

America's Move to Raise a Healthier Generation of Kids



Village of Franklin Park, IL

James Galloway, MD

Assistant Surgeon General
U.S. Department of Health
& Human Services, Region V

**Healthy
Choices**

**Healthier
Schools**

**Physical
Activity**

**Access to
Affordable
Healthy Food**

The Current Situation

- ❑ Over the past three decades, childhood obesity rates in America have tripled
- ❑ Today, nearly 1 in 3 children in America is overweight or obese
- ❑ One-third of all children born after the year 2000 will suffer from diabetes at some point in their lives, and many will face chronic obesity-related health problems such as heart disease, high blood pressure, cancer, and asthma

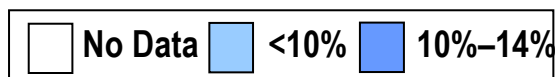
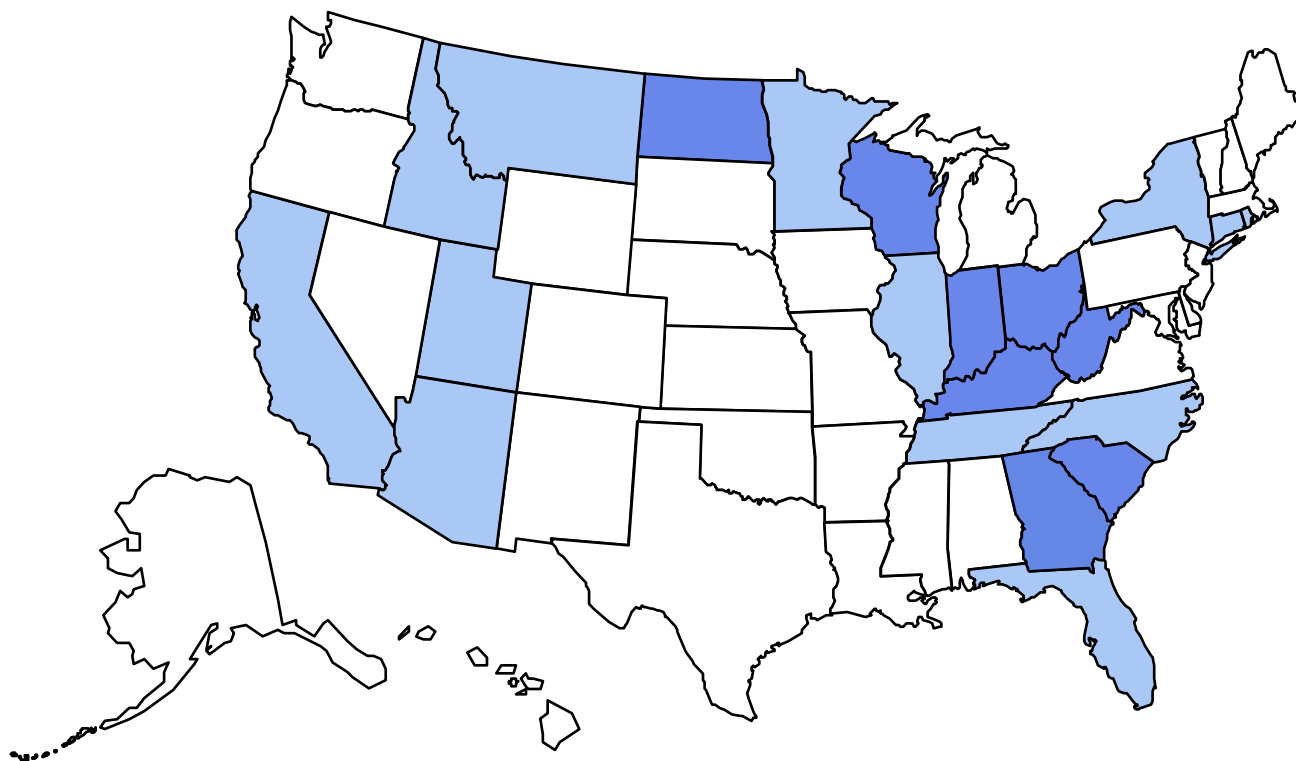
The Current Situation

- ❑ Illinois exceeds the national average - 34.9% of Illinois children are considered overweight or obese, ranking the state 4th in the nation in childhood obesity
- ❑ According to the CDC, we spend about one out of every ten health care dollars on obesity and its complications
 - That's nearly **\$150 BILLION** spent each year to treat obesity-related conditions like diabetes, heart disease, and high blood pressure.

Obesity Trends* Among U.S. Adults

BRFSS, 1985

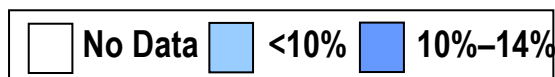
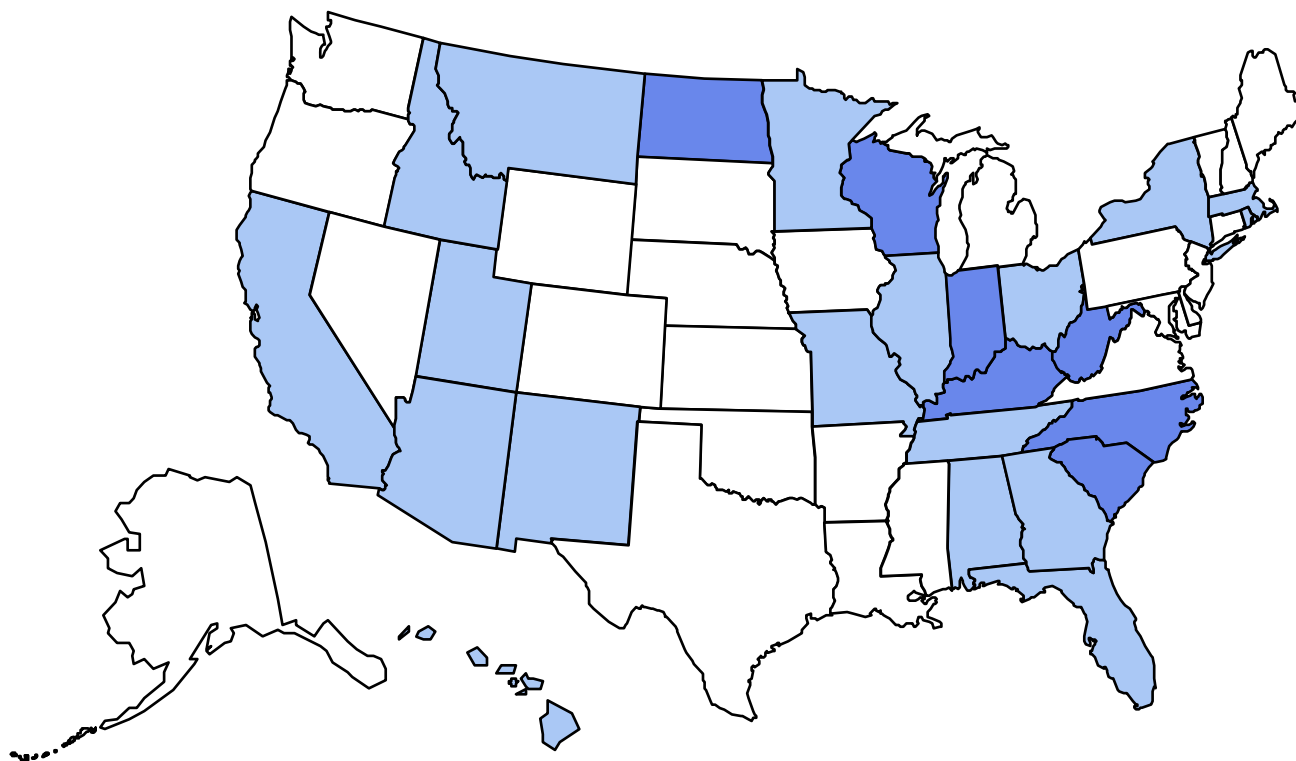
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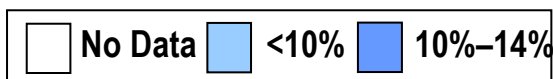
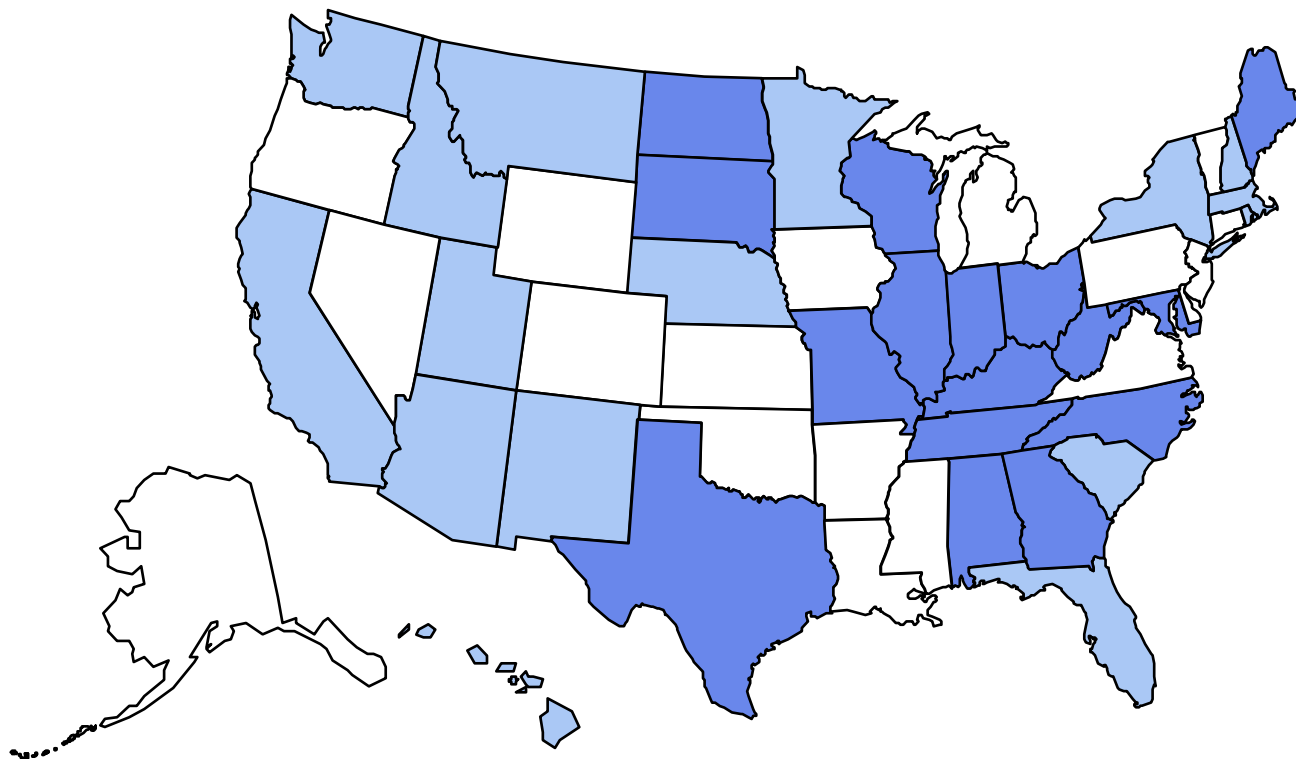
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Obesity Trends* Among U.S. Adults

