

The logo for the Campaign to End Obesity is located in the top left corner. It features a red and white circular graphic on the left, followed by the text "CAMPAIGN TO END OBESITY" in a sans-serif font. "CAMPAIGN TO" is in blue, "END" is in red, and "OBESITY" is in blue. Below this, the tagline "Advancing America's Journey to Healthy Weight" is written in a smaller, italicized blue font.

CAMPAIGN TO  
**END OBESITY**

*Advancing America's Journey to Healthy Weight*

# Childhood Obesity: Where are we and what can government do?

Jessica Donze Black RD, MPH

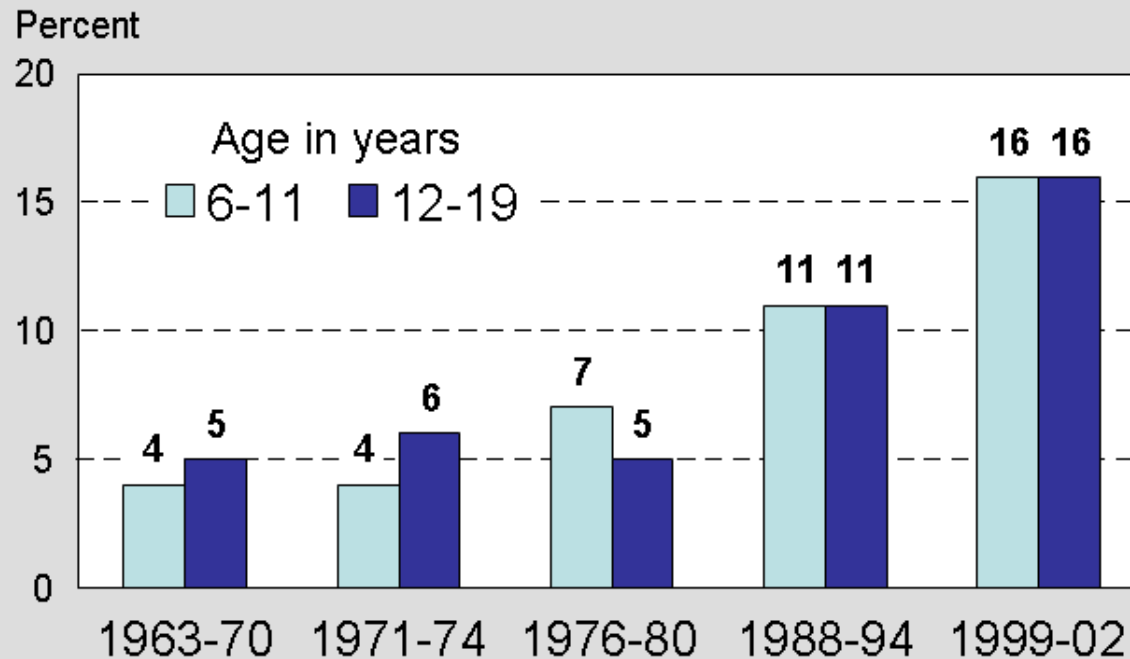
Executive Director

[jessica@obesitycampaign.org](mailto:jessica@obesitycampaign.org)

[www.obesitycampaign.org](http://www.obesitycampaign.org)

# What are we talking about?

**Figure 1. Prevalence of overweight among children and adolescents ages 6-19 years**



NOTE: Excludes pregnant women starting with 1971-74. Pregnancy status not available for 1963-65 and 1966-70. Data for 1963-65 are for children 6-11 years of age; data for 1966-70 are for adolescents 12-17 years of age, not 12-19 years.  
SOURCE: CDC/NCHS, NHES and NHANES

**Relatively stable in 2000's BUT**

**32% overweight (>85<sup>th</sup>ile BMI/Age)**

**16% obese (>95<sup>th</sup> %ile)**

**11% >97<sup>th</sup>ile)**

# Why care so much?

- Overweight (>85%ile) and obesity in childhood correlates with obesity in adulthood.
- Overweight/Obesity increases risk of
  - Over 50 illnesses from heart disease to cancer to diabetes to arthritis to....
  - Depression and other psychological illness
  - Lower academic achievement (July 2008 issue of the Journal of Obesity)
  - Etc.

# So what works?

- Breastfeeding
- Increased fruit and vegetable intake
- Decreased sugar flavored beverage intake
- Increased physical activity
- Decreased (less than 1-2 hrs/day) 'screen' time.
- Family meals
- Adequate sleep (12 hours/day toddler and preK and 8-10 through adolescence)

# Where are we? Breastfeeding

The Surgeon General's Goal for Healthy People 2010 is that:

- 75% of women breastfeed their infants at hospital discharge
- 50% breastfeed their infants at 6 months of age
- 25% breastfeed their infants at 12 months (1 year) of age.

