



**AT WHAT POINT  
IN YOUR CHILD'S LIFE  
CAN BABY FAT  
NO LONGER BE CALLED  
BABY FAT?**

**STOP  
CHILDHOOD  
OBESITY**

25% of Franklin County's kids are overweight. And for the first time in history, children's life spans may be shorter than their parents'. We've got to do something. Now.

FOR MORE INFORMATION ON CHILDHOOD OBESITY  
1-614-396-4700 • [www.helpstopobesity.org](http://www.helpstopobesity.org)

American Heart Association  
**T**  
*Learn and Live.*

United Way  
United Way  
United Way  
United Way

**OBESITY IS OUR RECIPE**

**WHEN**

**WILL WE SAVE OUR CHILDREN?**



**Almost 1 in  
3 children  
and youth are  
overweight  
or obese**

19.8% are overweight and 11.7% are obese

**Beat** Childhood Obesity &  
**Raise** Healthy Kids





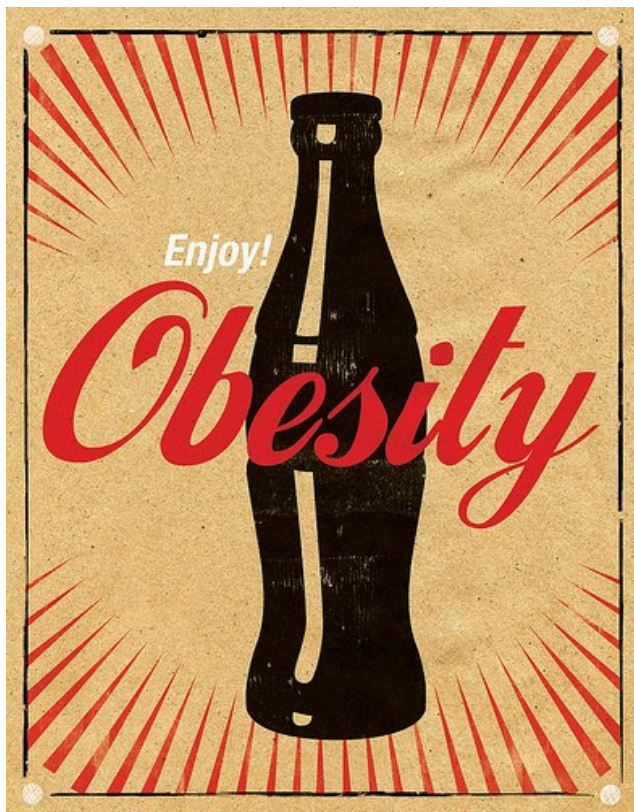
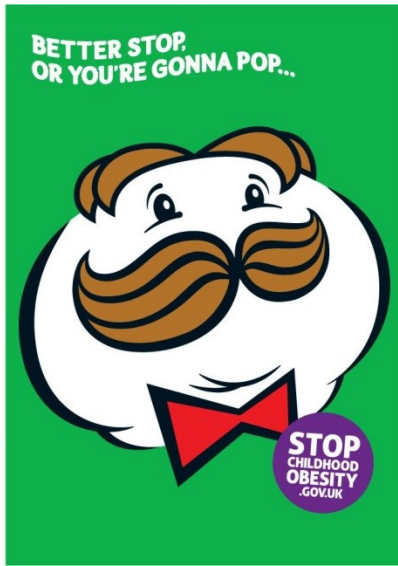
# SUGAR BITES

