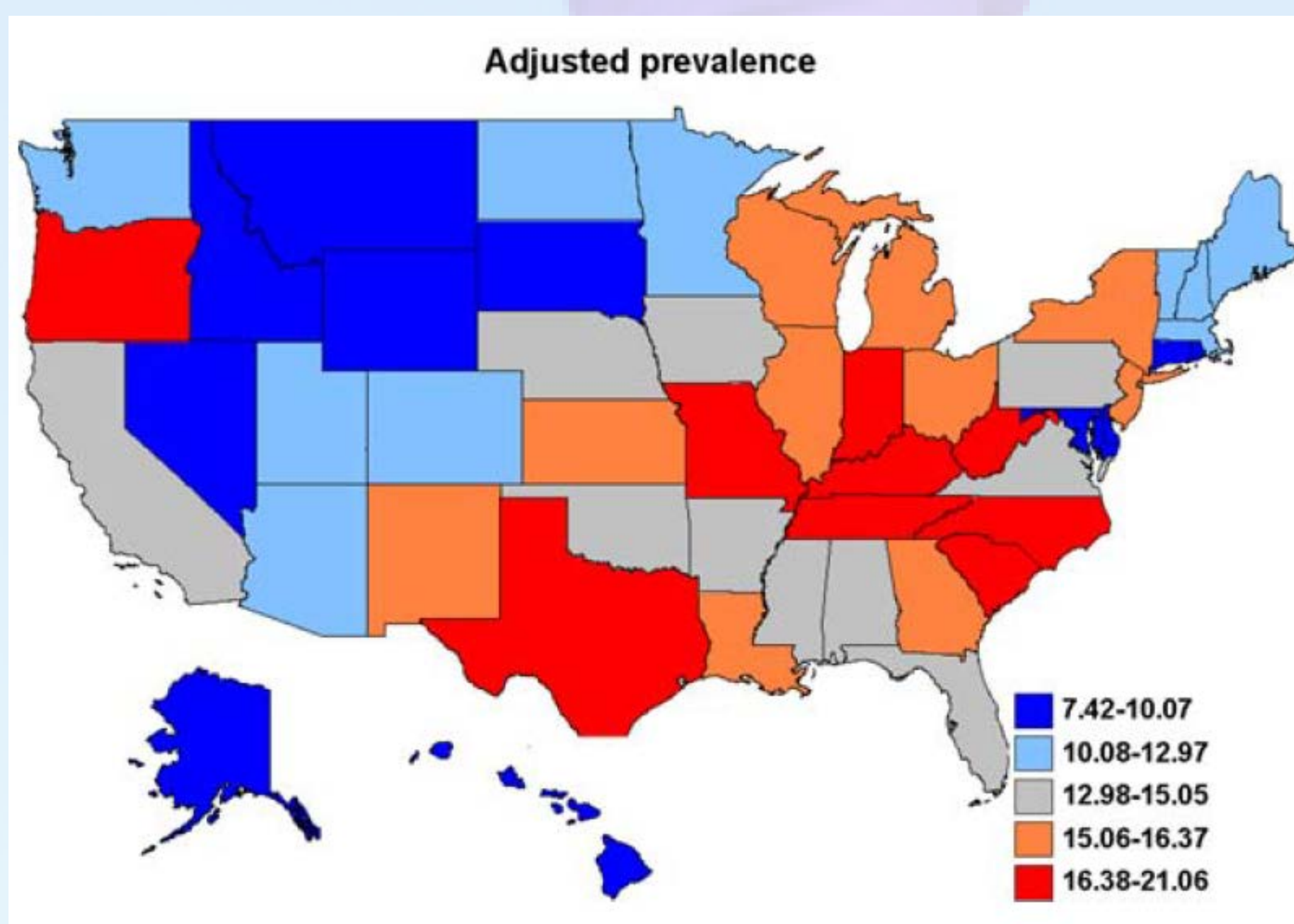


THE PROBLEM

Overnutrition in the United States has led to an alarming increase in the rate of childhood obesity.

