

Making Healthy Living a Habit

Connecting The Dots

Healthy Kids

Academic Achievement

Life Success



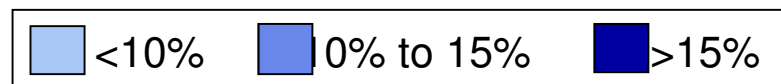
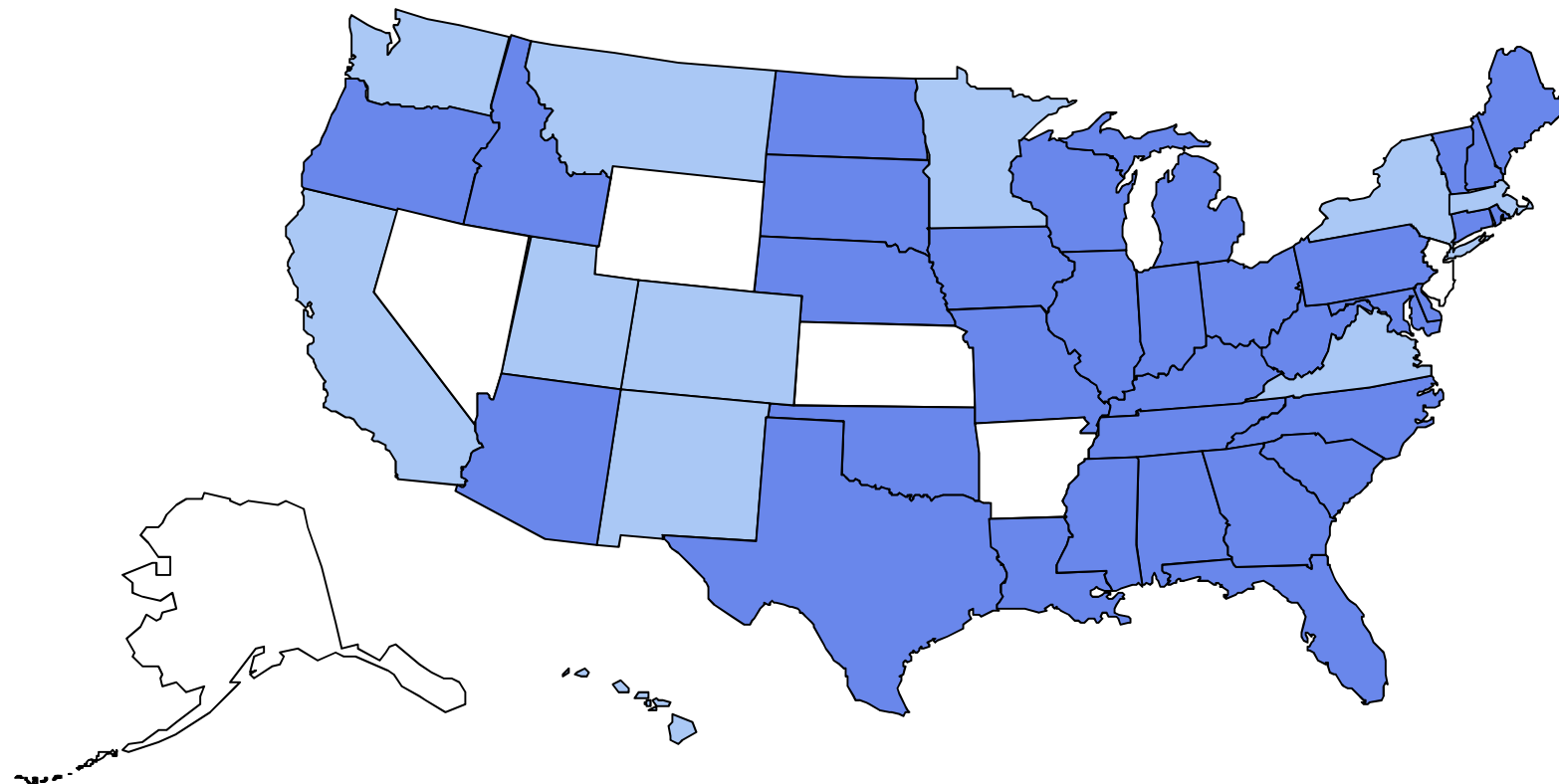
Healthy Kids Challenge



Making a Difference Today for
Tomorrow

Prevalence of Obesity* Among U.S. Adults BRFSS, 1990

(Obesity defined as BMI >30kg/m²)