## Per NHANES

- 77% were breastfed at birth (2005 – 2006)
- 41% were exclusively breastfed at 3 months
- 36% were breastfed at 6 months (14% were exclusively breastfed at 6 months)
- 17% were breastfed at 12 months
- Rates are higher among those with higher income (74%) compared with those who had lower income (57%)
- Rates are higher among mothers 30 years and older were significantly higher than those of younger mothers.

# What can government do?

## ➤ Breastfeeding

- Increase access to places to nurse and pump.
  - Support for clean/safe places in public places and work sites.
- WIC (Woman Infants and Children Supplemental Food Program) support.
  - Eliminate restrictions on breast pump purchases
  - Increase support for breastfeeding education/promotion.
- Public promotion and education – particularly to younger and lower income moms/influencers where prevalence rates are lowest.

## Where are we Fruit and Veg?

- Per CDC YRBSS data approximately **20% of students consume 5 or more servings of fruits and vegetables** (combined) including fruit juice, apple sauce, potatoes etc. per day.

# What can government do?

- Support increased fruits and vegetables in schools via school lunch, breakfast, fruit and vegetable snack program, etc.
- Support farmers' markets, community gardens, and other programs that increase access to fruits and vegetables.
- Address the 'urban desert' or common challenge with lack of access to full service grocery stores in urban areas.

## Where are we: sugar flavored bev?

- 2002 Feeding Infants and Toddlers Study
  - 44% toddlers consume drinks/ades/soda (not 100% fruit juice) at least 1 time/day.
- 2007 YRBS
  - Approximately 35% of teenagers drink at least 12 oz. soda/day.
- JADA 2003:103
  - Soft drinks account for 12-13% of total calories consumed among teenagers.

# What can government do?

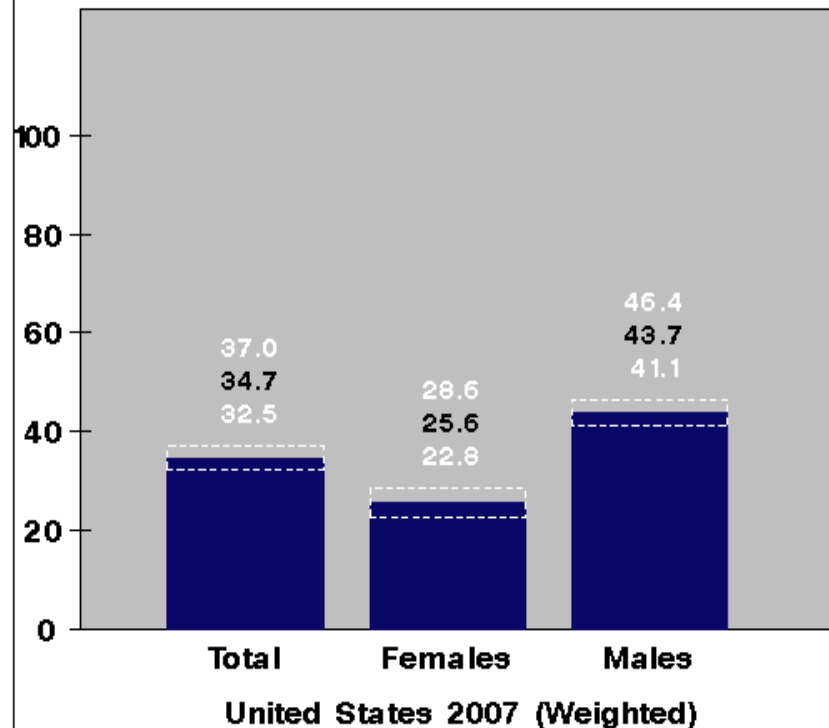
- Set a positive example: have low and no calorie drinks available at reasonable cost in equal variety in all public buildings/facilities.
- Set (national) nutrition standards for all foods/beverages sold/served in schools
- Improve guidance and regulation of childcare sites via state/county childcare regulations and national CACFP standards.

CAMPAIGN TO  
**END OBESITY**

*Advancing America's Journey to Healthy Weight*

# Where are we: physical activity?

**Percentage of students who were physically active doing any kind of physical activity that increased their heart rate and made them breathe hard some of the time for a total of at least 60 minutes per day on five or more of the 7 days before the survey**



Percentages are displayed in black.  
95% Confidence interval boundaries are displayed in white.

