

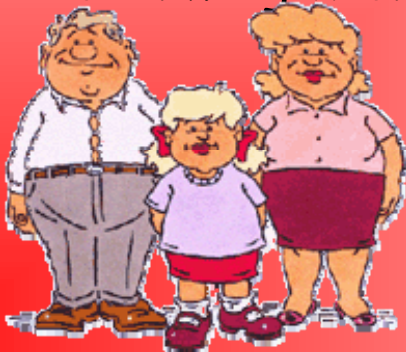
Nutrition and Kids

A pair of hands with light-colored nail polish is holding a large, ripe red apple with some yellow-green streaks. The apple is the central focus of the image, and the hands are positioned to support it from the bottom and sides. The background is a plain, light gray.

Dr. Joseph A. Sheppard
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Scary Statistics

- 10% of 2-5 year olds are obese.
- 33% of school-age kids are overweight.
(9M children)
- 50% of obese kids over 6 stay obese.
 - 70-80% of obese adolescents become obese adults.
- 64% of adults are overweight
 - 129,600,000 US citizens over 20
- 30% of children and adolescents nationwide between the ages of 6 and 19 are overweight.
- 15% of children nationwide between the ages of 6 and 19 are obese.
- 79% of overweight children ages 10 to 14 have at least one overweight or obese parent



Faces of the Enemy

- Increased intake of unhealthy food
 - Super-sized portions lead to super-sized kids with super-sized problems.
- Decreased physical activity
 - Video, computer games and TV have replaced bikes, jump-ropes and skates.
 - School athletic programs have been reduced or cancelled.



Enemy Encampments

- School cafeterias trade fruits and veggies for convenience food higher in fat.
- On-site selections have been supplemented by the mall-type food courts populated by popular fast food establishments.
- Soda and candy is often conveniently available from vending machines.
- Income from vendors has schools over a nutritional barrel - contents could change.



Killer Food Rewards

- Kids who are rewarded with special foods and treats choose those over more healthy alternatives.
 - Carrot cake is not healthy.
 - French fries are not a vegetable.
 - Orange soda contains few vitamins.
 - Fruit Roll-Ups are not FRUIT!



Price of Obesity

- In 2000, the total national direct and indirect costs of obesity (including medical expenses and lost productivity) has been estimated at **\$117B.**
- Obesity is a recognized killer but insurance will very rarely cover any costs associated with treatment or prevention.
- Only the cost of related medical conditions are covered.

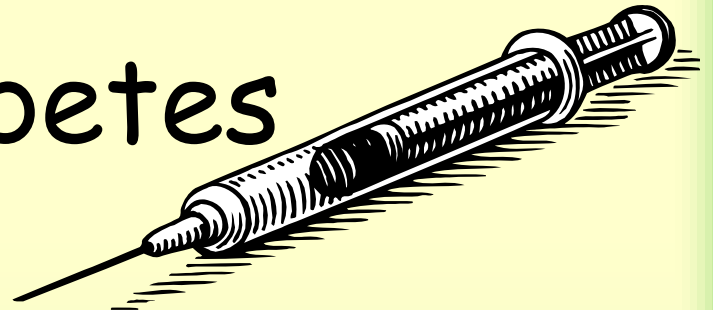


Ohio Waists Expanding All Around

- Ohio is now ranked the 15th fattest state in the nation.
- One in every four Ohioans are overweight or obese.
- The rankings are part of the report *F as in Fat: How Obesity Policies are Failing America*, 2006.
- In 1991 14.9% of Ohioans were obese this percentage increased to 19.5% in 1998 and then increased again to 24.5% in 2005.
- The scary thing is the main side effect of obesity - DIABETES.
 - 8.2 percent of Ohioans are diagnosed with diabetes, only nine states ranked worse.
 - "It's no accident that the states that rank higher in obesity also rank higher in diabetes and hypertension," said Dr. Jim Salem, an endocrinologist with Summa Health System. "When we're overweight, our bodies don't regulate insulin as well."

Tracy Wheeler, Akron Beacon Journal, Ohio

Price of Diabetes



- The epidemic of obesity is hurting kids down to the age of 5. Overweight kids are going into hospitals for diabetes (including Type 2), sleep apnea, asthma, hypertension and high blood pressure.
 - 1 million Americans have Type 1 diabetes, 17 million have Type 2 diabetics and there are 20 million pre-diabetics. 2004: 200,000 will die.
 - 90% of Type 2 diabetics are overweight or obese. This disease results in 24,000 blind, 82,000 amputations and 100,000 new dialysis or kidney transplant patients.
 - Diabetes costs over \$132 billion annually in direct medical costs (the annual budget of Florida is \$50 billion!)