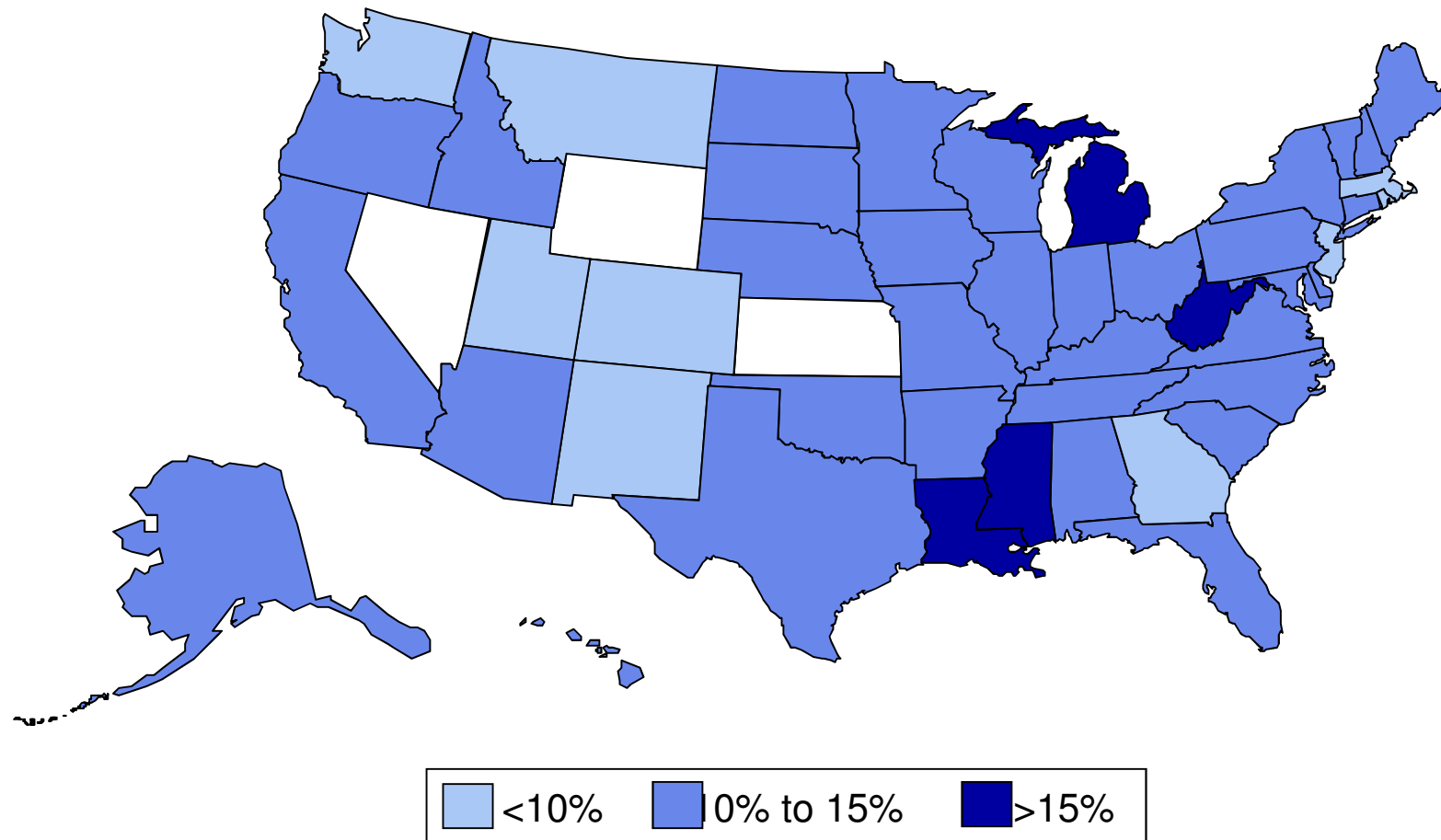


Source: Mokdad AH, et al. *J Am Med Assoc*1999;282:16.

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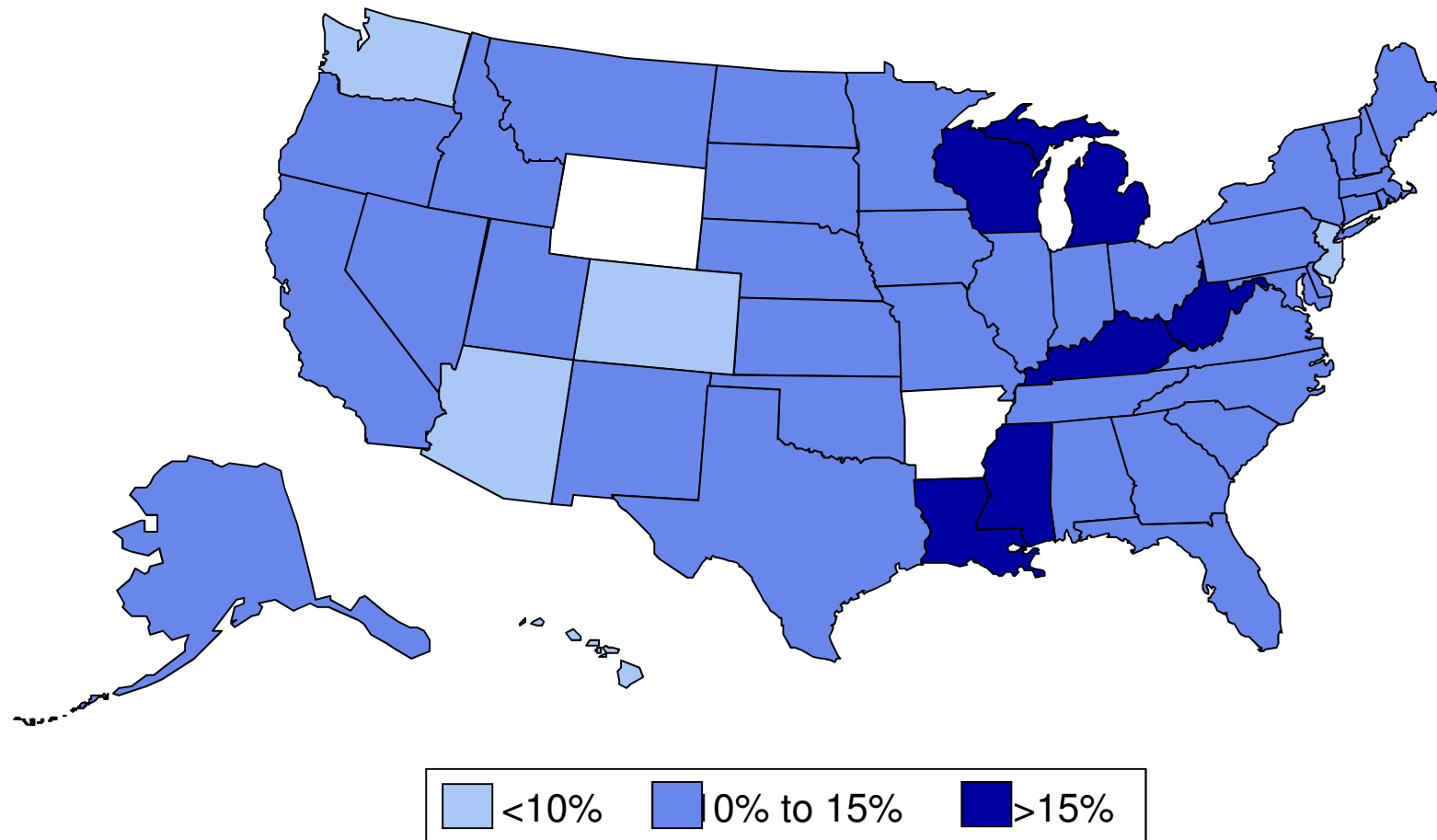