BRFSS, 1987

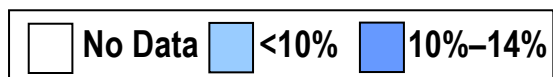
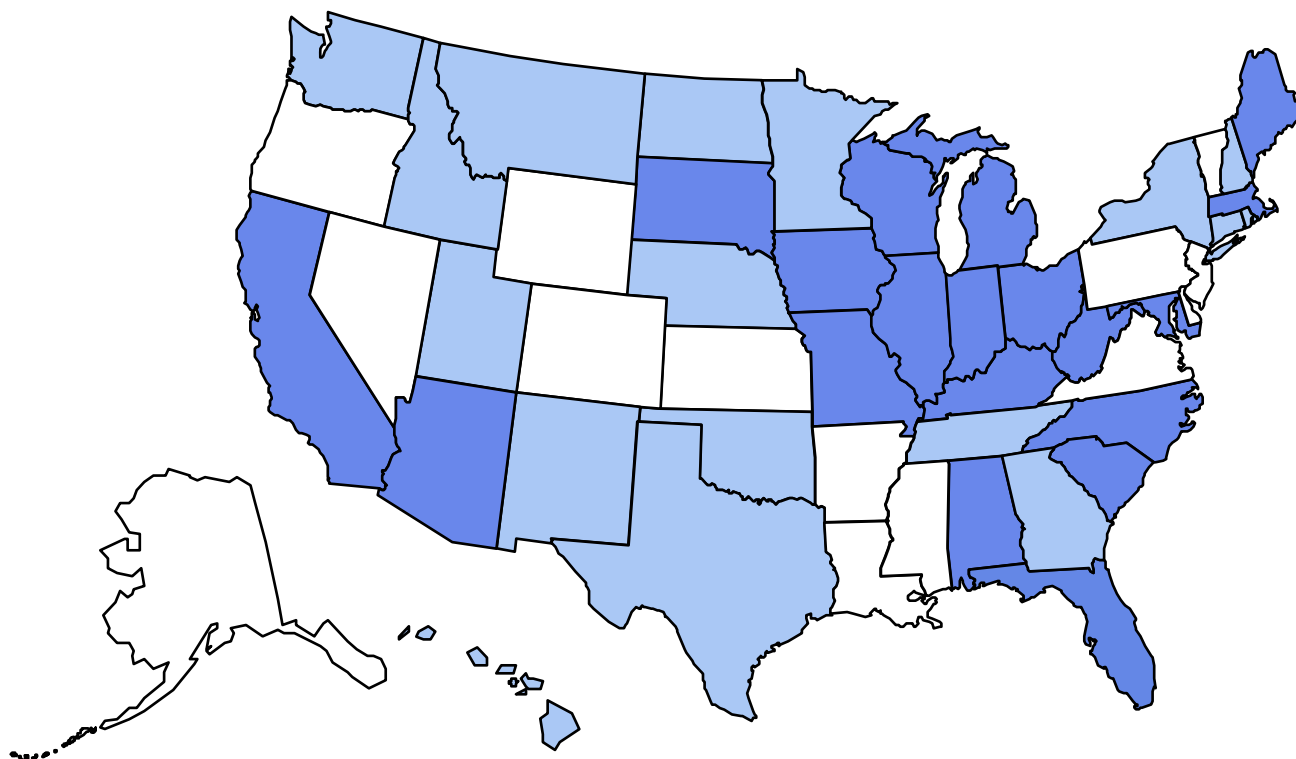
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Obesity Trends* Among U.S. Adults