THE CAUSE



- Physical Inactivity
- Overeating
- Genetics
- Poor nutritional knowledge
- Psychological problems
- Stress
- Lack of sleep

THE SOLUTION

APPROACH

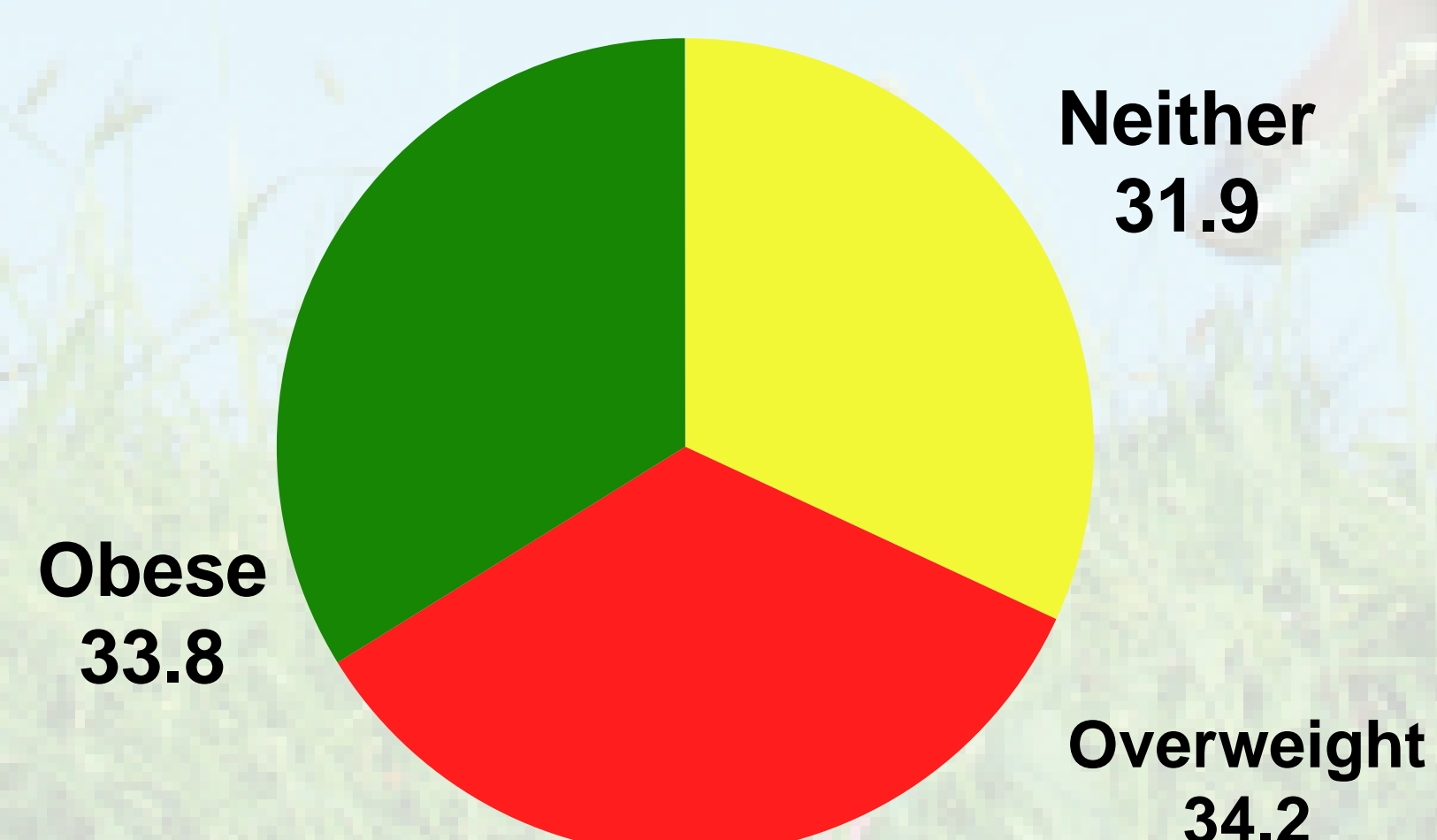
Educate new parents on how to prevent obesity in their own children, covering:

- Proper nutrition
- Shop on a budget
- Control how and when you children eat
- Control portion sizes
- Keeping kids active and away from the TV
- Cope with stress
- Get enough sleep