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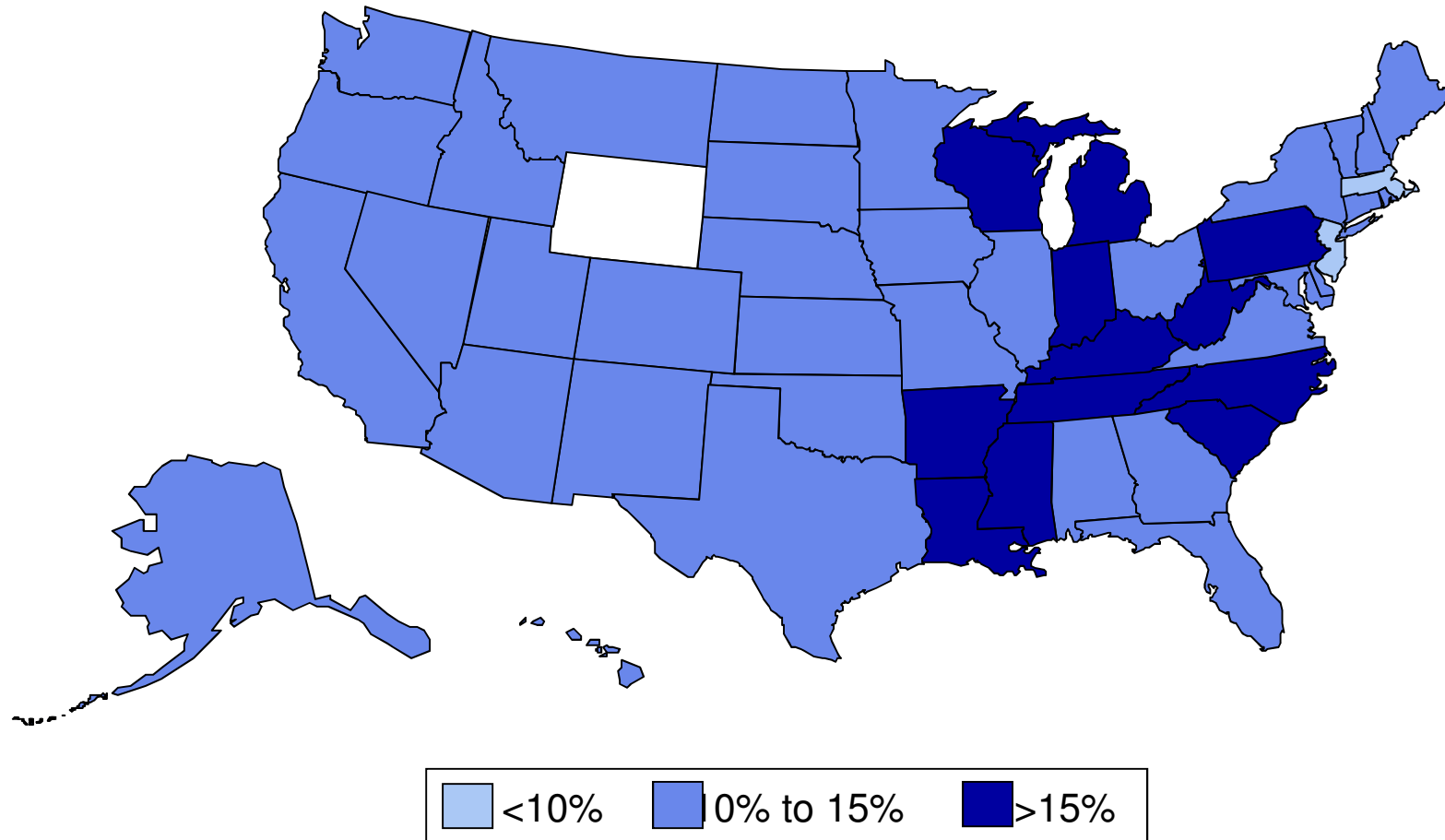
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Prevalence of Obesity* Among U.S. Adults BRFSS, 1993

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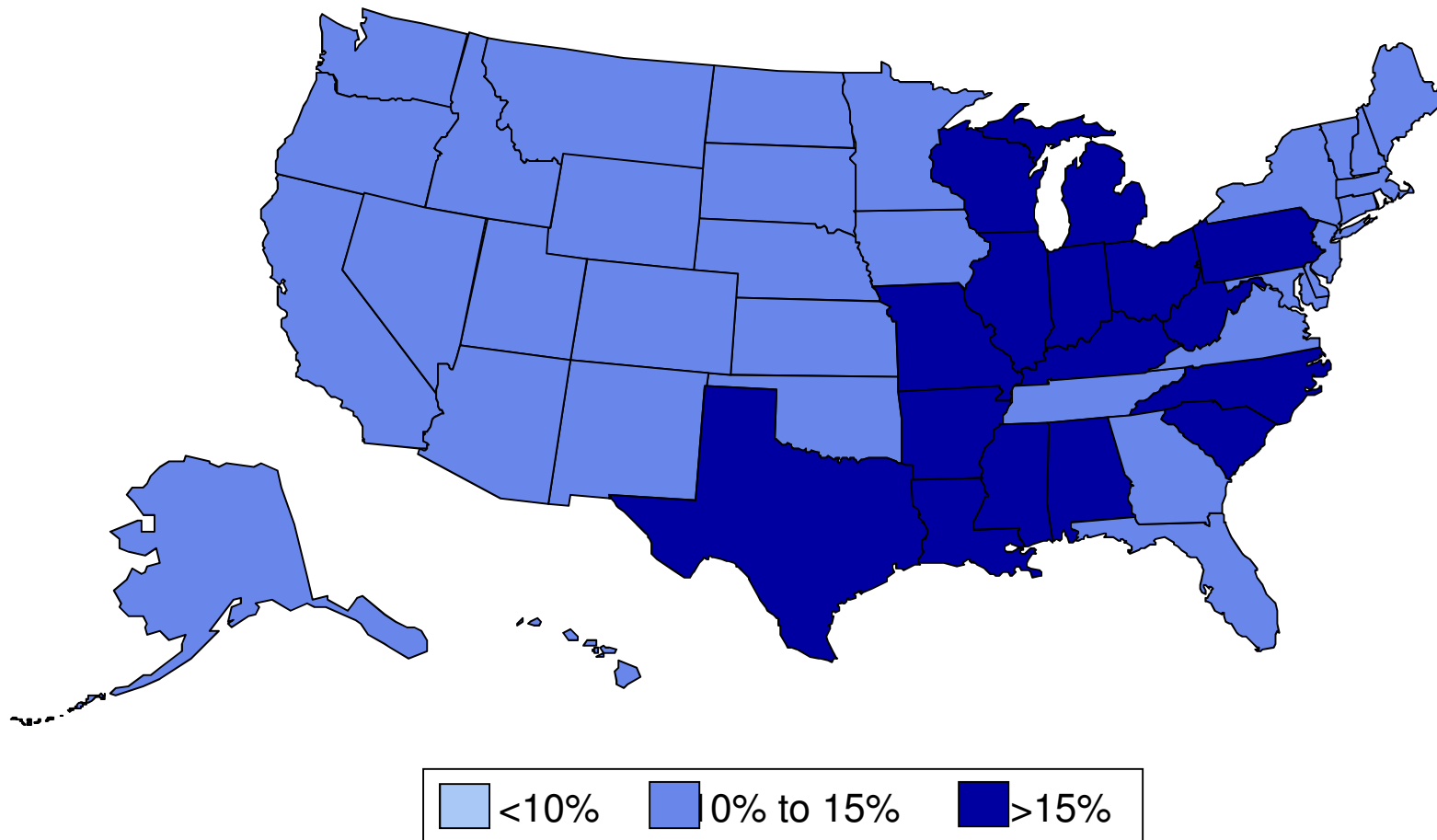


Source: Mokdad AH, et al. *J Am Med Assoc*1999;282:16.