Paying for not Playing

- School activity programs need to be reinstated.
- Adults need to control the time kids spend in sedentary activities.
- Parents should try to participate with their kids in biking, walking, hiking, swimming, etc. to increase interest.
- Parents and kids will benefit from improved relationships and shared fun!



Lifetime POWs

- Kids follow the example set by adults
 - Those raised with healthy eating habits usually have them for life.
- Taste buds can be programmed away from sweet, salty or greasy foods.
- Parents sometimes give-in rather than manage food selections or amounts.

The Frightening Future

- Unhealthy weight is responsible for
 - 54% of heart disease
 - 37% of cancers
- It causes sleep apnea, hypertension, Type-2 diabetes, asthma and high blood pressure.
- Depression, hopelessness and despair

The Questionable Future

- A severely obese 20-year old white man can lose 13 years of life. A similar black man can lose 20 years.
- Obese adults at age 40 lose 6-7 years.
- Obesity in adulthood shortens life as much as smoking does.

What do Children Eat?



- The foods that 2 to 6 year-old children eat most often are somewhat different than the foods eaten by adults.
- Overall most young children are not consuming the recommended number of servings from the vegetable, fruit, grain, and meat groups.

Kids not Eating Veggies

- Current government statistics indicate that American children are not eating enough veggies.
- Only one and five children consume the minimum recommendation of three serving of veggies per day.
- Of the veggies eaten by children ages 6-11, approximately 55-60% come from either potatoes or tomatoes.

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Encourage Kids to Eat More "Candy from Nature"

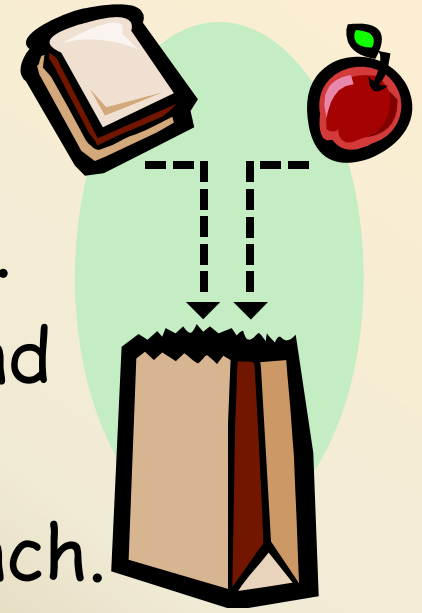


- Ripe, sweet, and juicy fruit has been called "Nature's Candy."
- Only 18% of children ages 7-10 consumes the minimum recommendation of two servings of fruit per day.
- Children seem to get the majority of fruit from fruit juice however getting their daily value of fruit this way does not give the child the fiber that is in actual fruit.

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Parents can Arm Kids for Battle

- Let them learn about the right foods.
- Have fun eating a variety of fruits and vegetables with them.
- Help them learn to pack their own lunch.
- Find a "fit friend" to partner with for walks and outdoor activities.
- Promote overall health vs. just weight.



New Study Shows Less Milk, More Soft Drinks for Children



- North Carolina researchers recently published a study in the October 2004 issue of *American Journal of Prevention Medicine* which confirms that many children are drinking more sweetened drinks and less nutrient-rich milk.
- Between 1997 and 2001 researcher found:
 - Total energy derived from soft drinks each day rose on average from 2.8% to 7.0% nearly a tripling of calories.
 - Energy intake from fruit drinks per person grew from 1.1% to 2.2%.

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The US is Not Alone

- A study in *Glasgow* found 9 out of 10 parents are happy to take kids for fast food even though they know it is bad for them because it is full of fat.
- Scottish parents are restricting outdoor play for fear of crime and are not letting kids walk to school.
- In the UK, 1,000 people are becoming obese each day!



Global Problem



- 1 Billion adults overweight (o/w) in world.
- 300 M obese around the world (**82% outside the US**)
- 10% of Hong Kong adults hide inside
- 74% of Arab world is o/w
- 37% of New Zealand adults are o/w
- 60% of N. Ireland adults are o/w
- 27% of New Deli school kids are obese

Adults not Immune

- Public education needs to increase about the dangers of obesity.
- 33% of Americans are obese and 64% are overweight.
- Of 900 adults surveyed, 50% were overweight but only 25% felt it was a problem.
- Only 33% felt obesity is a serious issue.