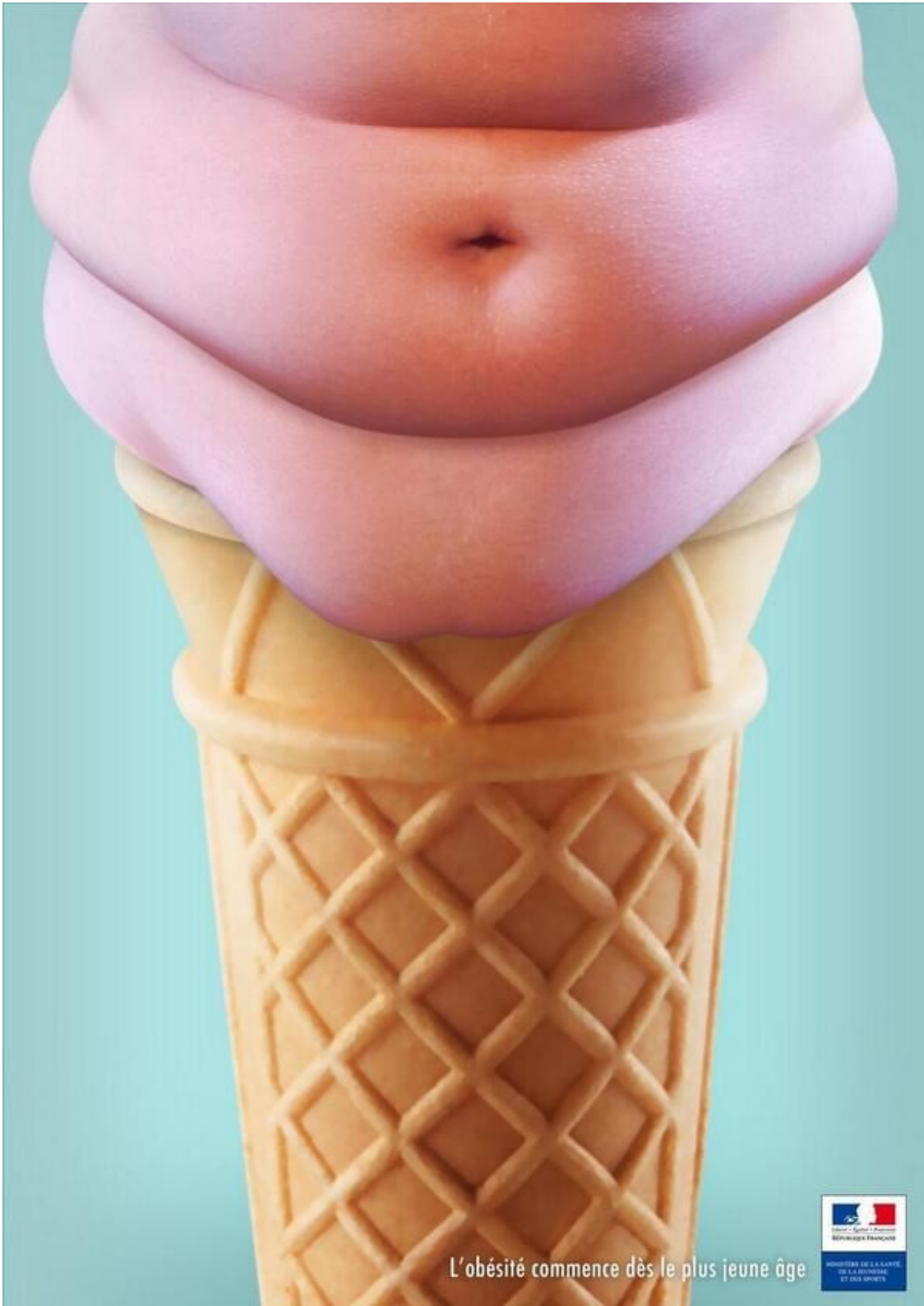
Juice drinks can destroy teeth, cause obesity and lead to type II diabetes.  
**Protect your kids. Choose water instead of sugary drinks.**



design: Better World Advertising [socialmarketing.com]

[CutSugaryDrinks.org](http://CutSugaryDrinks.org)





L'obésité commence dès le plus jeune âge



MINISTÈRE DE LA SANTÉ,  
DE LA JEUNESSE  
ET DES SPORTS



SERIOUSLY, YOU GUYS?

prevent cancer  
AMERICAN CANCER SOCIETY

# CHILDHOOD OBESITY

Overweight adolescents have a **70 PERCENT** chance of becoming overweight adults.

**1/3** of all children are overweight or obese.

**3x** Childhood obesity has more than tripled in the past 30 years.

**INCREASED RISK OF:** Heart Disease, Diabetes, Stroke, Cancer

**2/3** of high school kids consume soda or sports drinks 4 times a day.

**3 Hrs. Per Day** Children 8 to 18 years old spend an average of 3 Hrs. Per Day in front of the television.

**NEGATIVELY IMPACTS:** Learning, Sleep, Self Esteem

## SOLUTIONS

Parents and kids should eat more fruits, veggies and whole grains.

