



Obesity Prevention Project

Working to make the healthy choice the default choice for local children and families.



A Widespread & Costly Issue

- Childhood obesity has more than doubled over the past 30 years and is just beginning to level off.
- 1 in 3 Ventura County preschoolers who received CHDP screenings were overweight or obese.
- Obese children are more likely to become obese adults who are more likely to have children with weight issues.
- Obesity related illness costs the U.S. an estimated \$200 billion each year.



Impacting Children's Health

- High cholesterol levels
- High blood pressure
- Abnormal glucose tolerance
- Fatty liver disease
- At risk for many cancers, type 2 diabetes, stroke and osteoarthritis.
- Social stigmatization and low self-esteem which can persist into adulthood.
- **This is the first generation that may not outlive their parents.**



And Education. . .

- "In boys and girls alike who entered kindergarten with weight problems, we saw differences in math performances emerge at first grade, and the poor performance persisted through fifth grade,"

Sara Gable, Ph.D., associate professor of nutrition and exercise physiology at the University of Missouri-Columbia

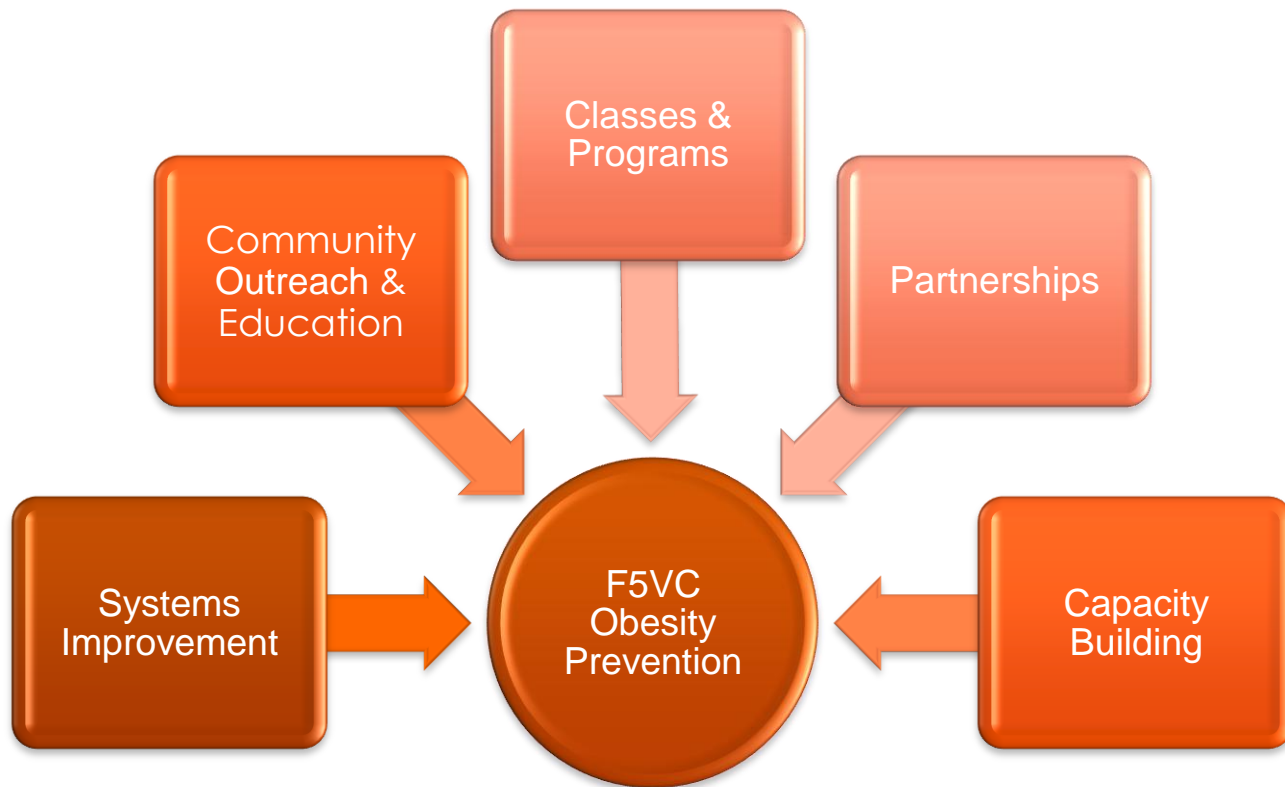


What is F5VC's Role?

