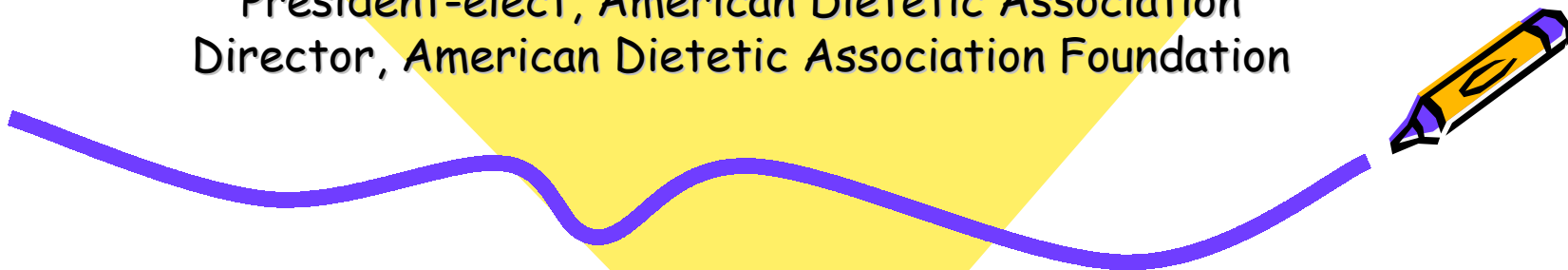




Healthy Weight for Kids

Susan H. Laramee, MS, RD, LDN, FADA
President-elect, American Dietetic Association
Director, American Dietetic Association Foundation



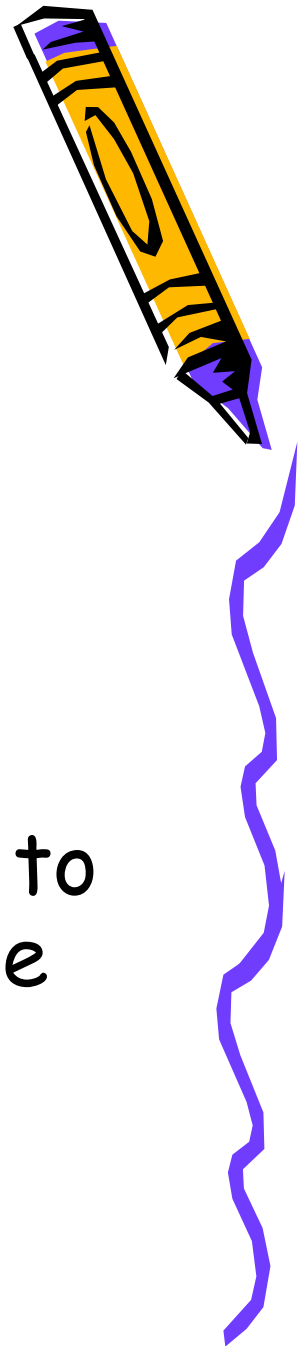
Objectives



- Expand knowledge of children's attitudes and behavior patterns regarding weight, food selection, eating and physical activity
- Review professional education programs aimed at preventing childhood obesity
- Develop awareness of General Mills Champions and Youth Fitness Grants



Obesity in the USA Today



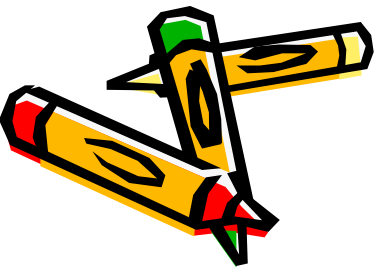
- Poor diet and inactivity caused 400,000 deaths in 2000 (CDC)
- 64% of Americans are overweight; 30 % are obese
- 15% of children and adolescents 6 to 19 are overweight - double the rate of 20 years ago