Go down for **HEALTHY** family meals as often as possible.

**EAT BREAKFAST DAILY!**

**LIMIT THE JUNK!**

Love Them Unconditionally and Be Supportive.

**60 MIN. DAILY GET MOVING!**

Source: CDC, U.S. Department of Health and Human Services, News Center, Center for Disease Control and Prevention

Obesity has doubled in children and tripled in adolescents in the past 30 years.

Childhood obesity alone is responsible for \$14 billion in direct medical costs

# Childhood Obesity: What's the Big Deal?

## Be the Solution!



[www.FuelUpToPlay60.com](http://www.FuelUpToPlay60.com)

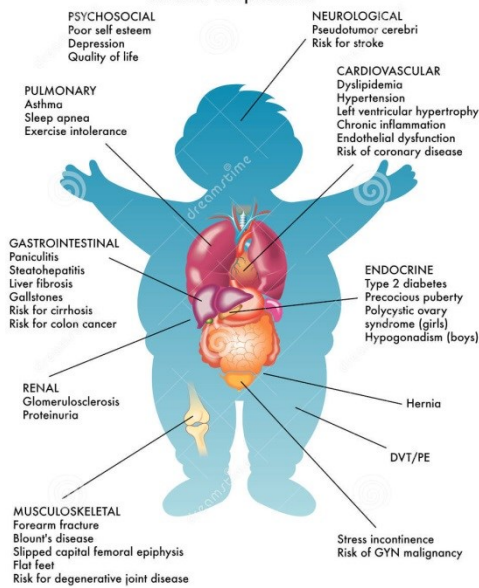


[www.eatright.org/kids](http://www.eatright.org/kids)



[www.NCESCatalog.com](http://www.NCESCatalog.com)

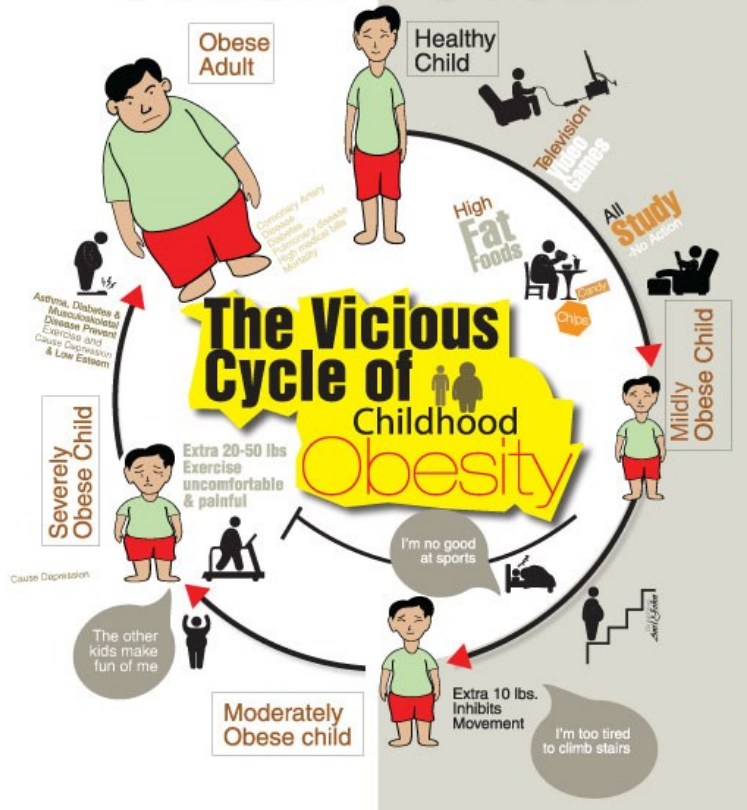
### Childhood Obesity medical complications



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# CHILDHOOD OBESITY CYCLE



The average kid  
spends **7.5 hours**  
in front of a screen  
(TV, Computer, etc.)  
**PER DAY!**



Sitting

Physical  
inactivity

Overweight  
& Obesity