BRFSS, 1988

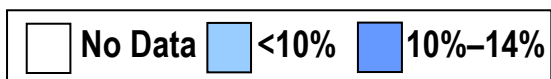
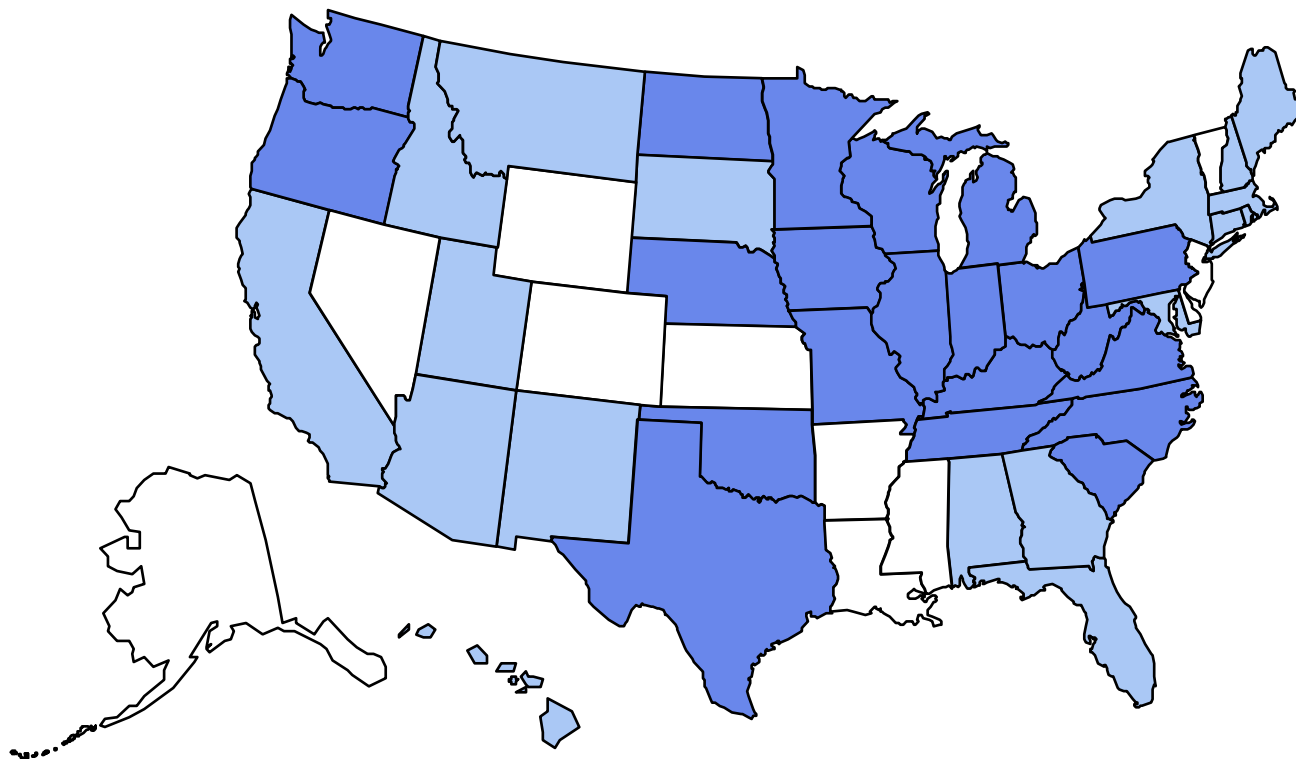
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Obesity Trends* Among U.S. Adults

BRFSS, 1989

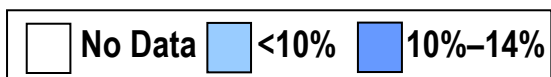
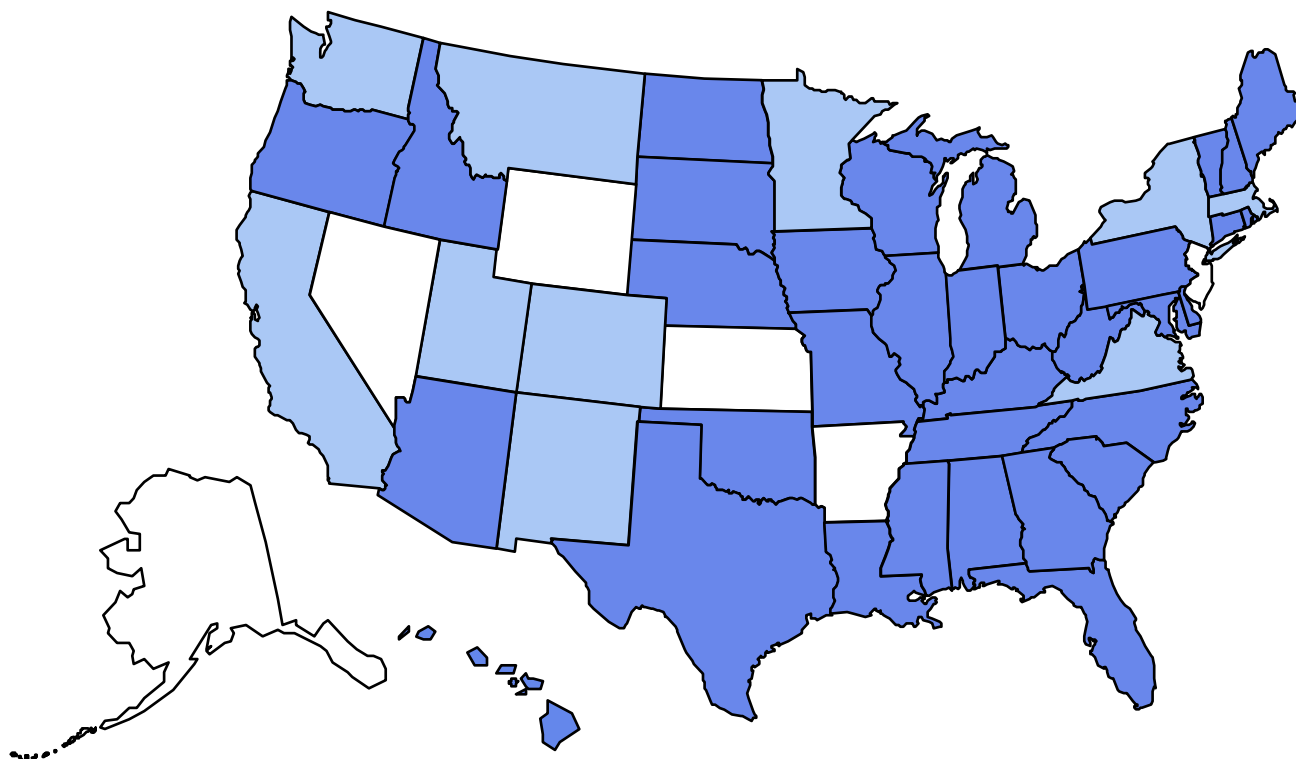
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Obesity Trends* Among U.S. Adults

BRFSS, 1990

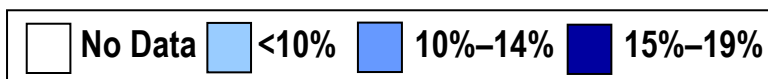
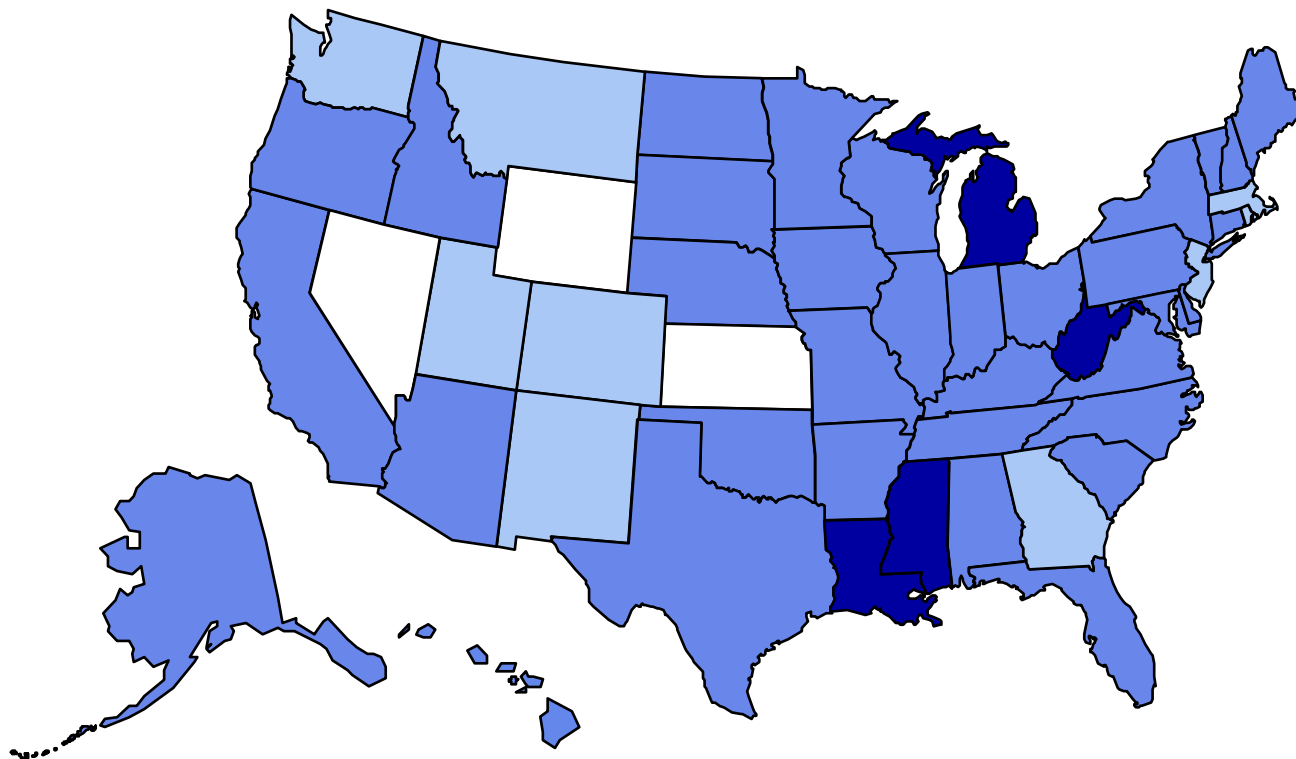
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Obesity Trends* Among U.S. Adults