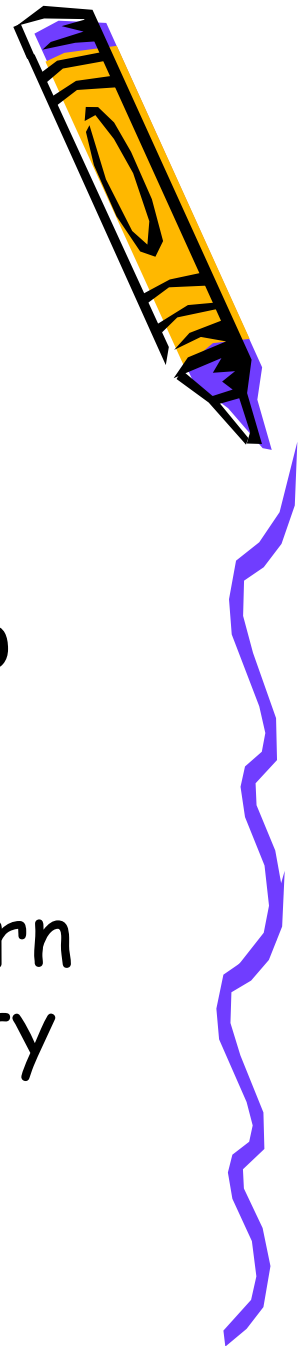
Global Increases in Childhood Obesity



- England - obesity in children increased 2.0 to 2.8 fold in 10 years (1984-1994)
- Children in higher socioeconomic groups at increased risk for obesity in Third World countries due to impact of westernized diet
- Worldwide 750 million people overweight, including 22 million children under 5.



Healthy Weight for Kids Initiative

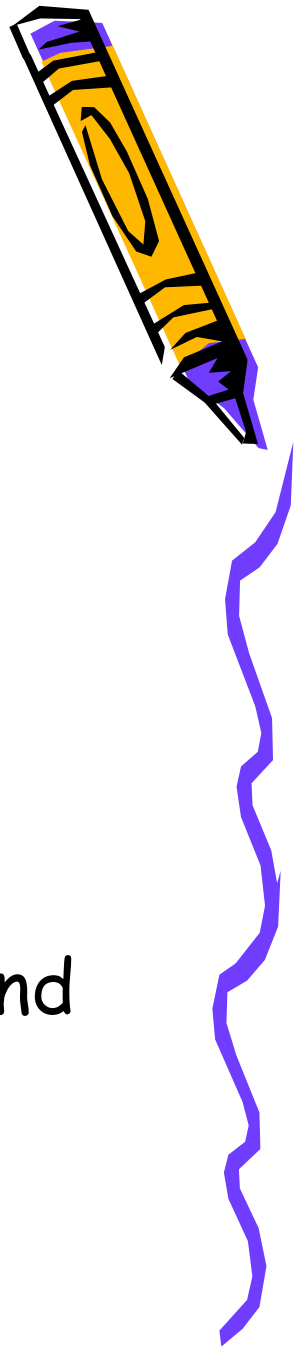


- Launched by the ADAF in 2001
- Partner with community and corporate organizations to develop public education programs and projects
- Address the national health concern of childhood and adolescent obesity



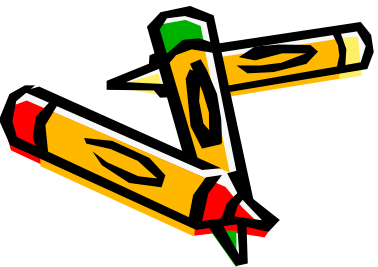
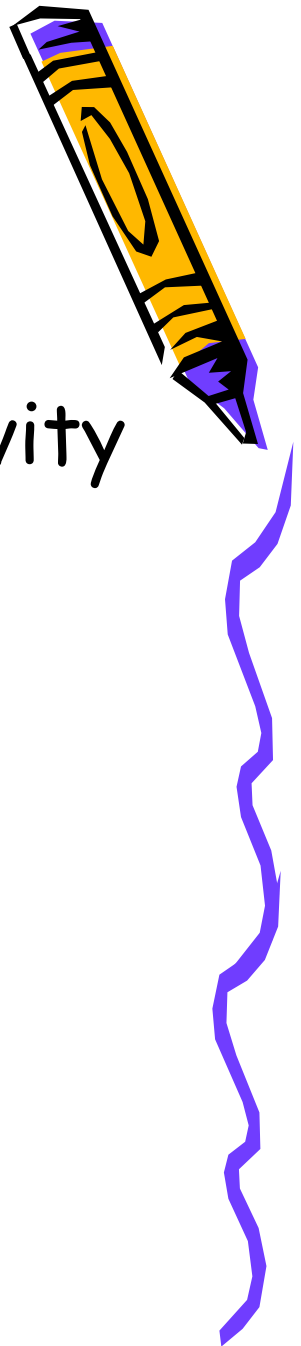
ADA and ADAF Initiatives

