

Supporting Health in All Policies

National Childhood Obesity Prevention Conference

together
WE BUILD A BRIGHTER FUTURE

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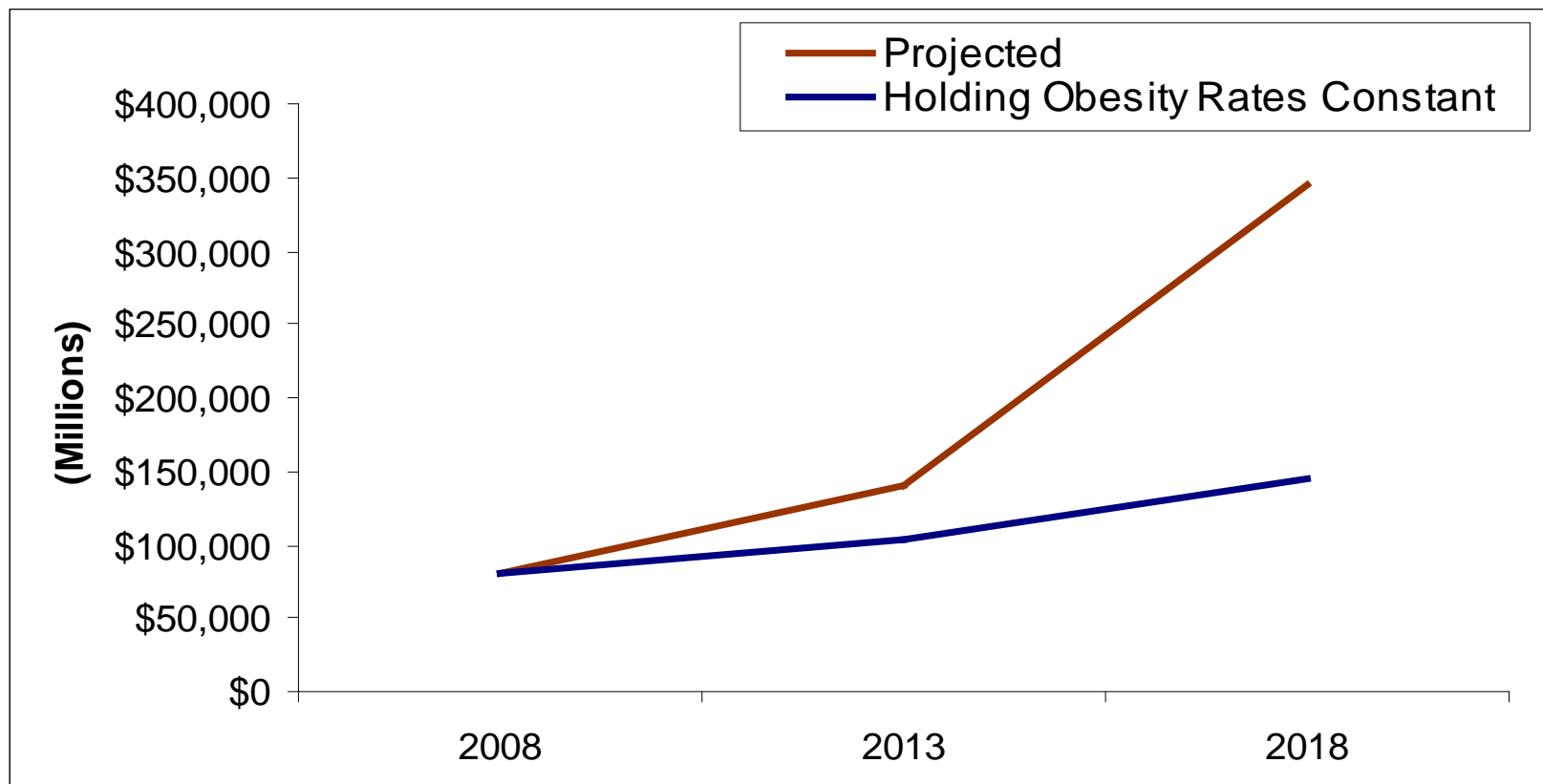
Vice President, Public Affairs