Adult Reinforcements



- Invest some time learning how to make the right choices.
- Help kids recognize if they are surrounded by poor eating examples.
- Set the right example with smaller portions, fewer deserts, and healthier treats or rewards.

The Life Saving Rules for Kids

- Exercise more
 - Play while you can - adulthood will take that away soon enough and you'll long to be told to go outside and play!
- Eat smarter
 - Good foods help you and wrong ones hurt you. Learn the relationship between food fuel and performance.



Fit Kids are Smarter Kids

- According to the recent study, reading and mathematics scores were matched with fitness scores of 353,000 fifth graders, 322,000 seventh graders and 279,000 ninth graders. Here are the key findings:
- Higher achievement was associated with higher levels of fitness at each of the three grade levels.
- The relationship between academic achievement and fitness was greater in mathematics than in reading, particularly at higher fitness levels.
- Students who met minimum fitness levels in three or more physical fitness areas showed the greatest gain in academic achievement at all three grade levels.

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Schooling and Nutrition

- Academic achievement is the Number 1 priority of the nations' schools, and a growing body of research shows there is a direct link between student health and student achievement.



Schools on Healthy Course

Mason and Kings district teaches Wellness



- Local Schools are dishing out wellness programs to get on the healthy course.
- "Elementary age is critical," said Gary Popovich, Mason's head varsity football coach who is in charge of overseeing the district's new wellness plan. "Kids need to understand the importance of nutrition and exercise. It's something they'll need for the rest of their lives."
- Changes began last year at Mason, where soda machines have been replaced with machines that sell only juice, Gatorade and water. Other changes may take longer to implement.

Schools on Healthy Course

Mason and Kings district teaches Wellness

- At Kings, breakfasts are now offered at five of the district's six schools. The soda machines are turned off during the school day and daily lunch offerings now include salads, fresh fruit plates and vegetables.
- No fried foods are offered at the elementary schools, and the goal is to phase out fried foods at the high school and junior high before the end of the school year, said Jennifer Arlinghaus, director of food services at Kings.
- "Our plan is to provide children with a healthier lunch, and to engage teachers to promote nutrition ... in hopes that in the long-term eating habits will change, and we'll see a reduction in the level of obesity among children," Arlinghaus said.

Poor Nutrition Hampers Academic Achievement

- In a New York study, many students experienced malnutrition that was too slight for clinical signs yet still affected their intelligence and academic performance.
- Among 4th grade student, those having the lowest amount of protein in their diet had the lowest achievement scores.
- Iron deficiency anemia leads to shortened attention span, irritability, fatigue, and difficulty with concentration.
- Anemia children tend to do poorly on vocabulary, reading, and other tests.
- Children who suffer from poor nutrition during the brain's most formative years score much lower on vocabulary, reading comprehension, arithmetic, and general knowledge.
- 6 to 11 year-old children from food-insufficient families had lower arithmetic scores and were more likely to repeat a grade.
- Morning fasting has a negative effect on cognitive performance, even among healthy, well-nourished children. Skipping breakfast had an adverse influence on their performance on tests.