BRFSS, 1991

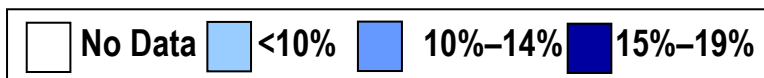
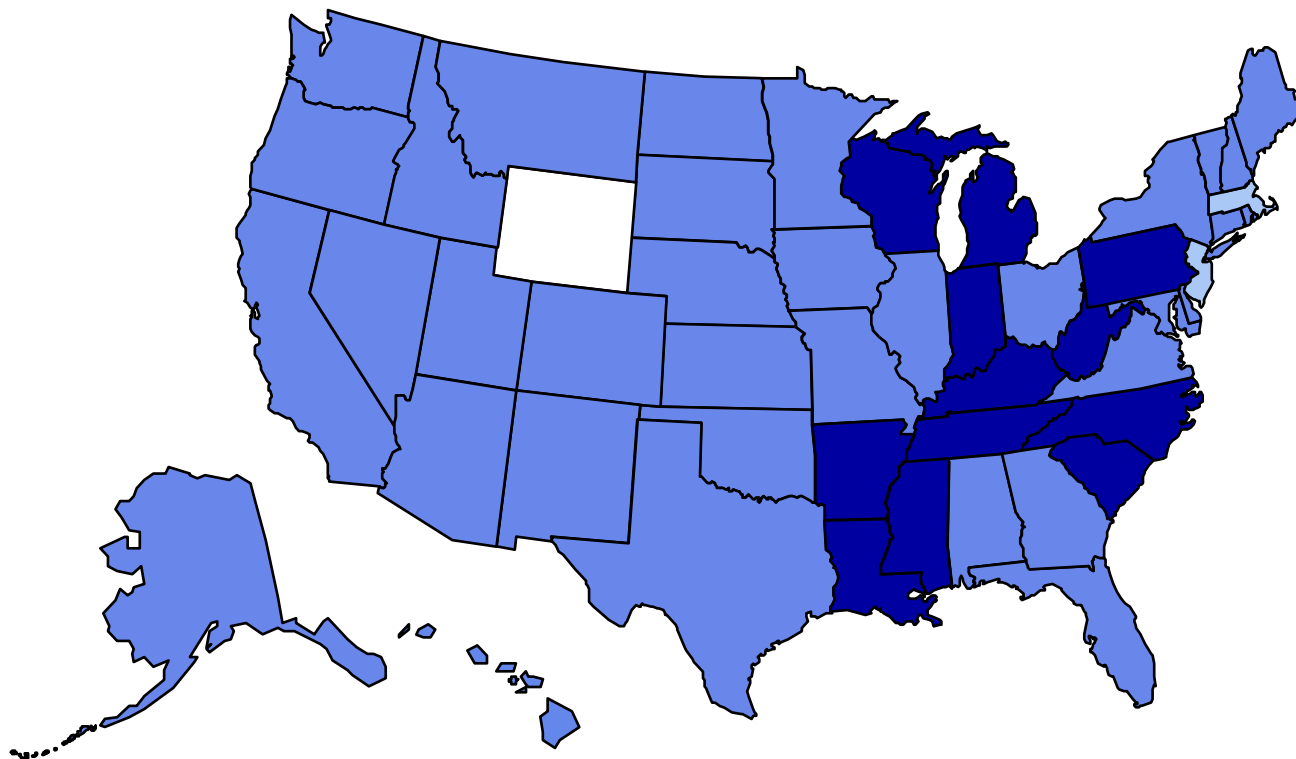
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Obesity Trends* Among U.S. Adults

BRFSS, 1993

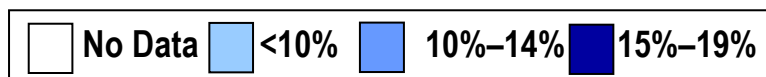
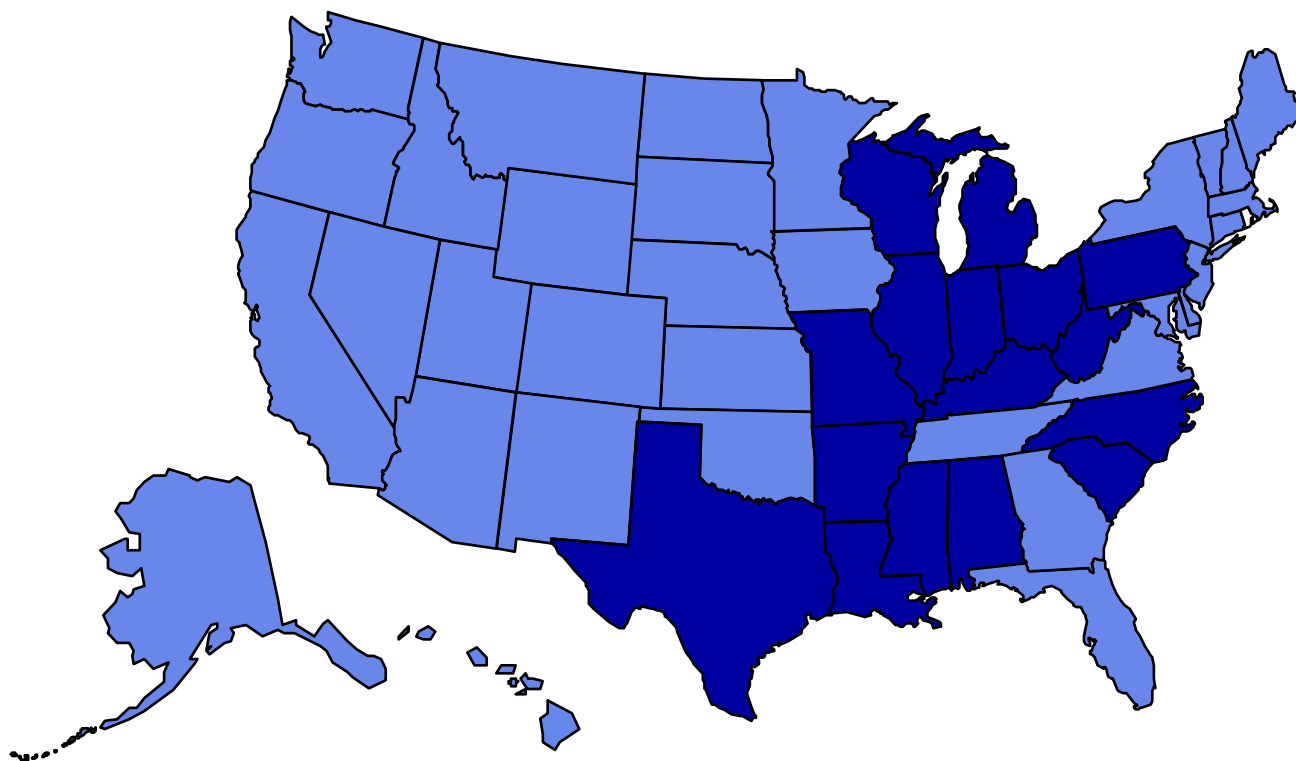
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Obesity Trends* Among U.S. Adults