Prevalence of Obesity* Among U.S. Adults

BRFSS, 1994

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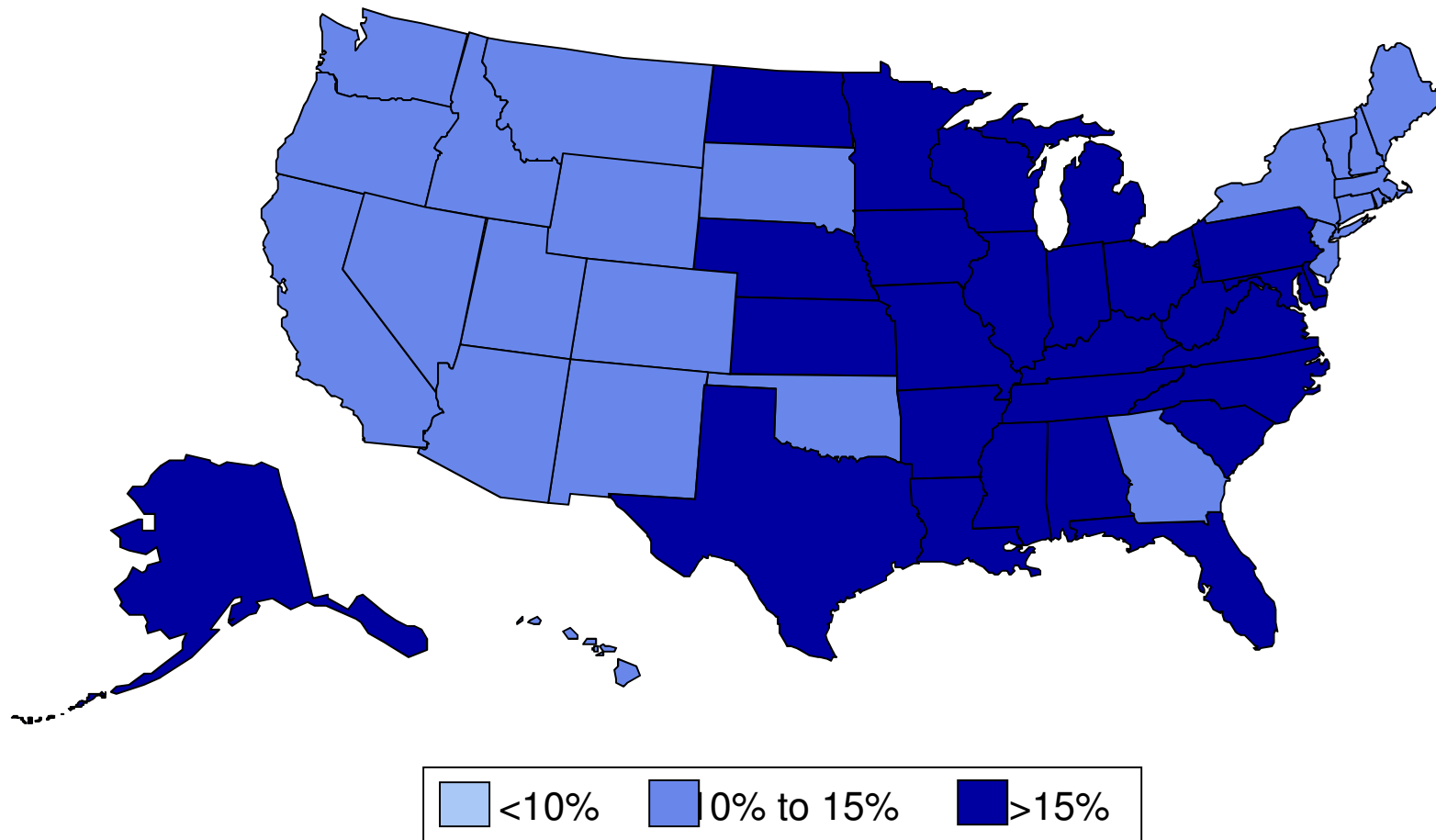


Source: Mokdad AH, et al. *J Am Med Assoc*1999;282:16.

Prevalence of Obesity* Among U.S. Adults

BRFSS, 1995

(Obesity defined as BMI >30kg/m²)

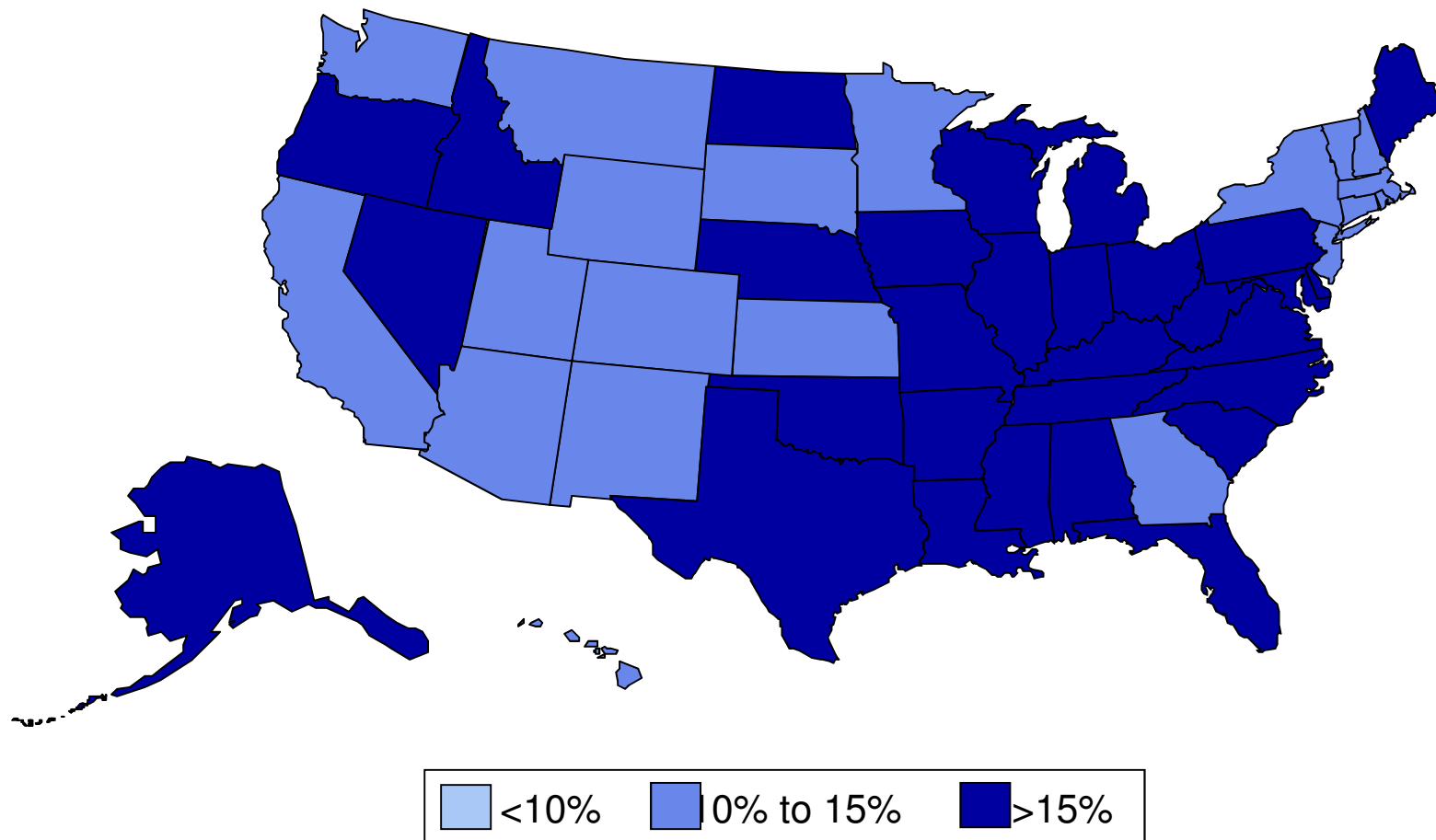


Source: Mokdad AH, et al. *J Am Med Assoc*1999;282:16.