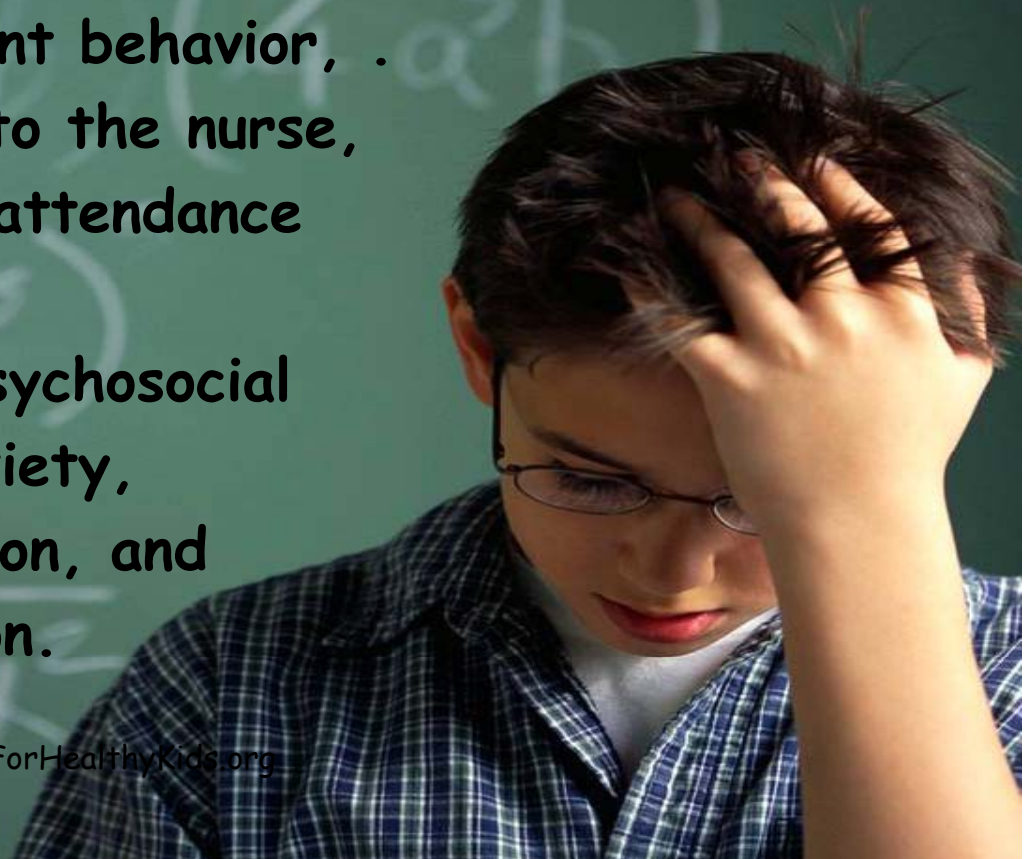
Proper Nutrition Enhances Academic Performance

- School breakfast programs have shown effective role of nutrition in enhancing academic performance. Studies demonstrate participation in School Breakfast Programs:
- Improves school performance and reduces absenteeism and tardiness. Relieves hunger and improves children's ability to succeed at school.
- Improves academic, behavioral, and emotional functioning and leads to increased math grades, lower absenteeism, and improved behavior.



Proper Nutrition Enhances Academic Performance...

- Raises scores on basic skills tests and reduces tardiness and absenteeism among participants.
- Increases composite math and reading scores, improves student behavior, reduces morning trips to the nurse, and increases student attendance and test scores.
- Strengthens children's psychosocial outcomes, lowering anxiety, hyperactivity, depression, and psychosocial dysfunction.



Increased Physical Activity Leads To Higher Academic Achievement

- Academic achievement improves even when the physical education reduces the time for academics. A reduction of 240 minutes per week in class time for academics to enable increased physical activity led to consistently higher mathematic scores.
- A recent study has shown a correlation between the SAT test results with the Fitnessgram indicating that the physical well-being of students has a direct impact on their ability to achieve academically. Students with the highest fitness scores also had the highest test scores.
- Intense physical activity programs have positive effects on academic achievement including increased concentration, improved mathematics, reading, and writing test scores, and reduced disruptive behavior.

Physical Activity for Children: A statement of Guidelines for Children Ages 5-12

- Guidelines:
 - Children should accumulate at least 60 minutes of age appropriate physical activity on all, or most days of the week. This daily accumulation should include moderate and vigorous physical activity with the majority of time being spent in activity that is intermittent in nature.
 - These exercises should consist of activities that are designed to achieve optimal health, wellness, fitness, and performance benefits.
 - Children should in participate in several bouts of physical activity lasting fifteen minutes or more each day.
 - Extended periods of inactivity are discouraged especially, during the daytime hours.





Healthy Food is Key

- Lori Knapp, president of the system-wide Greeneville Schools in Action council, said her two children always take their lunch to school, and she closely monitors what they eat.
- She packs them turkey breast sandwiches on whole wheat bread, pickles, fruit, baked chips, 100% juice drinks and sugar free cookies.
- Soft drinks are the problem, Lori said, especially because of the damage they can cause to teeth of children who wear braces.

A close-up photograph of a hand holding a key. The hand is positioned at the top left, with fingers gripping the key's head. The key is a standard brass key with a notched bit. The background is a plain, light-colored surface. The text is overlaid on the right side of the image.

The Key to Success

- The best tactic is to focus on the young and educate them early in the benefits of the rights foods and the proper amount of exercise.
- The most effective implementation plan is to let the kids learn for themselves.