- ADAF Expert Panel
 - Family Focus
 - Community
 - Professional Development
 - National Planning
 - Focus on balance between nutrition and physical activity



Family Focus

- Family Nutrition and Physical Activity Screening Tool
- Child and Family Nutrition and Physical Activity Study
- Talk To Me: Healthy eating and Physical Activity Messages for Families



Family Focus



- Activate Partnership
 - Non-commercial website for "tweens"
 - Kidnetic.com created and tested by tweens
- Healthy Lifestyle Research Study
- Healthy Parenting Initiative
 - Collaboration with Wellpoint
 - User-friendly guide for families to help children achieve and maintain a healthy weight
 - *"Healthy Habits for Healthy Kids"* - nearly 1 million copies distributed



Community Focus

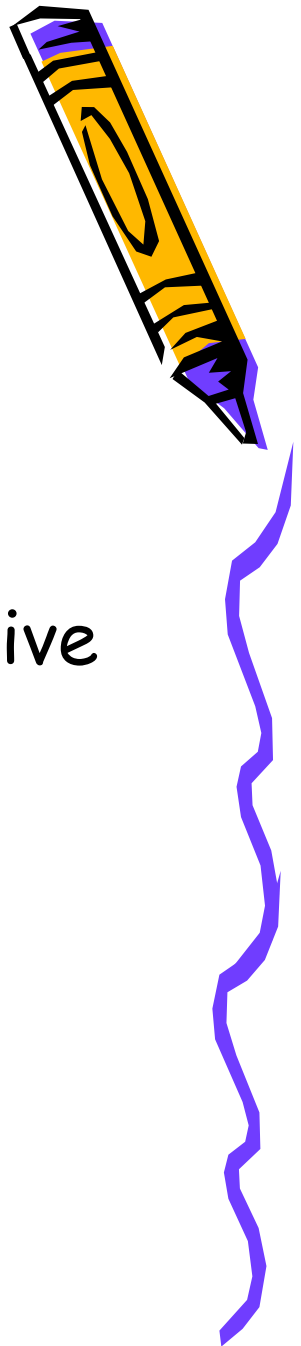


- Hearts N Parks
 - Combines nutrition and physical activity events in parks/recreational facilities
 - Dietitians serve state liaison advisors
- Champions Youth Nutrition Fitness Grants
- Partners in Program Planning for Adolescent Health



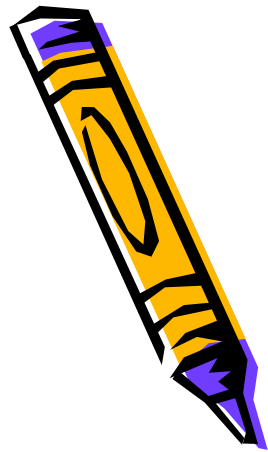
Professional Development

- Position Papers
 - Weight Management (2002)
 - Pediatric weight management (tentative 2004)
- CDR Weight Management Certificates - adult and pediatric
- Weight Management DPG



Professional Development

- Pediatric Nutrition DPG
 - Prevention and Treatment of Childhood and Adolescent Overweight and Obesity
- Expert Partners in Practice
- Evidence Based Guides for Practice