BRFSS, 1994

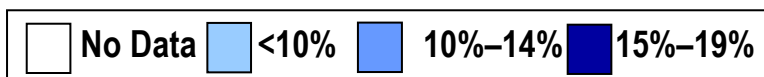
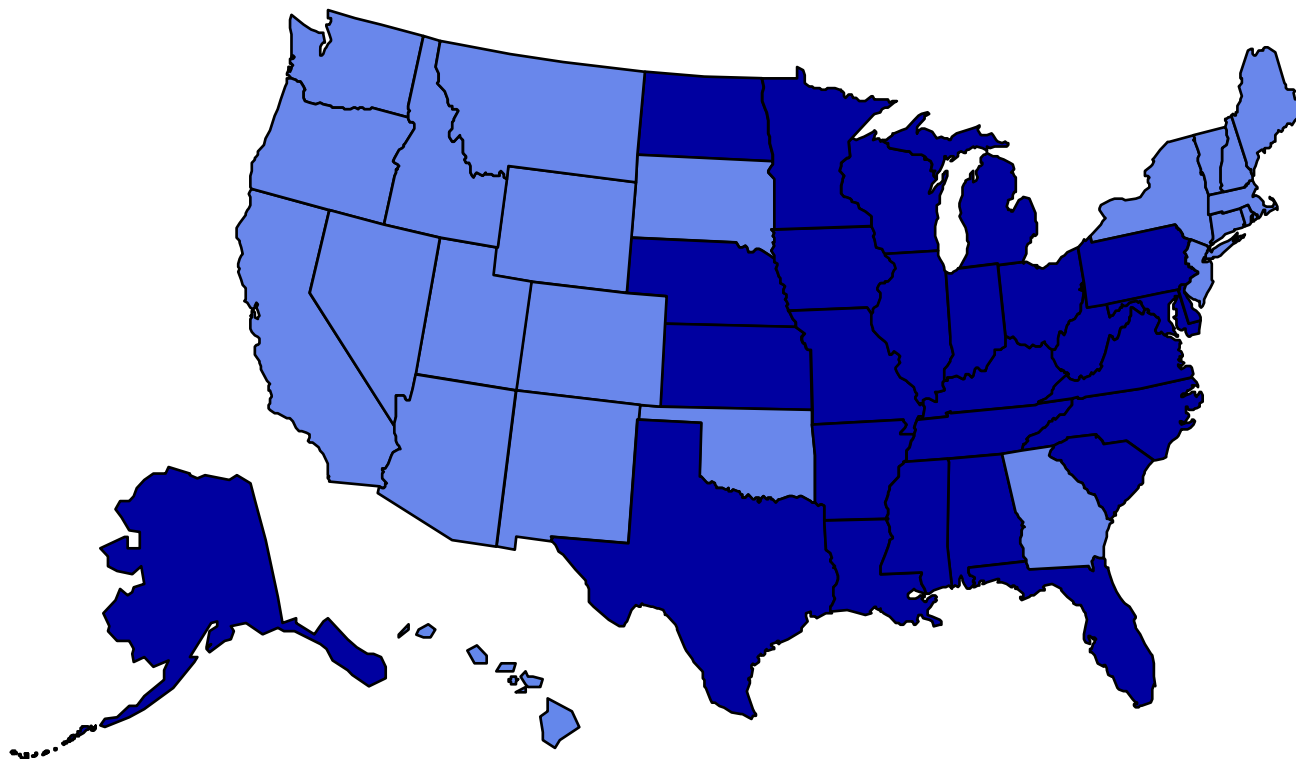
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Obesity Trends* Among U.S. Adults

BRFSS, 1995

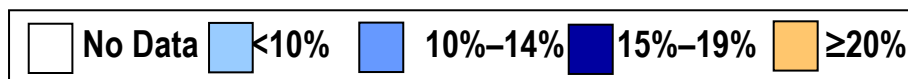
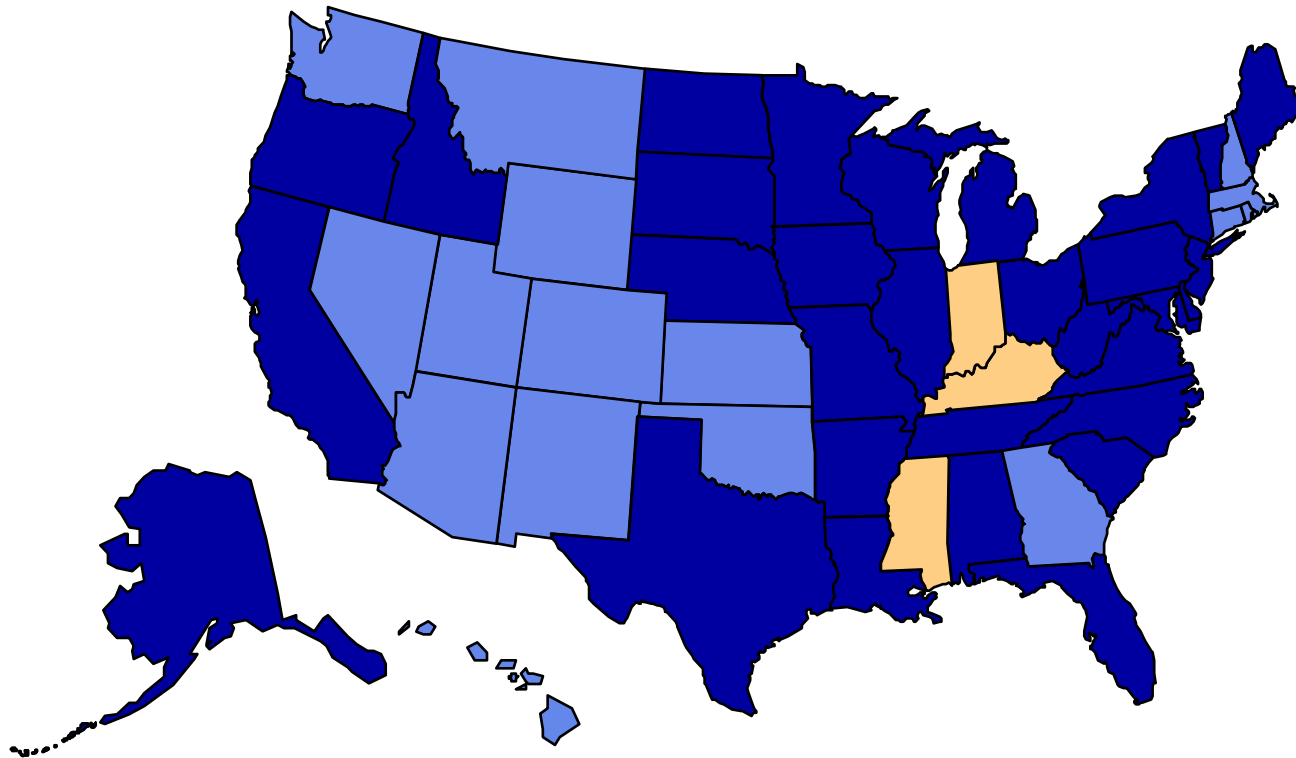
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Obesity Trends* Among U.S. Adults

BRFSS, 1997

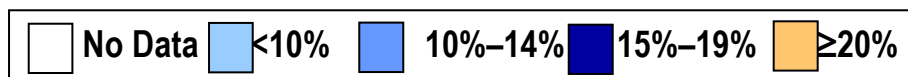
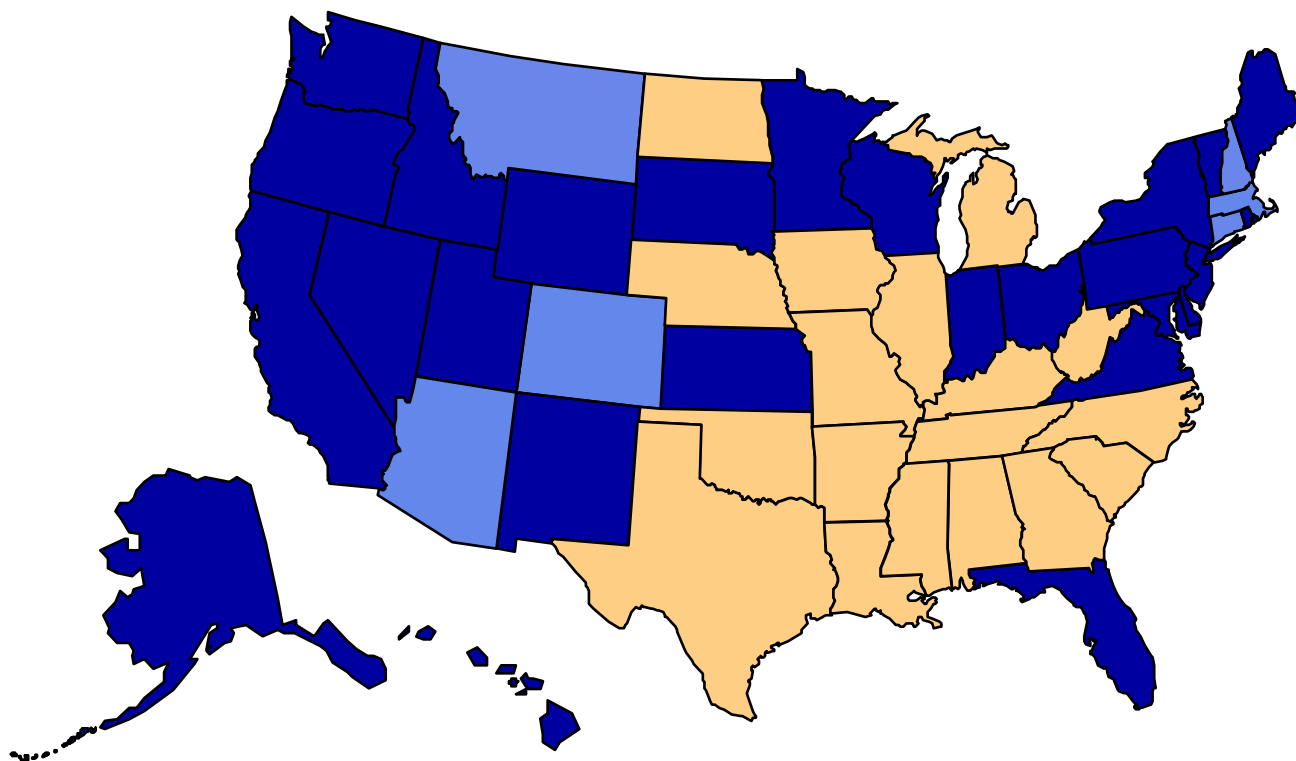
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Obesity Trends* Among U.S. Adults