Southern California Region, Kaiser Permanente

The Impact of Obesity on Direct Health Care Spending

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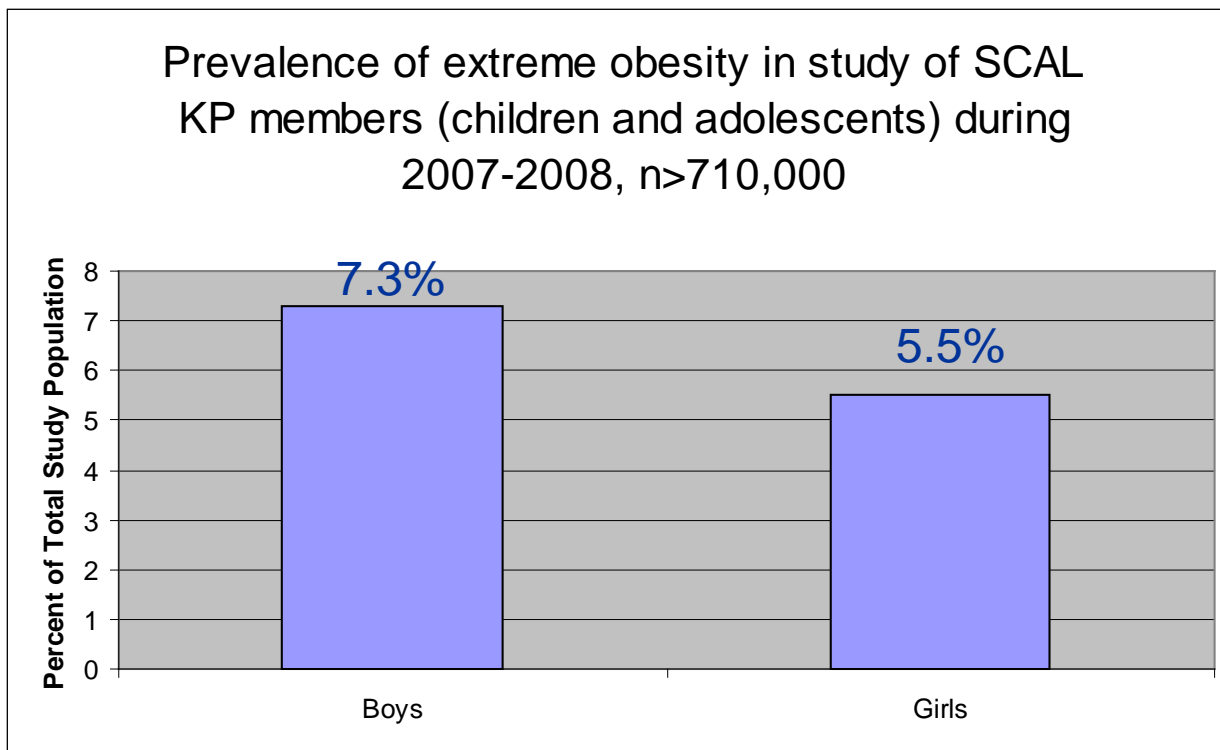
Total Obesity-Related Direct Health Care Spending, U.S. (2008-2018)