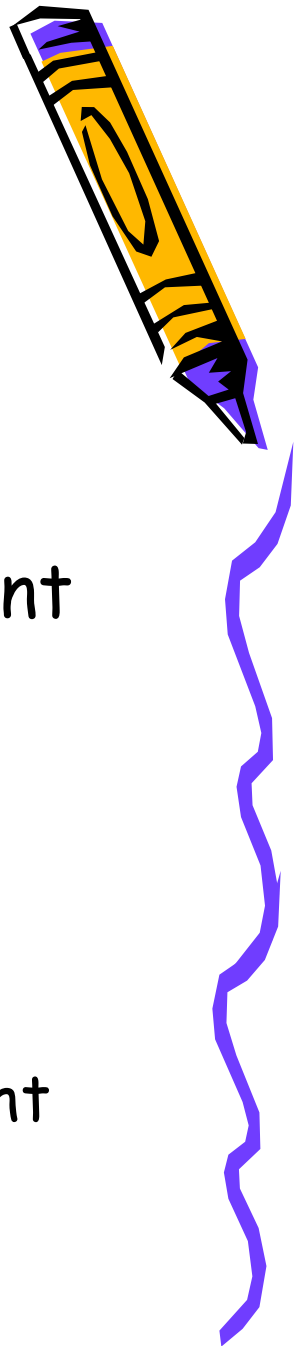
ADA Publications

- *American Dietetic Association Guide to Healthy Eating for Kids: How Your Children Can Eat Smart from 5 to 12* (John Wiley & Sons; 2002)
- *If Your Child is Overweight* (2002)
 - Client education booklet
 - Health professionals and consumers
- *Child and Adolescent Obesity: The Health Professional's Guide to Identification, Treatment and Prevention* (2004)



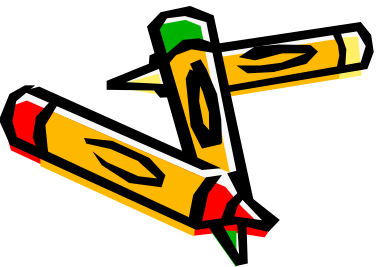
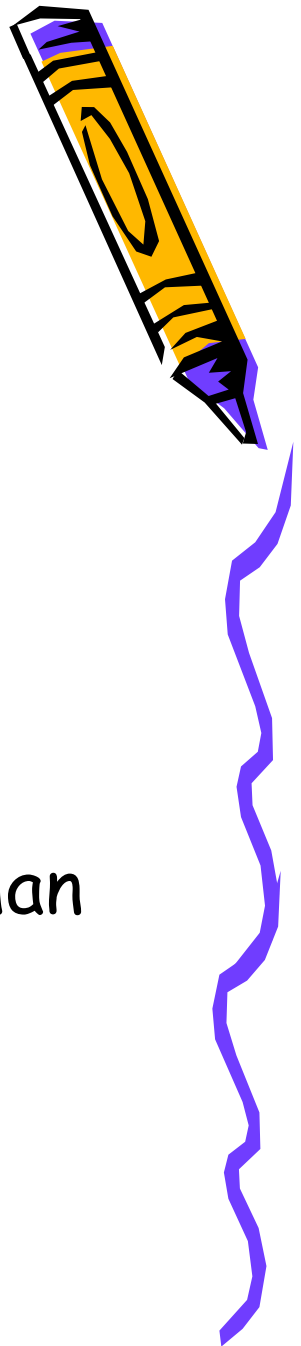
National Planning

- Public Policy Strategies to Reduce Prevalence of Obesity/Overweight and Overview of Obesity Related Government Relation Activities
- Action for Healthy Kids
 - 41 national organizations
 - Grassroots children's organization
 - Improving the healthful environments in schools with focus on obesity and overweight



The Weight War

- WHO proposal for fighting obesity worldwide
- Non-binding anti-obesity proposals
- Multi-faceted approach combining education with regulations
- Base more on epidemiological studies than science
- Resistance from food industry



WHO Anti-Obesity Proposals



- Label Changes
 - Easier to identify healthy foods
 - Few consumers read labels
- “Junk Food” Tax
 - Higher prices decrease use
 - Food is a necessity; a tax penalizes thin and low-income people
- Advertising changes
 - Better to target kids before they grow into overweight adults
 - Marketing is pervasive and hard to regulate



Solving the Problem



- Obesity has no single cause
- Numerous factors that act together over time
- No single solution
- Obesity will be controlled only by numerous coordinated, complementary efforts from a variety of sectors
- Cannot be solved quickly - a long-term process



