Obesity Trends* Among U.S. Adults 
BRFSS, 1985 
(*BMI ≥ 30, or ~ 30 lbs overweight for 5’ 4” person) 

No Data <10% 10%–14% 

Obesity Trends* Among U.S. Adults 
BRFSS, 1990 
(*BMI ≥ 30, or ~ 30 lbs overweight for 5’ 4” person) 

No Data <10% 10%–14% 15%–19% 

Obesity Trends* Among U.S. Adults 
BRFSS, 1995 
(*BMI ≥ 30, or ~ 30 lbs overweight for 5’ 4” person) 

No Data <10% 10%–14% 15%–19% ≥ 20% 

Obesity Trends* Among U.S. Adults 
BRFSS, 2000 
(*BMI ≥ 30, or ~ 30 lbs overweight for 5’ 4” person) 

No Data <10% 10%–14% 15%–19% ≥ 20% 

Obesity Trends* Among U.S. Adults 
BRFSS, 2001 
(*BMI ≥ 30, or ~ 30 lbs overweight for 5’ 4” person) 

No Data <10% 10%–14% 15%–19% ≥ 20%
Obesity Trends* Among U.S. Adults
BRFSS, 2002
(*BMI ≥ 30, or ~ 30 lbs overweight for 5’4” person)

Obesity Trends* Among U.S. Adults
BRFSS, 2003
(*BMI ≥ 30, or ~ 30 lbs overweight for 5’4” person)

Obesity Trends* Among U.S. Adults
BRFSS, 2004
(*BMI ≥ 30, or ~ 30 lbs overweight for 5’4” person)

Obesity Trends* Among U.S. Adults
BRFSS, 2005
(*BMI ≥ 30, or ~ 30 lbs overweight for 5’4” person)

Overweight Trends

Actual Consumption
Pyramid U.S. Total
Children’s Eating Habits

- 2% of kids meet all Food Guide Pyramid Recommendations
  - 16% do not meet any recommendations
  - another 24% meet only one
- More than
  - 84% of kids eat too much fat
  - 91% eat too much saturated fat
- Less than
  - 15% get enough fruits
  - 20% get enough vegetables
  - 30% get enough dairy


Soft Drink Consumption

- One in five 1- to 2-year-olds drink an average of 7 oz/day
- 50% of children ages 6-11 consume 15 oz/day
- Boys 12-19 drink 28 oz/day, 13% of their calories
- Girls 12-19 drink 21 oz/day, 11% of their calories
- Per person average in 1999 consumed 54.5 gallons

Source: USDA, 1996 Continuing Survey of Food Intakes by Individuals

Beverages Available in the U.S. Food Supply (Gallons/Person/Year)


Tater Tot Alert!

Nearly 1/2 of all young people do not get any vigorous activity on daily basis

Source: CDC, School Health Policies and Programs Study 2000

Daily PE Requirements

Source: CDC, School Health Policies and Programs Study 2000

Physical Education

- 44% of high school students are not enrolled in PE
- 60% of 12th graders are not enrolled in PE
- Over 40% of students (K-12) have no PE
- 3rd grader is getting 2.1 days of PE for 70 minutes per week

Source: YBRSS, CDC and NICHD, 2003
What’s taking the place of physical activity?

Average time spent watching TV and playing video games:
- 2.5 hours per day for 2-7 year-olds
- 4.5 hours per day for 8-18 year-olds

Source: Roberts et al. 1999; Woodard and Gridina, 2000

Excessive weight gain in childhood precedes adult obesity and related problems.

Overweight children are 43.5 times more likely to have at least 3 cardiovascular risk factors.


Weighty Costs

- $40 billion spent on health clubs, diet soda, diet books and videos, artificial sweetener, weight loss centers and liquid diets
- Medical expenditures related to obesity
  - United States - $117 billion
  - Iowa - $783 million
- Weight-associated hospital costs for children more than tripled between 1979 and 1999


Alarming Trends

- Diets are falling short of the mark
- Desirable physical activity levels are not being met
- Obesity rates are skyrocketing
- Adult diseases are showing up in children

“Given the growing crisis of overweight and obesity that our nation faces... I believe there is no better place to effectively address this challenge than within our schools.”

Former Surgeon General David Satcher, October 2002
The Perfect Partners

Action for Healthy Kids

Vision
• All kids develop the lifelong habits necessary to promote health and learning.

Mission
• To engage diverse organizations, leaders, and volunteers in actions that foster sound nutrition and good physical activity in children, youth, and schools.

Overarching Goals
• Systemic, sustainable changes of sound nutrition and good physical activity occur in all schools.
• Schools, families, and communities engage to improve eating and physical activity patterns in youth.
• Action for Healthy Kids is the trusted, recognized authority and resource on creating health-promoting schools that support sound nutrition and good physical activity.

Answering the Call to Action

• Educate administrators, teachers, students and parents about how nutrition and physical activity impact health and academic performance.
• Improve children and youth’s eating habits by increasing access to nutritious foods and integrating nutrition education into curriculum.
• Increase children’s physical activity by adding or improving physical education courses, recess, after school programs, and co-curricular programs.

Action items from Report became AFHK goals and address three main thrusts

State Team strategies to fostering changes in practices, policies and standards include:
— Providing leadership on the issue
— Building coalitions at state and local levels
— Educating opinion leaders
— Conducting trainings, providing technical assistance
— Implementing new programs, curriculums, interventions
ReCharge! Core Components
• Energy In (nutrition education)
• Energy Out (physical activity)
• Teamwork
• Goal Setting

ReCharge! Program Goals
• Learn how and why to eat healthy and be physically active
• Practice healthy habits - eat healthy snacks and engage in physical activity
• Develop life skills – teamwork, goal-setting, healthy eating and physical activity

ReCharge! Features
• Designed for grades 3 - 6
• 29 “up-out-of-your-seat”, engaging activities framed as play
• “Home Field Advantage” family outreach
• “Coaches’ Clipboard” teacher training materials
• Healthy Snacking resources and recipes

ReCharge! Unique Design
• Practical, feasible, adaptable
• Instructor friendly
• Instructional DVD
• Coaches’ Clipboard – nutrition and physical activity and football backgrounder
• Provides a link between after-school snack provider and after-school staff

ReCharge! Meets National Education Standards
• National Health Education Standards developed by a joint committee on National Health Education Standards
• National Guidelines for Physical Activity and Intramural Sports developed by the National Association for Sport and Physical Education
• National Parent Involvement Standards developed by the National PTA
• 2005 Dietary Guidelines for Americans developed by USDA and DHHS
Eat a variety of foods
• Eat foods lower in fat more often
• Eat more fruits, vegetables and grains
• Get your calcium rich foods
• Be physically active

Related USDA programs
Power Panther—EAT SMART. PLAY HARD.
Changing the Scene
Power of Choice

Schools Can Make a Difference
Nutrition and Physical Activity Are Important to Students

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has.
Margaret Mead

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