase opportunities for physical activity, and establish staff wellness programs. The Healthy Schools Program also provides opportunities for recognition through the implementation of its [Healthy Schools Program Framework](#).

Schools enrolled in the program have access to:

- A searchable resource database
- Telephone and online technical assistance
- The Healthy Schools Builder - an online tool that helps schools identify their status as a healthy school and to develop customized action plans
- Implementer's kits filled with process materials
- Free online presentations on a wealth of school health topics - connect with experts in their field
- Success stories and award information
- and much more...

We welcome you to explore the Healthy Schools Program and get started in your school today. To read more about the Healthy Schools Program, [click here](#).

For Schools

- [Healthy Schools Framework](#)
- [Healthy Schools Builder](#)
- [Healthy Schools Product Navigator](#)
- [Healthy Schools Product Calculator](#)
- [Success Stories](#)



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New MyPyramid Fact Sheets from USDA

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Visit our Wellness Policy Tool

Support our work... Make a Donation!

We are Action for Healthy Kids.

We are a national nonprofit organization dedicated to addressing the epidemic of overweight,

undernourished and sedentary youth by focusing on changes in schools. We work in all 50 states and the District of Columbia to improve children's nutrition and increase physical activity, which will in turn improve their readiness to learn.

They are only children ...
and only one in four gets at least thirty minutes of physical activity each day.

Want to get involved?

[Learn how you can help >>](#)

Learn more