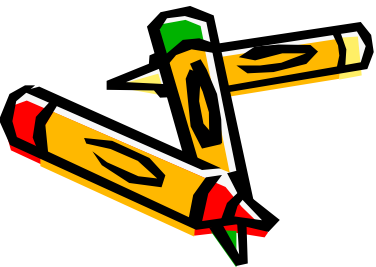
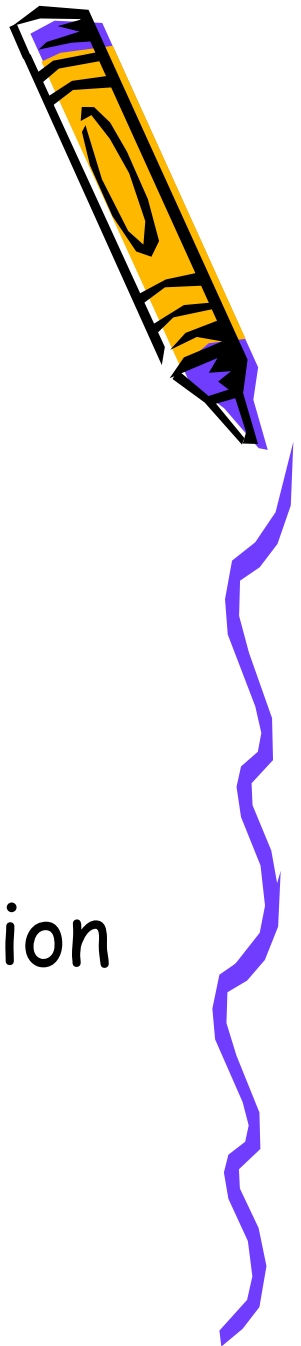
"Calories Count"

- US Food and Drug Administration report (March, 2004)
- www.cfsan.fda.gov/~dms/owg-rpt.html
- Consumer perceptions
- Children are not tuned into relationship between diet, weight and health



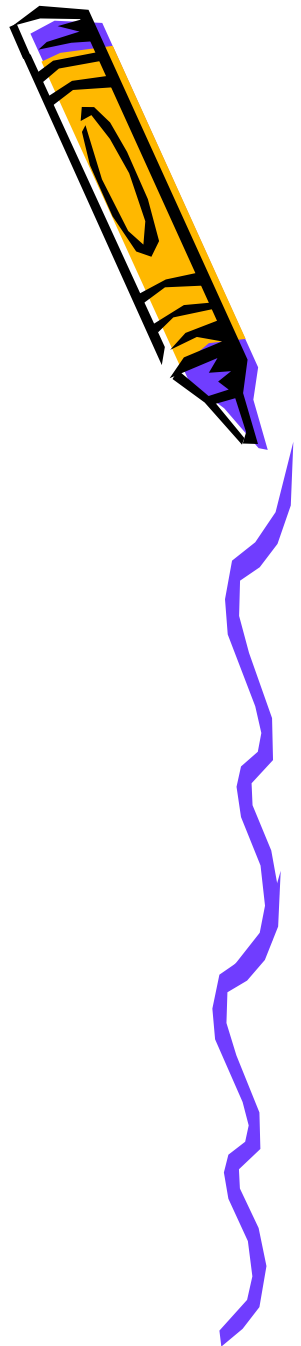
Research Needed

- Information used to facilitate consumers' weight management decisions
- Relationship between obesity and food consumption patterns
- Incentives for product reformulation
- Translational research