BRFSS, 1999

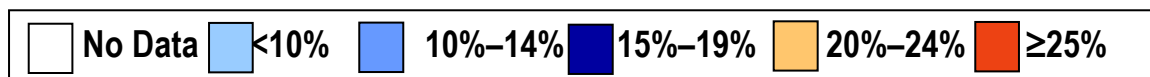
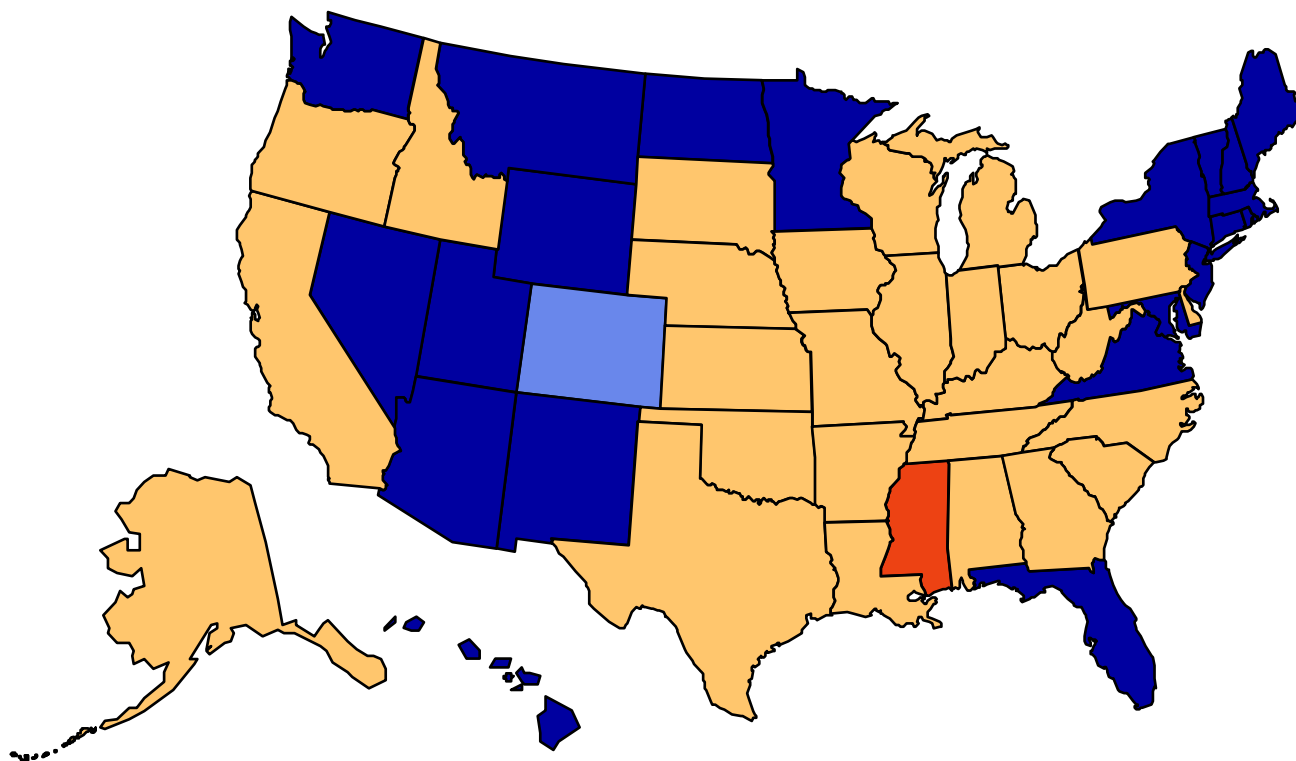
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Obesity Trends* Among U.S. Adults

BRFSS, 2001

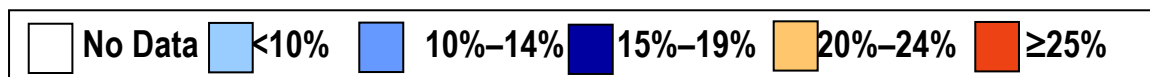
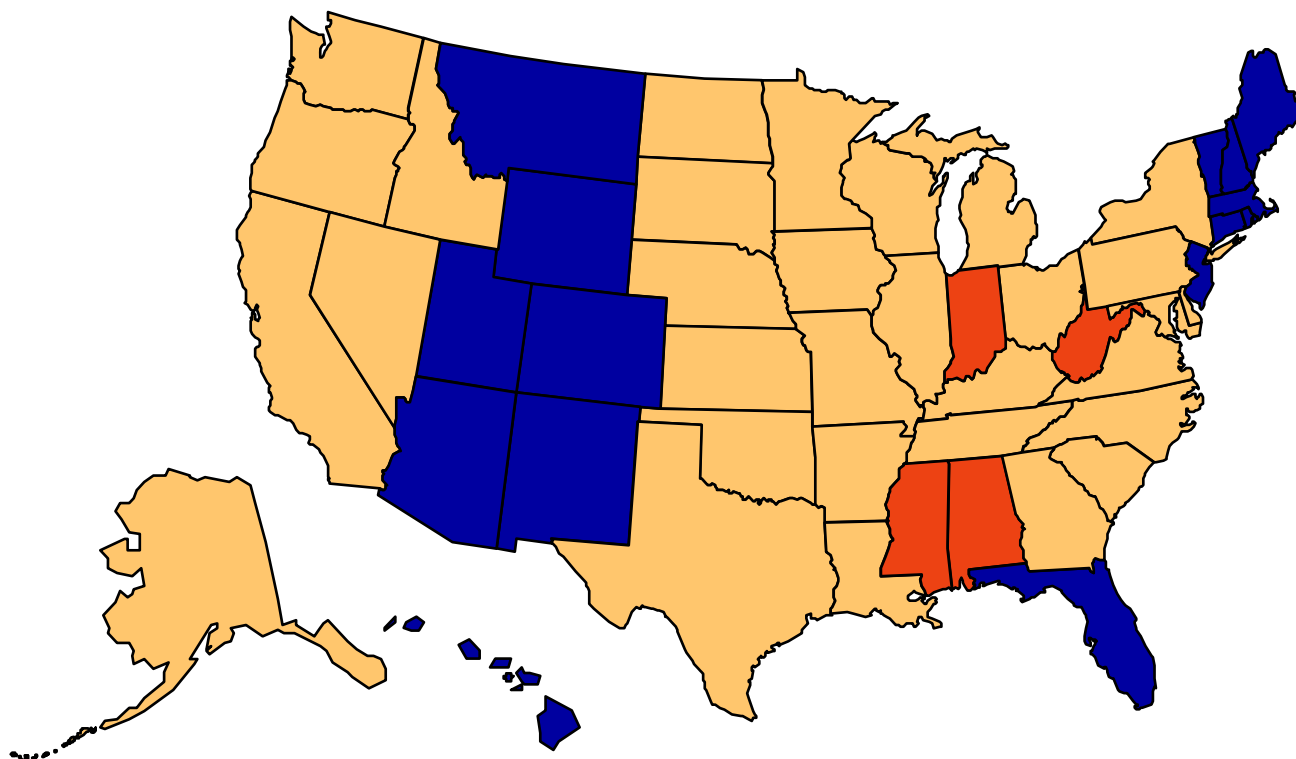
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Obesity Trends* Among U.S. Adults