Source: Thorpe, 2009

More Trouble on the Road to the Future

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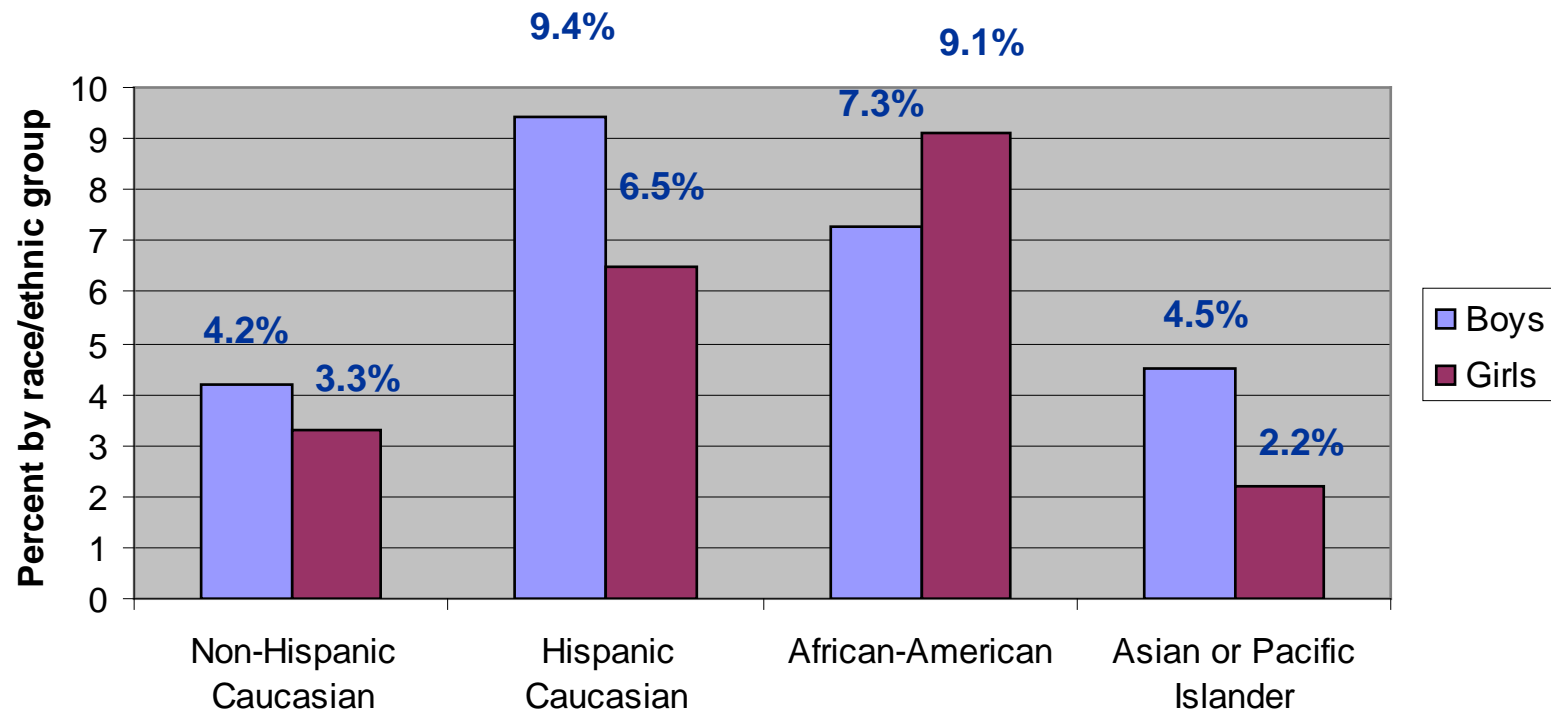


Koebnick C. (July 2010). Prevalence of Extreme Obesity in a Multiethnic Cohort of Children and Adolescents, *Journal of Pediatrics*, V 57.

The Breakdown on Extreme Obesity

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Prevalence of extreme obesity by race/ethnicity in study of SCAL KP members (children and adolescents) during 2007-2008, n>710,000

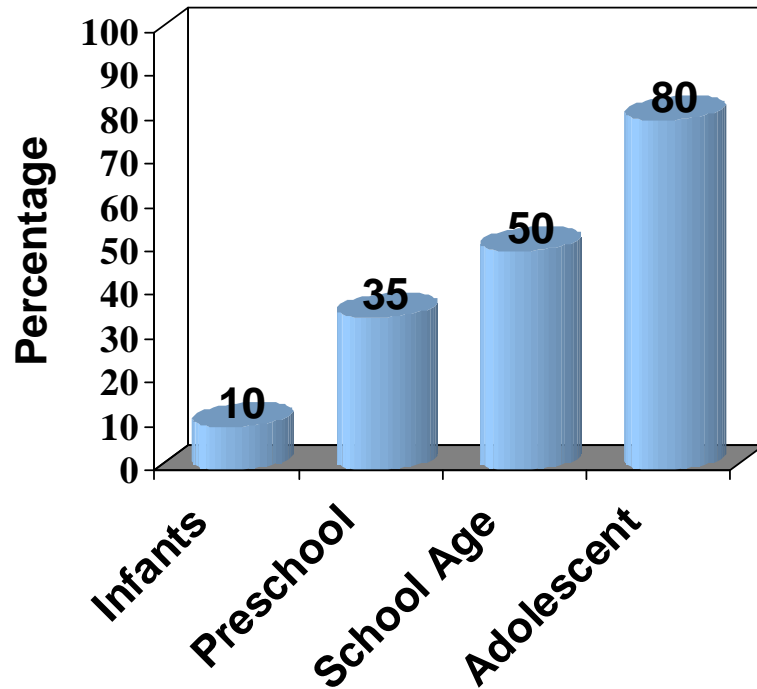


Koebnick C. (July 2010). Prevalence of Extreme Obesity in a Multiethnic Cohort of Children and Adolescents, *Journal of Pediatrics*, V 57.