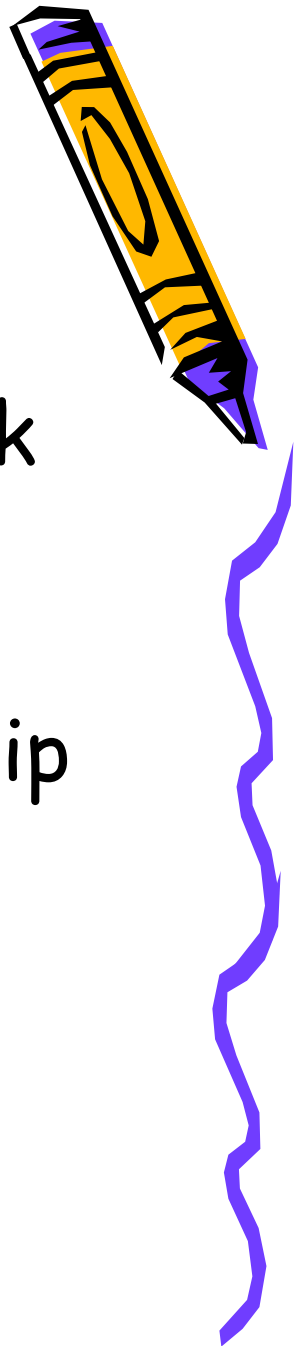
Prevention of Pediatric Overweight and Obesity

- American Academy of Pediatrics (August, 2003) policy statement
- Health supervision
- Advocacy



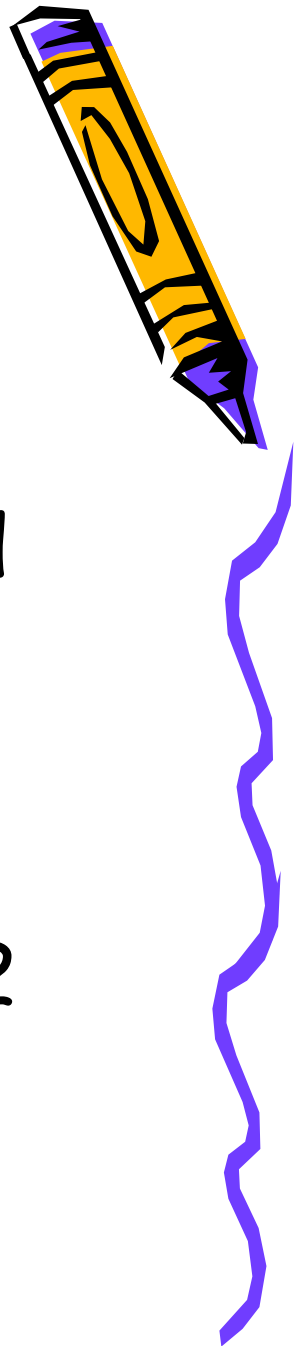
Health Supervision

- Identify and track patients at risk
- Calculate and plot BMI yearly
- Use change in BMI to identify excessive weight gain in relationship to linear growth
- Encourage , support and protect breastfeeding



Health Supervision

- Encourage healthy eating patterns
- Encourage child's autonomy in food self-regulation
- Model healthy eating behaviors
- Promote physical activity
- Limit television and video time to 2 hours per day



Advocacy

- Help those who influence youth to discuss health habits, not body size
- Enlist policy makers to support healthful lifestyle for children (diet, physical activity)
- Encourage health coverage for effective obesity prevention and treatment strategies



Advocacy

- Support research into effective strategies for prevention
- Support and advocate for social marketing to promote healthful food choices and increased physical activity



ADA Member Survey

- Conducted in August, 2003 via internet with 931 members of ADA
- Assess opinions of ADA members on the causes of childhood obesity



Highlights

- Parents play a key role in preventing obesity
- Parents lack knowledge as to how to assist children in controlling and maintaining weight
- Parent education regarding portion size is needed



Highlights

- Physical activity has a great impact on childhood overweight
- Greatest barrier to prevention of childhood obesity is parents who have poor eating habits themselves



Family Nutrition and Physical Activity



- Focus groups conducted with kid and parents fall , 2002
- Quantitative survey instrument fielded to randomly selected sample of US households that were members of Knowledge Networks Internet panel
- 615 parent-child pairs completed survey
 - 114 ages 8-12 and 471 ages 13-17
- Parents interviewed were household primary grocery shopper



Family Habits and Activities



- Regular meals time
 - Parents - 82% of time
 - Kids - 74% of time
 - Boys more likely to report regular meal time than girls
- Kids are more likely to eat a meal (77%) or watch TV (57%) with a parent than to engage in physical activity (15%)
 - Boys are more likely to eat a meal with a parent and to engage in physical activity with a parent than girls