BRFSS, 2003

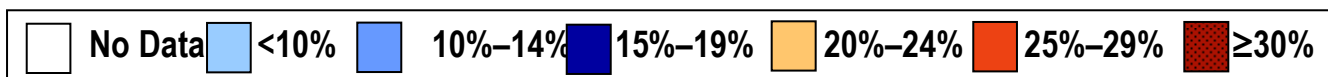
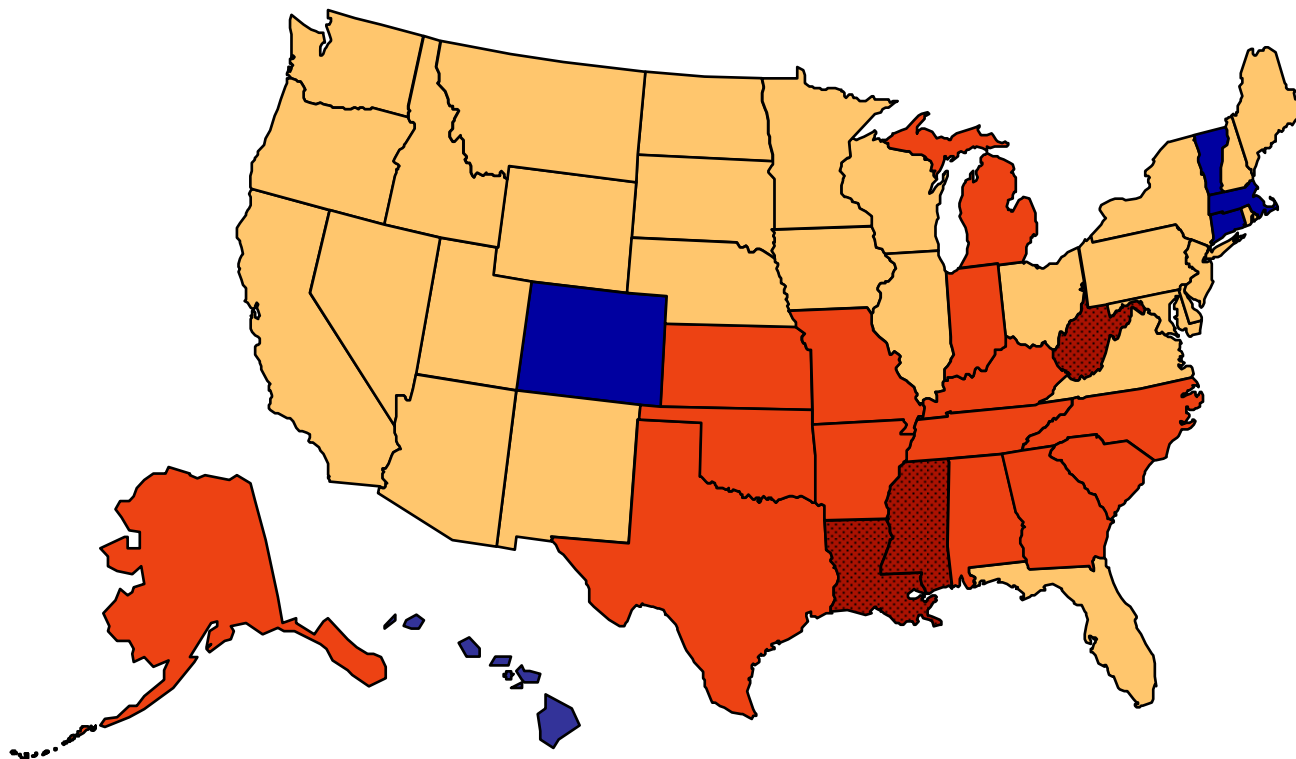
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Obesity Trends* Among U.S. Adults

BRFSS, 2005

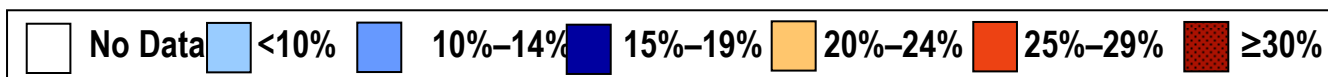
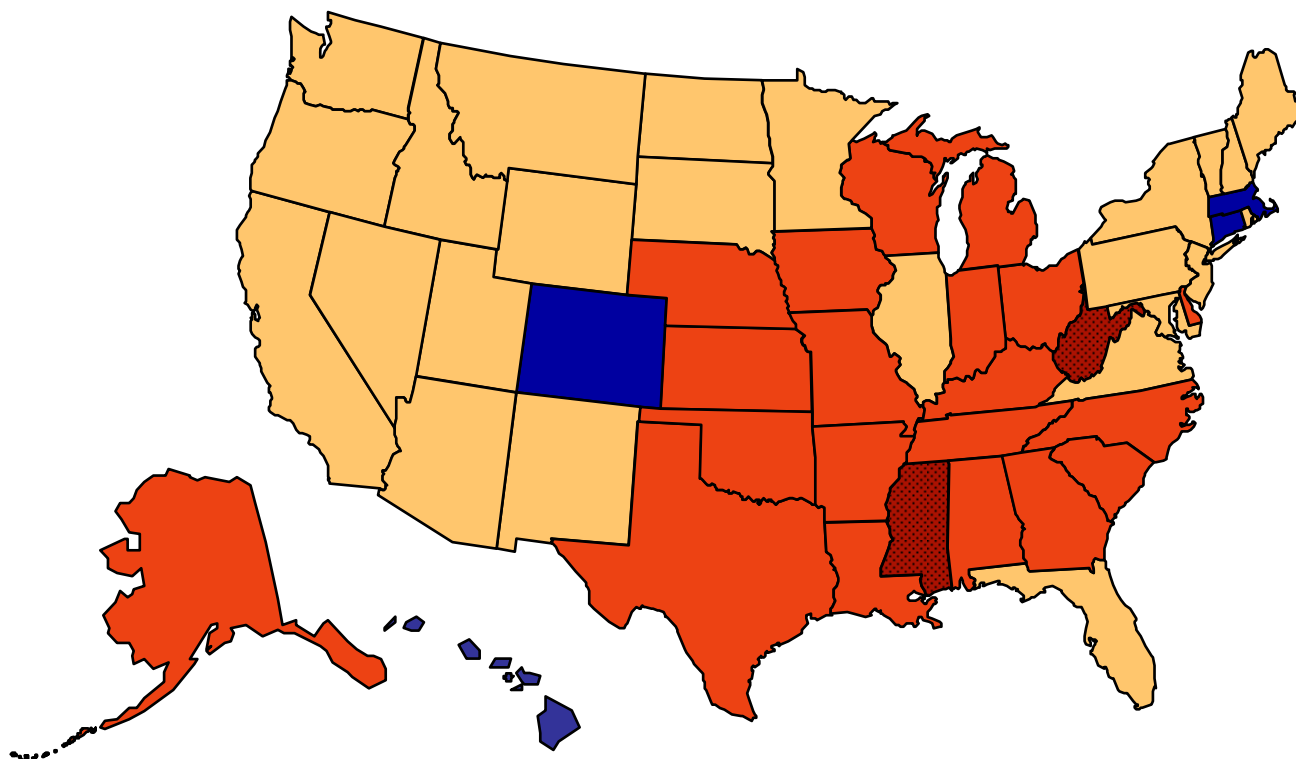
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Obesity Trends* Among U.S. Adults

