Setting the stage for the day

• Why are we here?
• What is the issue?
• Why schools?
• Topics for discussion and/or debate
  – The obesity epidemic
  – The changing food & PA environment
  – A diversity of perspectives (public health, schools, industry, AAP)
  – Today we will hear about the problems . . . and possible solutions
Who is overweight and obese?

- BMI is wt/ht² (kg/m²)
- Kids
  - Overweight: >95th %ile BMI-for-age
  - At Risk: 85-95th %ile BMI-for-age
- Adults (≥ 20 years)
  - Overweight: BMI ≥ 25 < 30
  - Obesity: BMI ≥ 30
Rates of overweight among children and adolescents have doubled (US 1963-1999)

Data from CDC/NCHS, NHES and NHANES
Tracking BMI-for-age from birth to 18 y: Overweight children become obese adults at age 25

Whitaker et al. NEJM 1997;337:869-873
The problem at home:  
The 1999 Teen Health Survey of Seattle Public Schools

- Based on 4,265 boys and 4,400 girls in grades 9-12
- Weight data for 3,345 boys and 3,625 girls
- Overweight 7%; at risk 13%
- Highest rates among lower income groups
Obesity trends* among US adults
(*BMI ≥ 30, or ~ 30 lbs overweight for 5’4” woman)

1991

1995

2000

“Overweight and obesity have reached nationwide epidemic proportions” SG 2001

Obesity trends: BRFSS (2001) data from the CDC (BMI ≥ 30)
Mokdad et al. JAMA (2003)
Obesity trends* among US adults
BRFSS, 2002

(*BMI ≥ 30, or ~30 lbs overweight for 5’4” woman)
WHY?
Obesity rates are linked to lower incomes:
US 2001

- States with lower household incomes tend to have higher obesity rates
- Poverty and obesity are also linked
- There is no mystery as to where obesity rates will rise next

Obesity trends: BRFSS (2001) data from the CDC
Estimated state median incomes for 4 person families (2001): Bureau of the Census
Added sugar and fat provide energy at a very low cost

Half of the energy in the US diet is provided by added sugars and fat

- Energy-dense foods provide more energy per unit volume
- Energy-dense foods taste better and cost less
- Saving on food expenditures leads to more added sugars and fat
- Added sugar and fat provide >10,000 kcal/$
Consumption of low cost cereals, added sugars and fats has gone up (lb per capita)

Source: ERS/USDA FoodReview 2002

Note that the major increases was in the cereals category

Source: ERS/USDA FoodReview 2002
There is a lack of physical activity

- Only 22% of Americans meet guidelines for 30 minutes of moderate to vigorous activity most days of the week
- Cars versus bike / walk for transportation
- Hours in front of the TV
- Technological advances
- Paying to exercise
Changing lifestyles and the challenging food environment

• **Is the food environment to blame?**
  – Diets too high in energy-density
  – Diets too high in added sugars and fats
  – Too many snacks, fast foods, soft drinks
  – Expanding portion sizes in restaurants (supersizing) – *and* at home
  – Poor nutrition in schools (competitive foods, pouring contracts, vending machines)
  – Food marketing and advertising to children
  – Fewer family meals
  – No breakfast – snacking and grazing
  – Reduced milk consumption – replaced by “empty calories”
It is not always clear who is supposed to act

- "Parents need to offer their children an array of nutritious foods including whole grains, fruits and vegetables and low-fat dairy products and keep to a minimum cookies, candy, and sugary soda”
  ~ Letter to the NYT 2002
- In schools, provide foods that are low in fat, calories and added sugars such as fruits, vegetables, whole grains, and low-fat or nonfat dairy foods
  ~ Surgeon General’s Call to Action 2001
- Examine the marketing practices of the fast food industry and the factors influencing location of new outlets
  ~ Surgeon General’s Call to Action 2001
- Assess the cost of USDA school meal programs – do healthy school meals cost more?
  ~ Economic Research Service of the USDA 2003
Safe Table Forum

• The State’s Perspective: Plans and Proposals for School Nutrition and Physical Activity
  ~ Patty Hayes

• The School’s Perspective: Policies and Pressures in Local Schools
  ~ Gaye Lynn MacDonald

• Strategies From Other States
  ~ Leslie Robbins

• Group Discussion