[www.obesitycampaign.org](http://www.obesitycampaign.org)

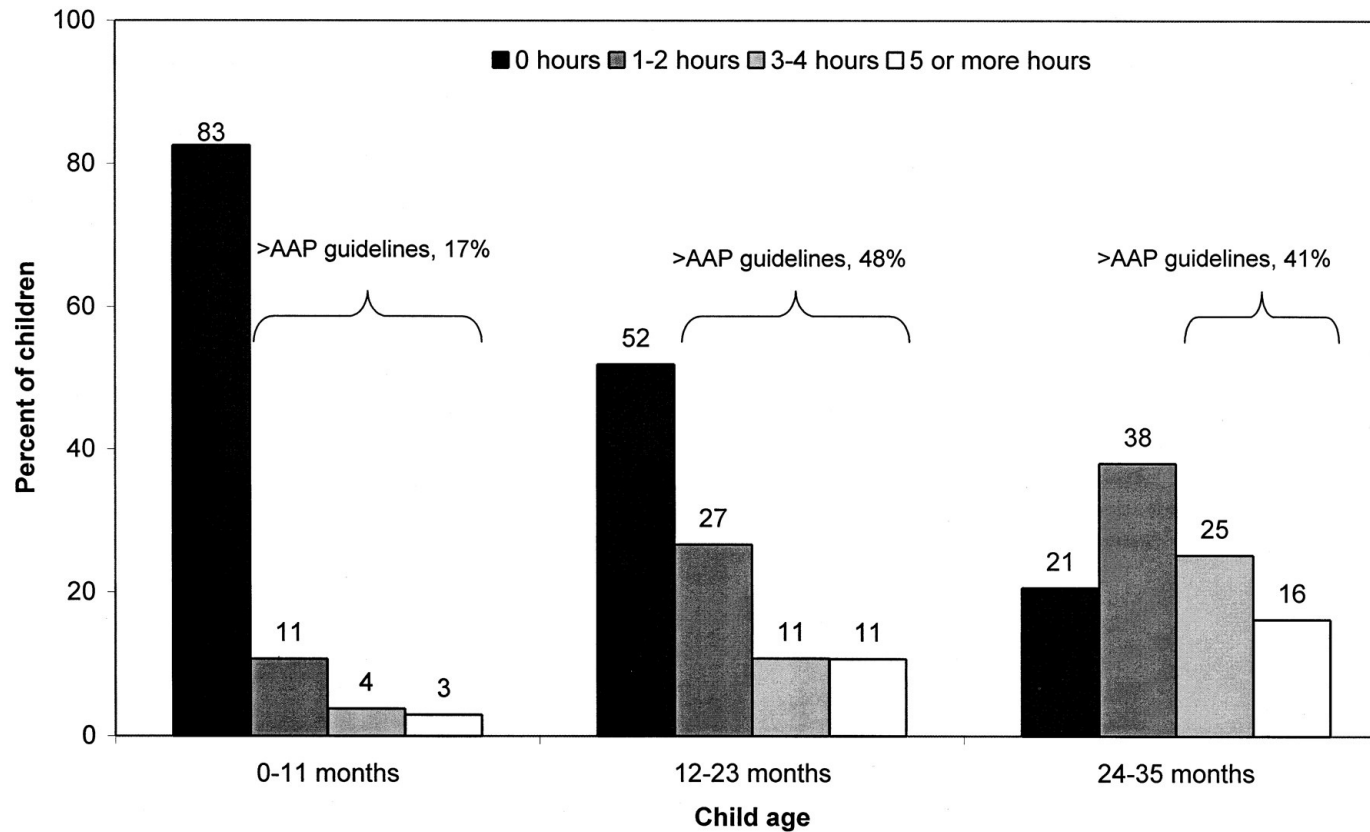
# What can government do?

- Education policy: Increase/improve physical education, daily recess, and safe environments in schools/after school/daycare for active play.
- Transportation policy: Safe routes to school, complete streets, climate change reinvestment.
- Interior/Land Use policy: Urban park renewal, land use grants, remove unintentional barriers to 'walkable' environments.
- Fiscal policy: Allow FSA use for physical activity expenses, offer tax credit for PA expenses.