Prevalence of Obesity* Among U.S. Adults

BRFSS, 1996

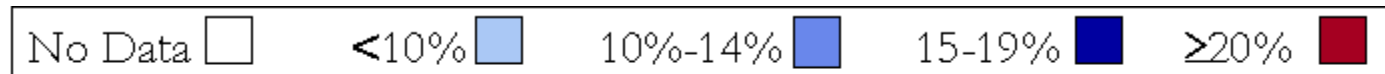
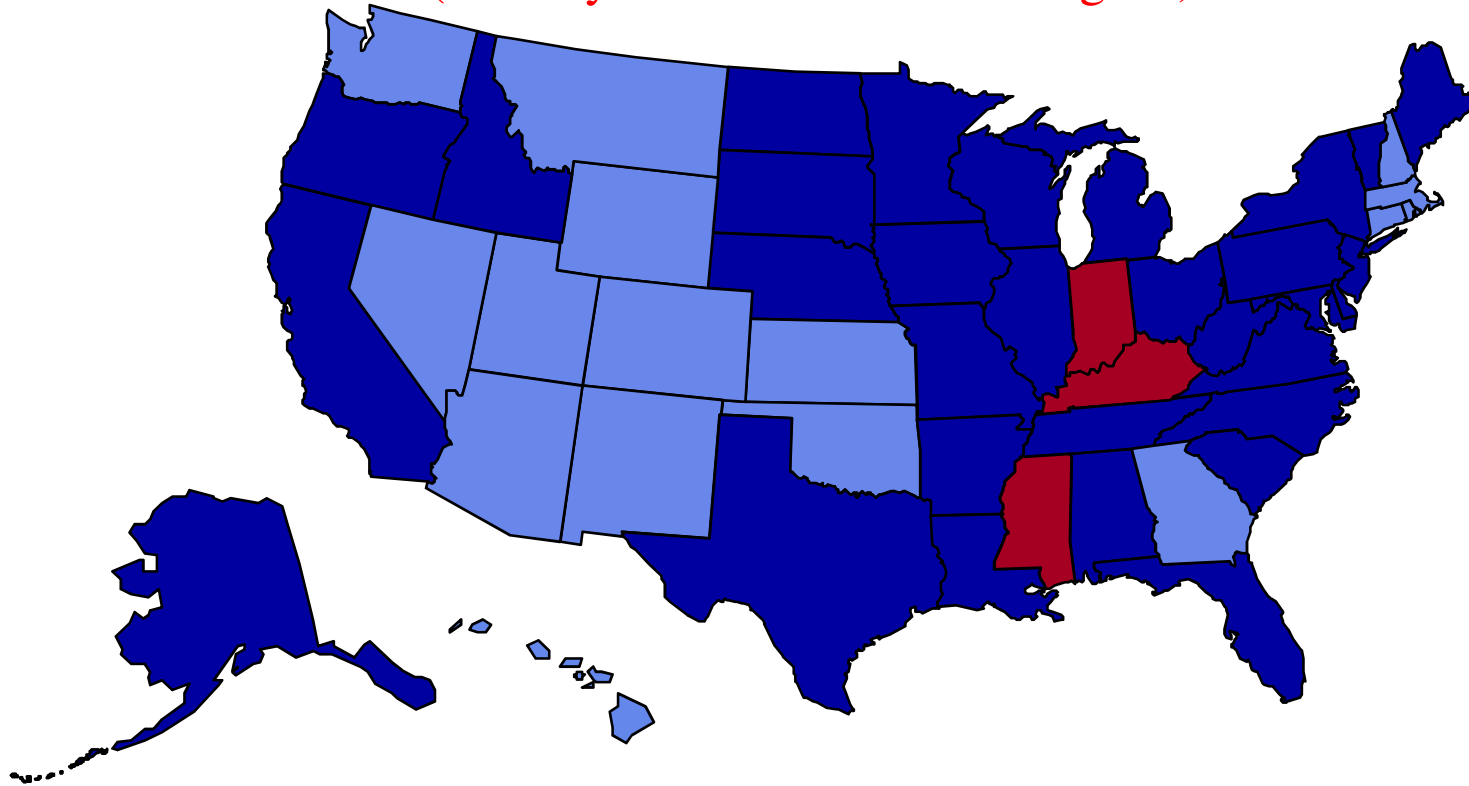
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Source: Mokdad AH, et al. *J Am Med Assoc* 1999;282:16.