Do Overweight Children Grow Up to be Overweight Adults?

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% Overweight Children who Become Obese Adults



- The older the overweight child is, the more likely he/she will continue to be overweight as an adult.
- 8 out of 10 overweight teens will continue to be overweight as adults.

Pediatric Exam Room Poster

together



Little changes. Big rewards. Are you ready?



kp.org

Every body needs a balance of nutritious foods and active living to achieve a healthy weight and prevent problems such as diabetes and heart disease. As a parent, you have the power to teach your children healthy habits that will last a lifetime.

Here are some simple steps that can bring big rewards for your entire family.

Get moving

- Aim for at least 60 minutes of activity a day.
- Escape the pull of the couch—get up and get moving.

Pull the plug

- Limit screen time (TV, computers, and video games) to 1 to 2 hours a day.
- Move the TV out of the bedroom.

Eat smart

- Aim for 5 to 9 servings of fruits and vegetables a day.
- Fuel up with breakfast every morning.

Drink well

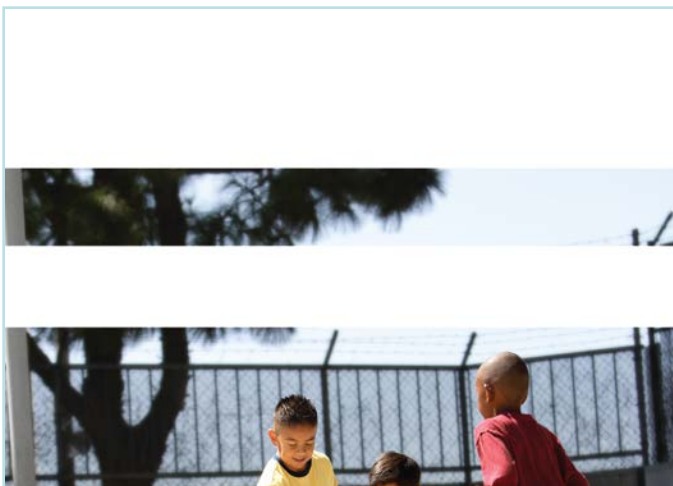
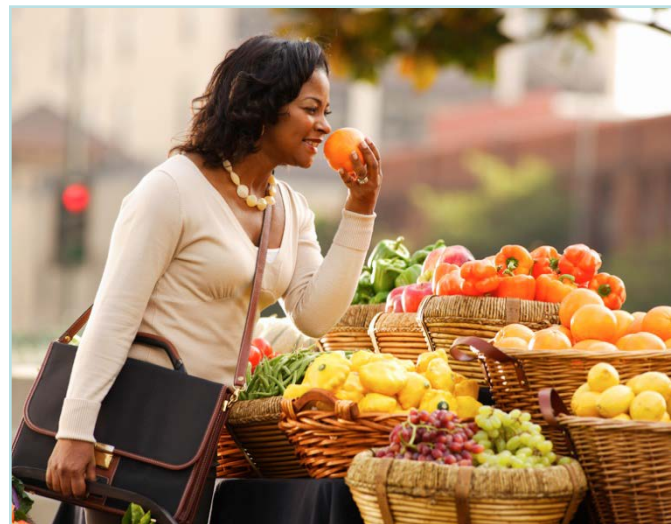
- Choose water or non-fat milk.
- Limit soda, sports drinks, juice, and sweetened drinks—one can is equal to drinking a candy bar!

Health Care Reform and Prevention

CDC's Community Transformation Grants and Communities

Putting Prevention to Work

together



Extending Our Impact

together



HEAL Santa Rosa

together



Before

- Wider sidewalks
- Safer crosswalks
- Better pedestrian crossings



After

Healthy Eating in Hard Times

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HiAP Task Force Food Procurement Project

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Adopt a healthy food procurement policy to ensure that foods purchases for consumption or sale on State property meet minimum nutrition standards.

Sweetened Beverage PSA

together



together

Every Body **WALK!**

The Campaign to Get America Walking