CAMPAIGN TO  
**END OBESITY**

Advancing America's Journey to Healthy Weight

## Hours of Television viewed on Typical weekday



Certain, L. K. et al. *Pediatrics* 2002;109:634-642

**PEDIATRICS**<sup>®</sup>

Copyright ©2002 American Academy of Pediatrics

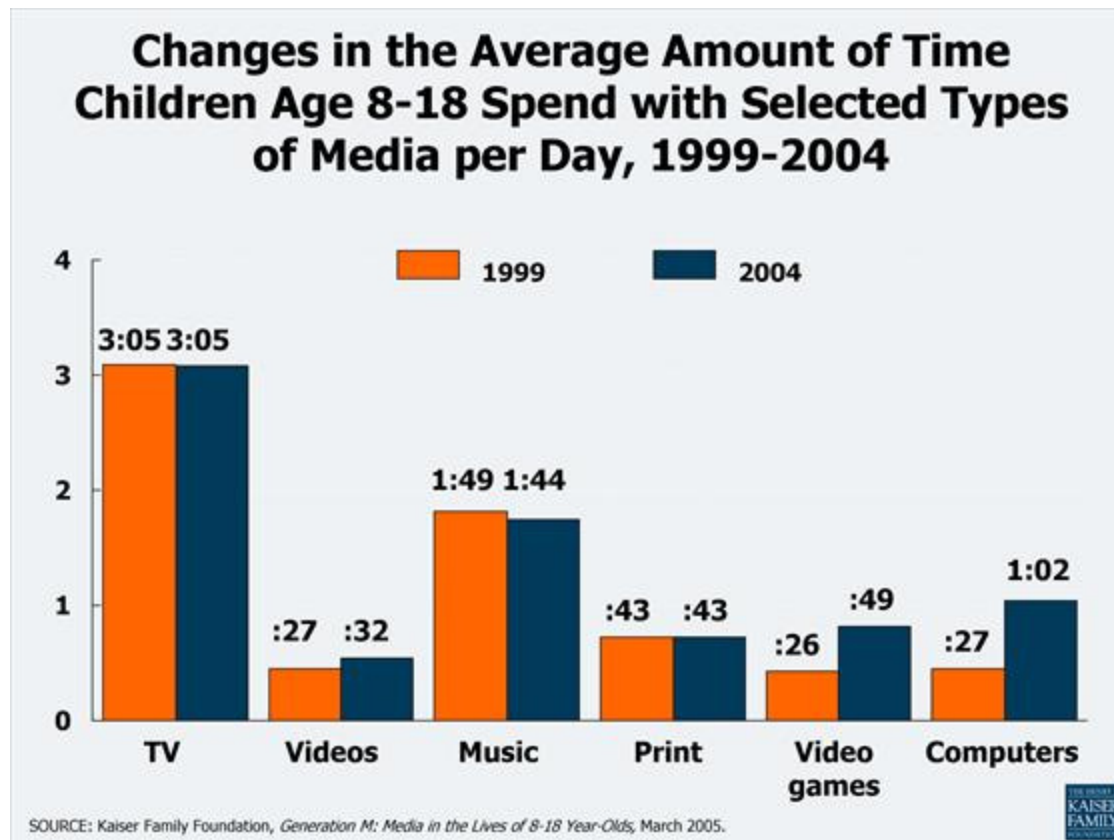
[www.obesitycampaign.org](http://www.obesitycampaign.org)

CAMPAIGN TO  
**END OBESITY**

Advancing America's Journey to Healthy Weight

# So where are we: screen time?

- In 2007, >35% of teenagers watched more than 3 hours of TV/day. Average totals:



# What can government do?

- Regulate advertising/marketing associated with screen time to temper impact of the medium.
- Increase access to safe opportunities for play/recreation outside of school time to reduce sedentary indoor time.
- Limit screen time in regulated setting such as daycares and schools. (i.e. recess should not mean watching a video.)

# Where are we with sleep?

- Avg. sleep/night at 13 year old = 7 hours, 42 minutes (need = 8.5-9.25 hours/night)
- Avg. sleep in 19 year olds = 7 hours, 4 minutes in 19 year olds. (need = 8.5 – 9.25/night)
- **Only 15 percent of adolescents reported sleeping 8.5 or more hours on school nights,**
- 26 percent of students reported typically sleeping 6.5 hours or less each school night.

(Wolfson and Carskadon, 1998)

# What can government do?

- Public education/awareness
- School day hours/regulations on early start times.
- Local initiatives such as curfews for younger drivers, Initiatives to include information about the effects of drowsiness on driving ability in drivers' education courses and licensing.

The logo for the Campaign to End Obesity features a stylized blue and white circular graphic on the left, resembling a globe or a scale. To its right, the text "CAMPAIGN TO" is in a small, dark font, "END OBESITY" is in a larger, bold, dark font, and "Advancing America's Journey to Healthy Weight" is in a smaller, italicized font below it.

CAMPAIGN TO  
**END OBESITY**

*Advancing America's Journey to Healthy Weight*

## Upcoming opportunities for action

- Child Nutrition Reauthorization (School Lunch, School Breakfast, 'competitive' food environment, WIC, CACFP)
- No Child Left Behind (Physical education, physical activity, recess promotion, after school program improvement)
- Transportation (Safe Routes to Schools, complete streets.)