Prevalence of Obesity* Among U.S. Adults BRFSS, 1997

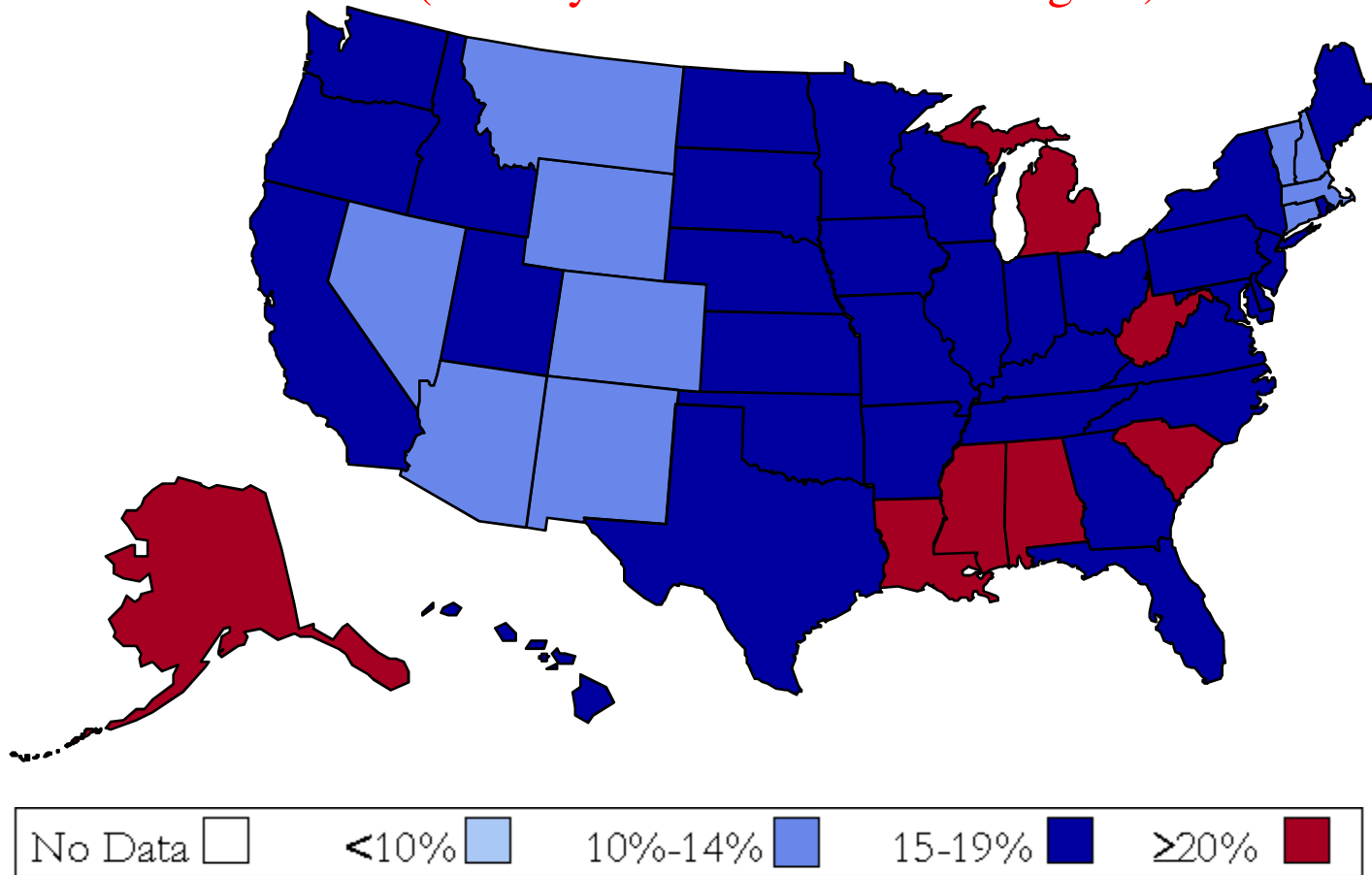
(Obesity defined as BMI >30kg/m²)



Mokdad A H, et al. *J Am Med Assoc* 2001;286:10

Prevalence of Obesity* Among U.S. Adults BRFSS, 1998