*With funded and community partners
we're working to **help make the
healthy choice the default choice
for local children and families.***



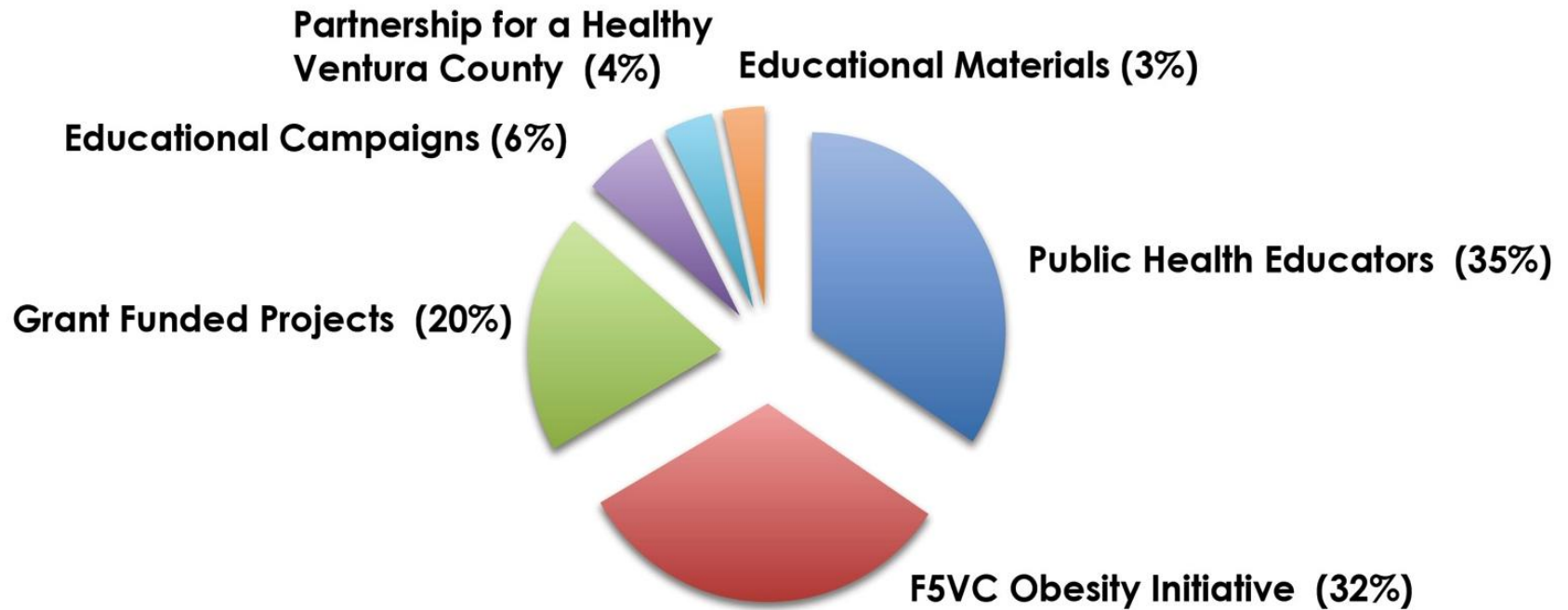
A Multifaceted Approach





Snapshot of F5VC Obesity Prevention Investments:

\$232,500





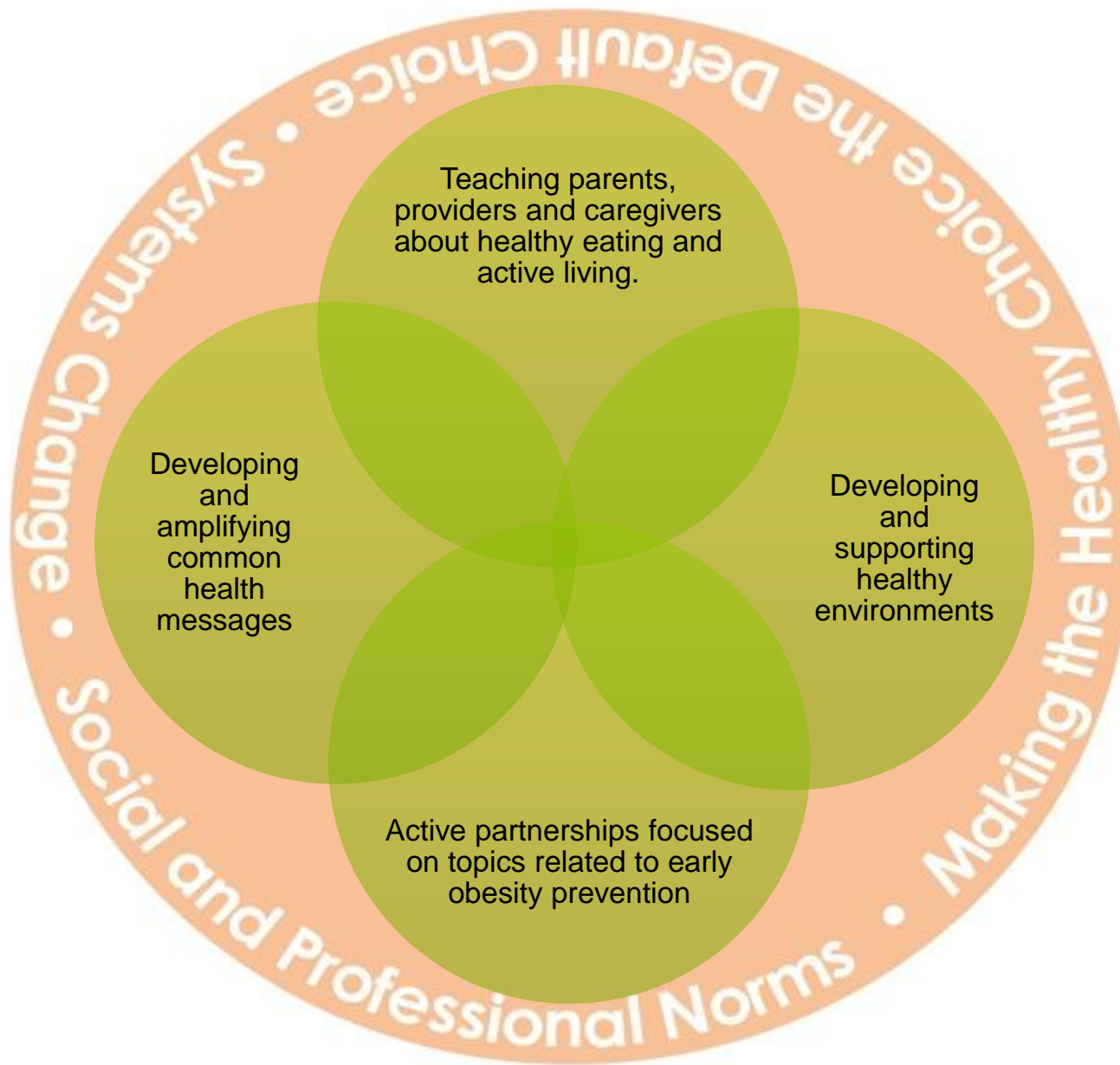
F5VC Obesity Prevention Investments

Public Health Educators	F5VC Obesity Initiative	Grant Funded Projects	Educational Campaigns & Media	Healthy Ventura Co. Support	Educational Materials
Nutrition/Activity Classes	Breastfeeding Project	Hospital Consortium (Kaiser)	Breastfeeding	Website Management	Potter the Otter Series
NfL Staff Education	Recreation Project	Breastfeeding/Clinics (CDC)	Healthy Ventura Co.	Newsletter	Mama's Milk
VCPH Staff Education	Good for Kids Countywide	Good for Kids (Kaiser HEAL)	Nutrition/ Oral Health	Social Media	Breastfeeding Directory
Provider Education	Born Learning Trails	Born Learning Trails (Scripps)	Rethink Your Drink	Outreach & Promotion	Breastfeeding Info Guide
Community College Presentations	NfL Nutrition Guidelines	Born Learning Trails (Kaiser HEAL)	Active Play	Dedicated Staff Participation	Nutrition Placemats
Liaison with WIC/VCPH	Grant Seeking		Potter Loves Water		Nutrition & Activity Tips



Obesity Prevention Partners

- First 5 Health Committee
- Ventura County Public Health
- Partnership for a Healthy Ventura County
- First 5 Neighborhoods for Learning
- Kaiser Foundation (funder)
- United Way of Ventura County (Born Learning)
- Breastfeeding Coalition of Ventura County
- Ventura County Restaurants
- ParentClick.com
- Scripps Howard (funder)
- First 5 Association
- First 5 California





“If we don't solve this problem, one third of all children born in 2000 or later will suffer from diabetes at some point in their lives. Many others will face chronic obesity-related health problems like heart disease, high blood pressure, cancer and asthma.”

www.letsmove.gov



“If every Californian who was overweight or obese lost just five percent of his or her BMI, it would save the state \$82 billion and prevent 800,000 cases of diabetes.”

Public Health Institute, 2012