Why Kids Eat



- Data suggest that parents are out of touch with *why* kids are eating
 - 79 % of younger kids parents report they eat because they are hungry ; only 62 % of kids report that they eat due to hunger
- Parents tend to underestimate extent to which kids eat due to boredom or depression
 - 43 % kids eat because they are bored; parents report 35 %
 - 16 % kids eat due to anger, depression; 9% parents reported eating for this reason

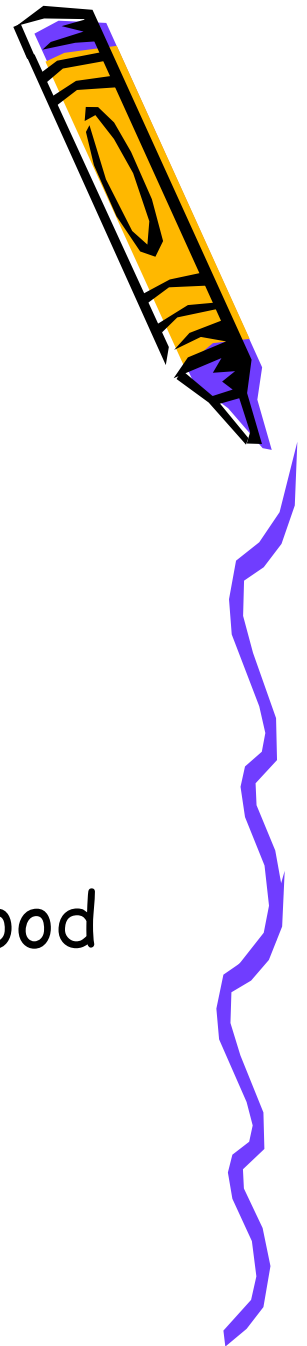


Eating Opportunities

- Kids appear to purchase food more frequently and from a wider array of venues than parents realize
- With the exception of school lunches, parents underestimate their child's food purchases



School Lunch Participation

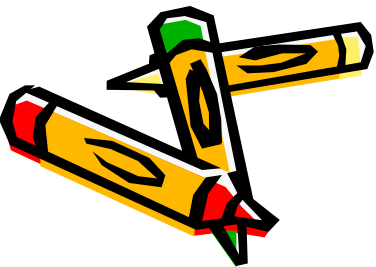
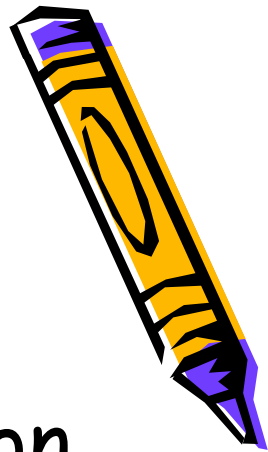


- Parents undervalue impact of friends' behavior on school lunch participation
- Younger kids decision not to eat school lunch driven by friends' decisions
- Girls more likely than boys not to eat school lunch because they do not like food



Nutrition Ratings

- Parents slightly inflate the nutrition value of the foods their child eats
- Girls report eating foods with a lower nutrition value than boys



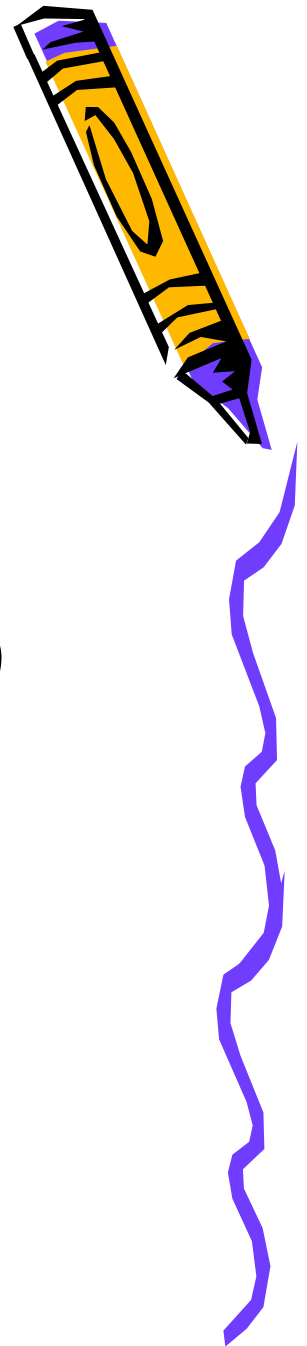
Nutrition and Body Size Communications



- 69% of kids report they would most likely talk to parents about nutrition; 62% report most likely to talk to parents about body size
- Girls are significantly more likely to talk to their best friend about body size than boys.
- Boys are twice as more likely to discuss body size with a coach than girls