MEANS

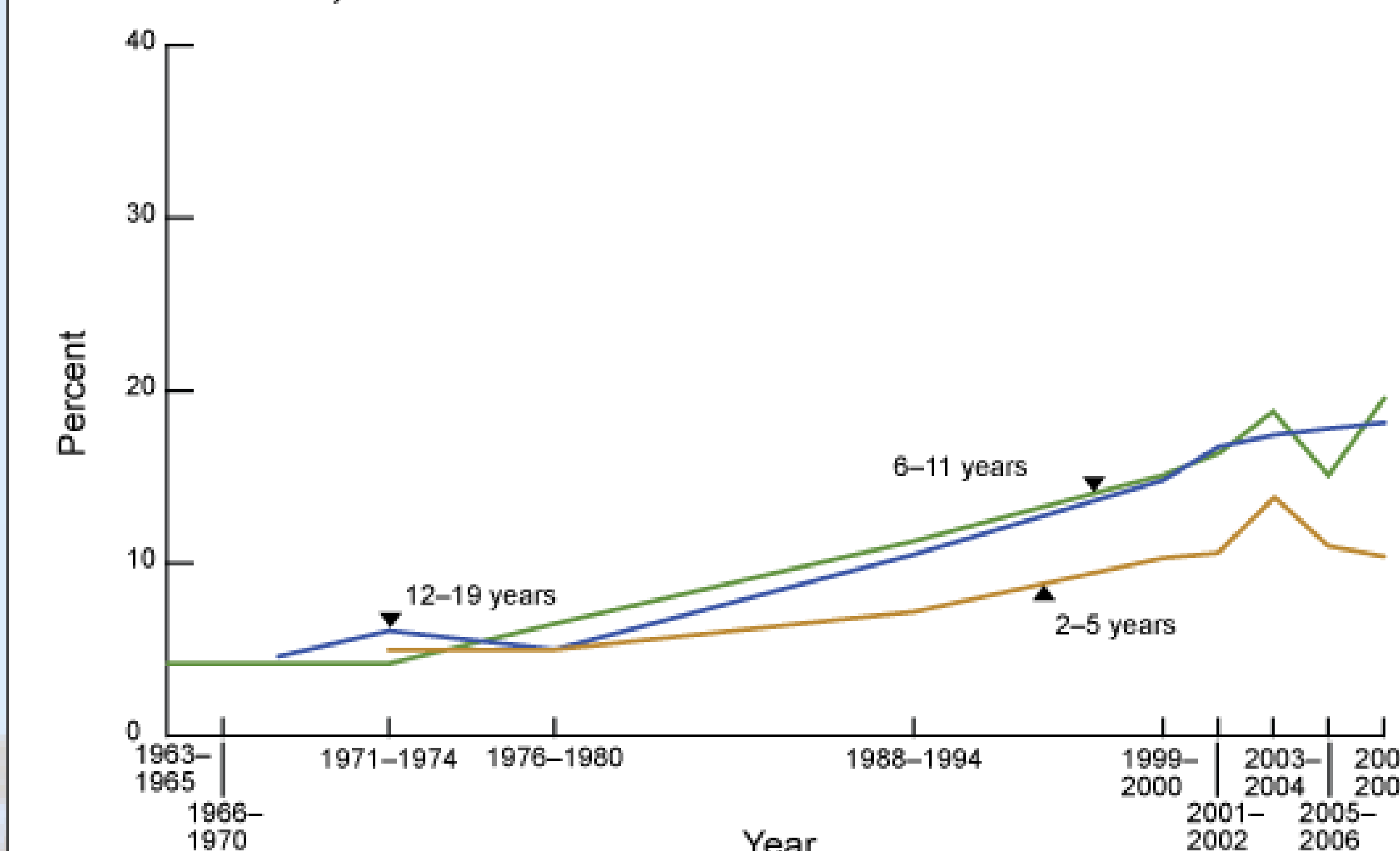
An 8 week program run as a class at the Charleston Area Medical Center

Why Charleston, WV?



DATA

Figure 1. Trends in obesity among children and adolescents: United States, 1963–2008



NOTE: Obesity is defined as body mass index (BMI) greater than or equal to sex- and age-specific 95th percentile from the 2000 CDC Growth Charts.
 SOURCES: CDC/NCHS, National Health Examination Surveys II (ages 6–11), III (ages 12–17), and National Health and Nutrition Examination Surveys (NHANES) I–III, and NHANES 1999–2000, 2001–2002, 2003–2004, 2005–2006, and 2007–2008.

- 22% of pre-schoolchildren are overweight and 10% are obese
- nearly 8% of children 4 to 5 years of age are overweight
- Elevated blood pressure, dyslipidemia, and a greater chance of type 2 diabetes is more likely due to childhood obesity

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