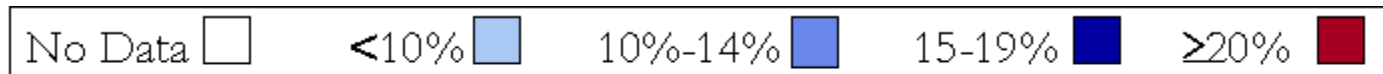
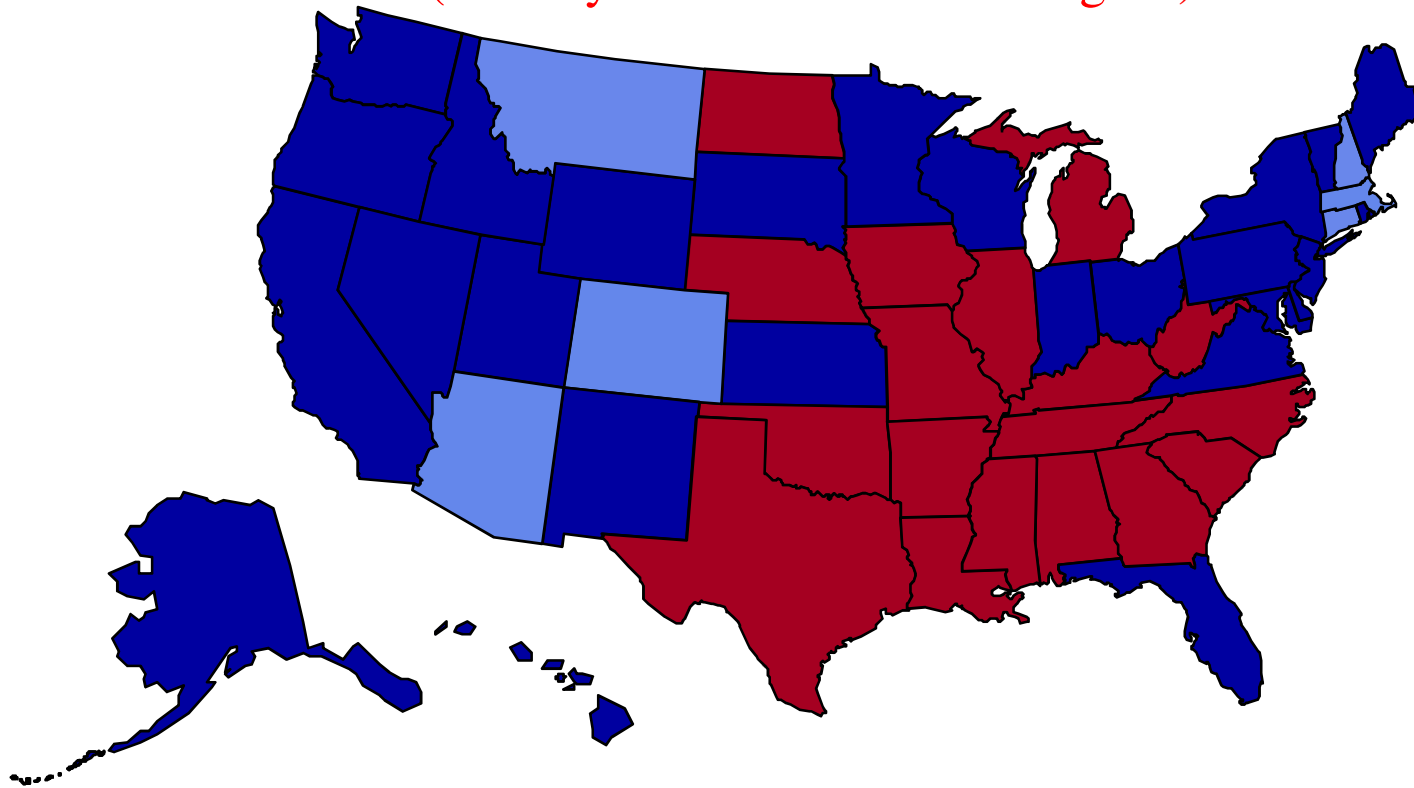
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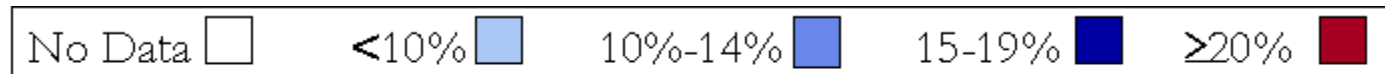
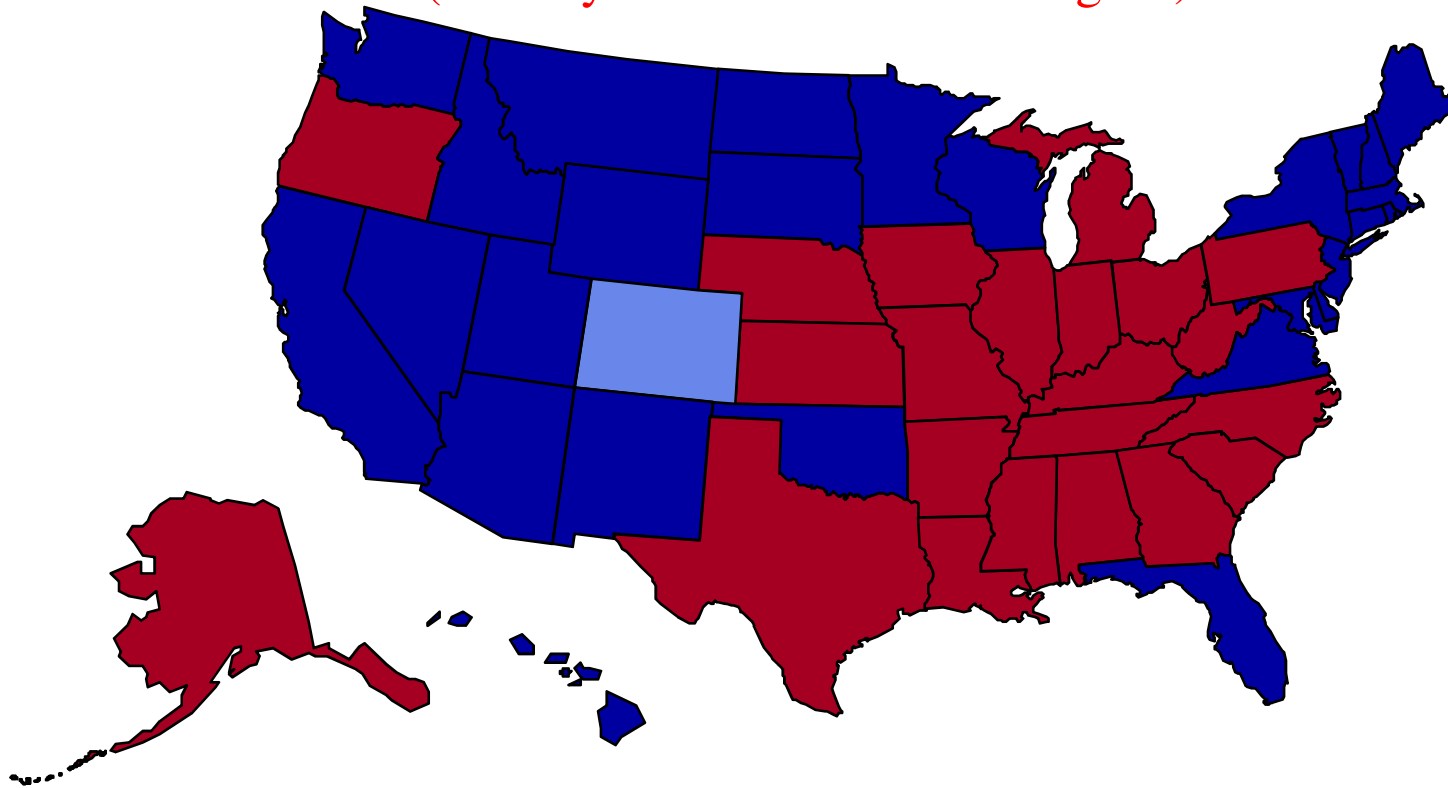