Role Models



- Parents serve as a role model for a plurality
 - Boys select father as role model (19%)
 - Girls most often select their mother (25%)
- As child grows older, parents are less often selected as a role model
 - Boys: sports celebrity (18%); Unsure (14%); mother (8%); music celebrity (6%)
 - Girls: Unsure (13%); Music celebrity (12%); Actor/actress (7%)



Factors Driving Household Food Purchases



- Primary grocery shopper ranks nutrition of foods and child's preferences as the most important factors in food selection
- Less important factors include speed of preparation and caloric content of foods.



Conclusions

- Childhood overweight is a complex public health concern with multiple causes
- Kids, regardless of age, most likely to report parent as a role model
- Critical that parents model healthy eating and physical activity behaviors
- Parents are spending free time with their kids, with a majority eating meals and watching TV with them nearly everyday



Conclusions

- Far fewer kids report a parent engaging in physical activity of any kind with them; significantly more true for girls than boys
- Parents underestimate kids opportunities for purchasing food and frequency with which kids eat at non-meal occasions
- Parents tend to overestimate kids hunger and underestimate why kids eat (boredom, negative emotions)



General Mills Champions Youth Nutrition and Fitness Grants

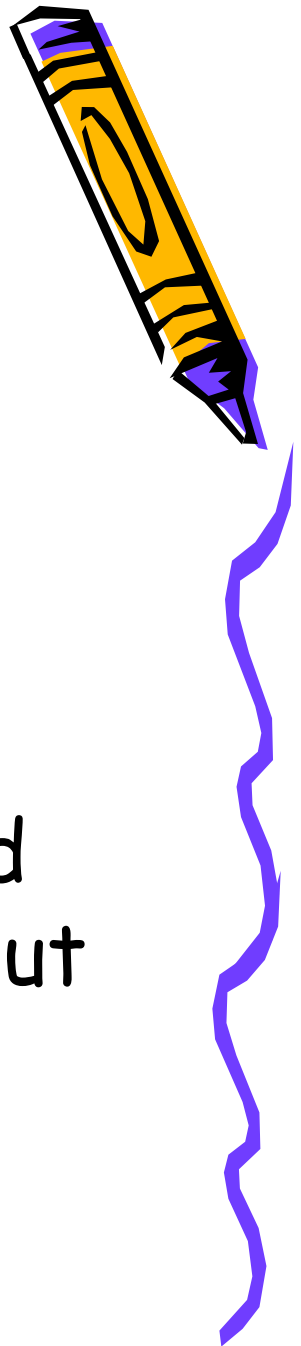


- General Mills has provided a grant to ADAF for 5 years funded at \$500,00 per year
- 50 grants of \$10,000 are awarded to support grassroots programs that promote nutrition and fitness



Grant Overview

- Each project focuses on improving overall nutrition behavior by addressing a different nutrition behavior ranging from water consumption or minimizing soda and candy consumption to teaching about table etiquette and healthy snacks



Grant Overview

- Each project focuses on helping children to move more by targeting different physical activity behaviors
- Projects focus on structured physical activity opportunities, fitness goals or education on the importance of lifelong physical activity



Community Impact

- All projects were carried out in a local community environment with needs for nutrition and physical activity knowledge and opportunities to practice healthy behaviors
- In each community the project was unique
- Targeted to youth between the ages of 3-18 years.



Summary

- Pediatric and adolescent obesity is a major and growing world-wide health concern
- Multiple causes with multiple approaches for solving the long-term problem
- Nutrition professionals have a major role in public policy and advocacy, community programs, and individual client nutrition care