Mokdad A H, et al. *J Am Med Assoc* 2001;286:10

Prevalence of Obesity* Among U.S. Adults

BRFSS, 2000

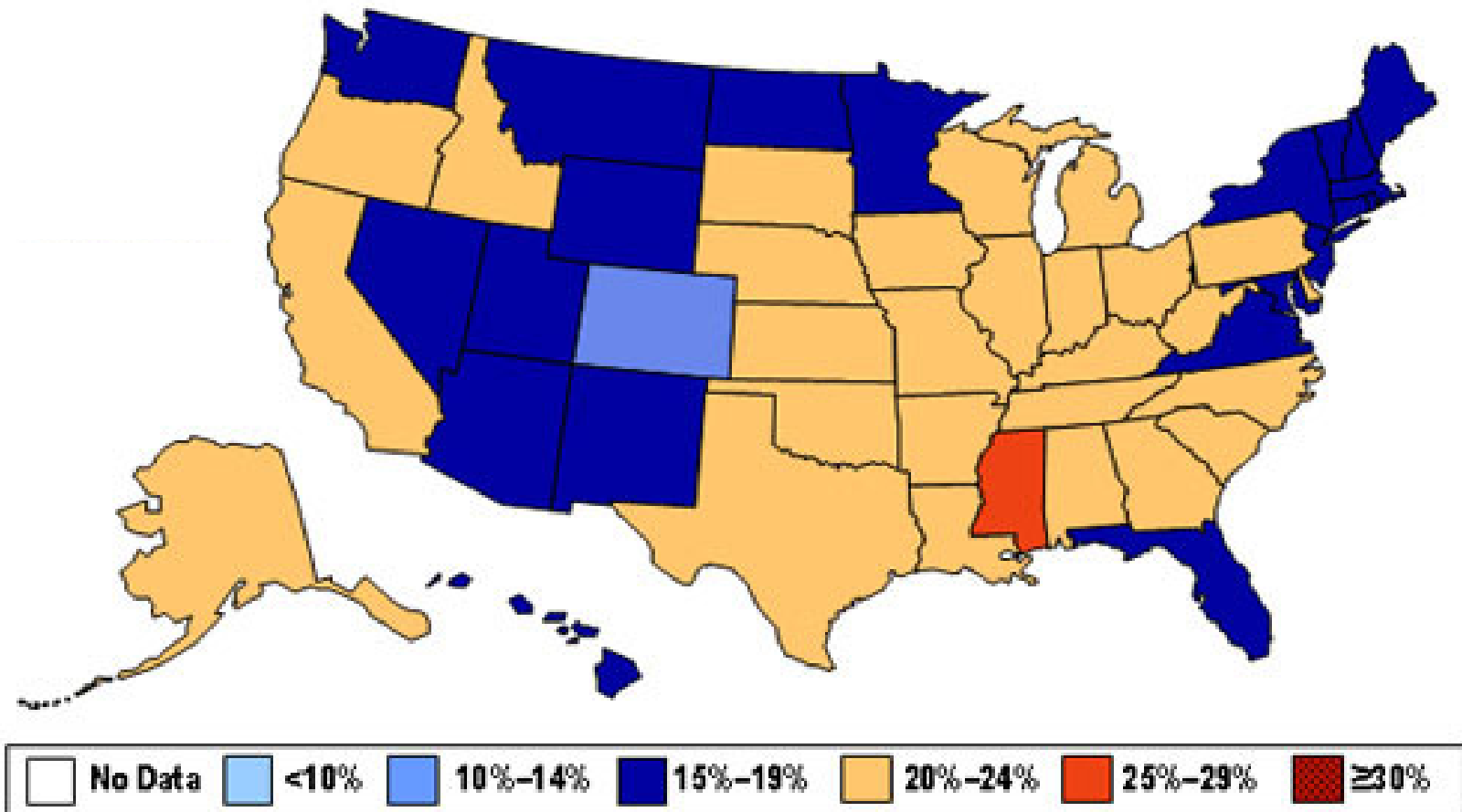
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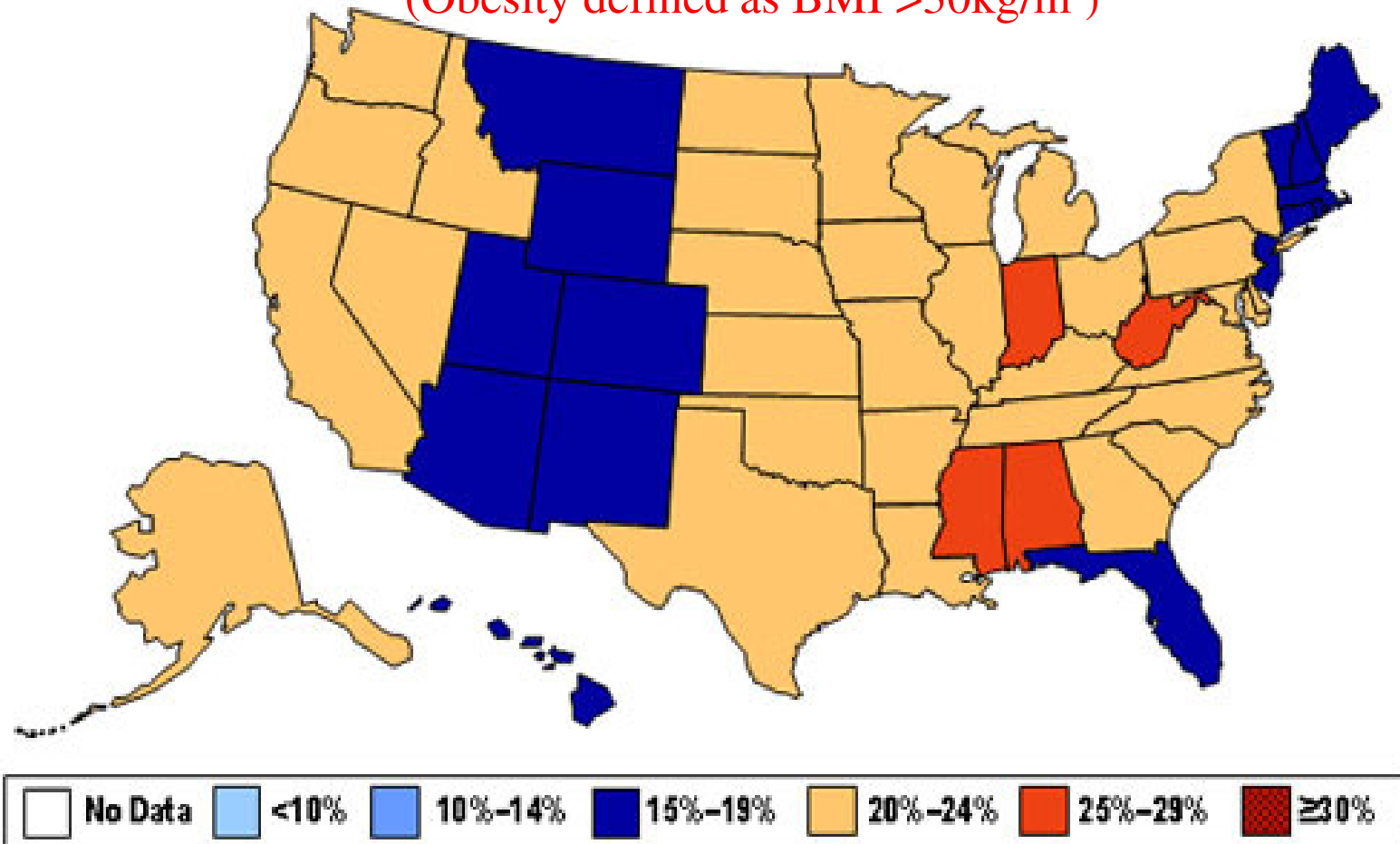
Prevalence of Obesity* Among U.S. Adults BRFSS, 2001

(Obesity defined as BMI >30kg/m²)



Prevalence of Obesity* Among U.S. Adults BRFSS, 2003

(Obesity defined as BMI >30kg/m²)



Why Focus on Youth?

Percent of children,
aged 5-10, with 1
or more adverse
Cardiovascular
Disease risk factor
levels:

27.1 %

Percent of children,
aged 5-10, with 2
or more adverse
Cardiovascular
Disease risk factor
levels:

6.9 %

Source: Freedman DS et al. Pediatrics 1999;103:1175-82



Why Focus on Youth?

Overweight
∨

Percent of children,
aged 5-10, with 1
or more adverse
CVD risk factor
levels:

~~27.1 %~~

60.6 %

Overweight
∨

Percent of children,
aged 5-10, with 2
or more adverse
CVD risk factor
levels:

~~6.9 %~~

26.5 %

Source: Freedman DS et al. Pediatrics 1999;103:1175-82



Health Consequences of Obesity

- Type 2 diabetes
- Heart Disease
- High Blood Pressure
- Stroke
- Some type of cancer
- Gallbladder disease



The Problem is Alarming

Richard Carmona, The U.S. Surgeon General

“Because of the increasing rates of obesity, unhealthy eating habits, and physical inactivity, we may see the first generation that will be less healthy and have a shorter life expectancy than their parents.”



Concerns Grow

One third of all children born in 2000 will develop Type 2 diabetes during their lifetime.*

Almost $\frac{3}{4}$ of California's 5th, 7th, and 9th graders are out of shape**

* Centers for Disease Control, Preventing Diabetes and It's Complications

** California State Department of Education



Quality of Life

Health-Related Quality of Life Severely Obese Children and Adolescents

Severely obese children and adolescents have lower health-related QOL than children and adolescents who are healthy and similar QOL as those diagnosed as having cancer

Jeffrey B. Schwimmer, MD; Tasha M. Burwinkle, MA; James W. Varni, PhD
JAMA 2003;289:1813-1819



Risk Starts Early

- JADA, 2004, Shunk; Birch
- 5 to 9 year old girls
- Relationship between weight and status and dietary restraint, overeating, body dissatisfaction
- Positive alternatives needed with intervention for at risk children and families



The obesity epidemic is a
TOTALLY PREVENTABLE
national health crisis
that requires the efforts of **EVERYONE** to
solve!

- Families
- Communities
 - Schools
 - Business
- Government



Great News!

- Healthy Kids learn better!
- There are strategies that really work!

**Healthy Kids Challenge is
here to help!**