BRFSS, 2006

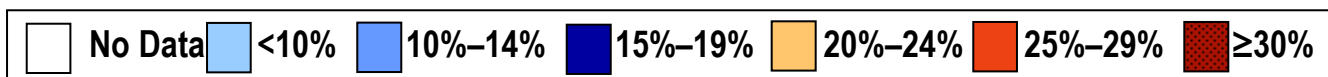
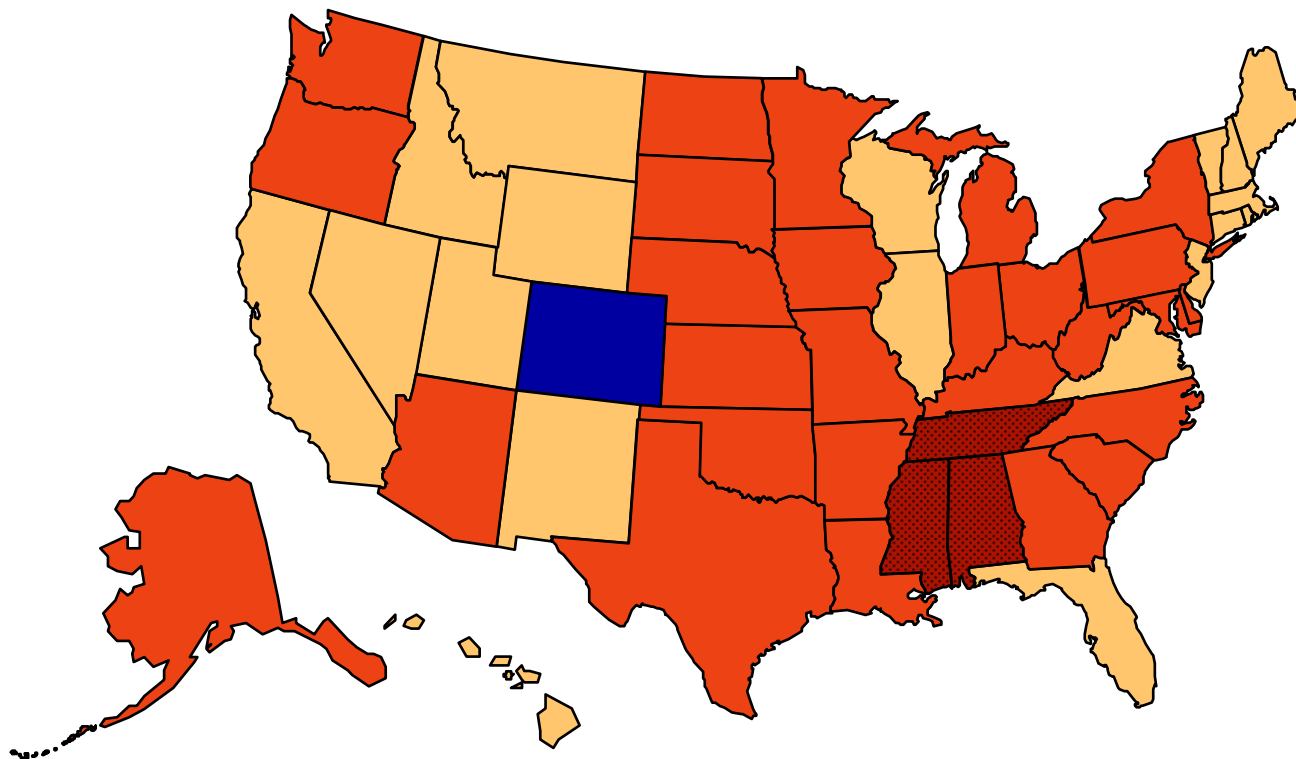
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Obesity Trends* Among U.S. Adults

BRFSS, 2007

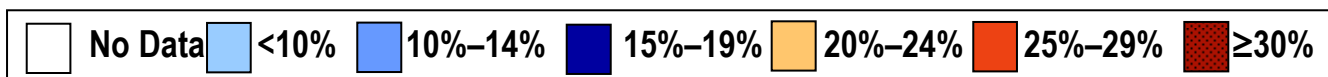
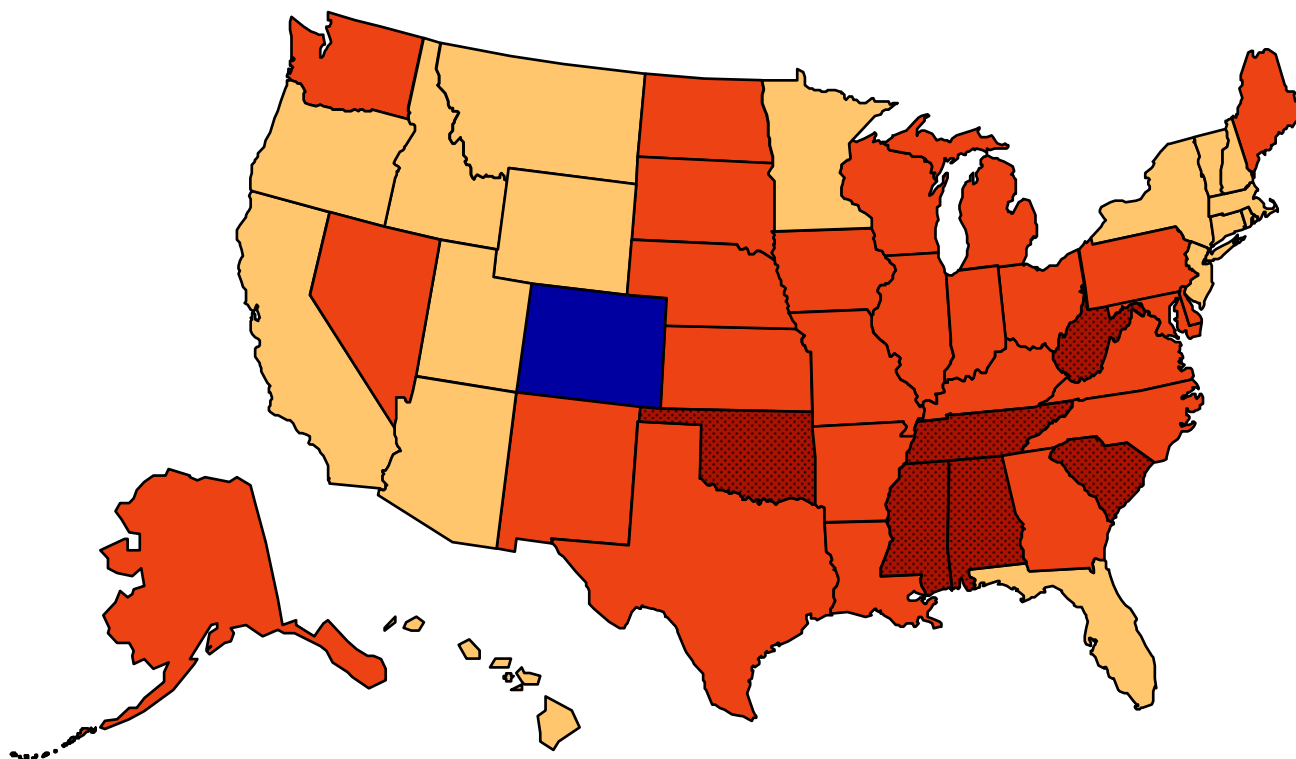
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Obesity Trends* Among U.S. Adults

BRFSS, 2008

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



The Current Situation

Table 2. Actual Causes of Death in the United States in 1990 and 2000

Actual Cause	No. (%) in 1990*	No. (%) in 2000
Tobacco	400 000 (19)	435 000 (18.1)
Poor diet and physical inactivity	300 000 (14)	400 000 (16.6)
Alcohol consumption	100 000 (5)	85 000 (3.5)
Microbial agents	90 000 (4)	75 000 (3.1)
Toxic agents	60 000 (3)	55 000 (2.3)
Motor vehicle	25 000 (1)	43 000 (1.8)
Firearms	35 000 (2)	29 000 (1.2)
Sexual behavior	30 000 (1)	20 000 (0.8)
Illicit drug use	20 000 (<1)	17 000 (0.7)
Total	1 060 000 (50)	1 159 000 (48.2)

*Data are from McGinnis and Foege.¹ The percentages are for all deaths.



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One overarching goal:

Solve the problem of childhood obesity
within a generation



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Let's Move Cities and Towns emphasizes the unique ability of communities to **solve the challenge locally**, and the critical **leadership elected officials can provide** to bring communities together and spur action.



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Participate by choosing at least one significant action to take over the next twelve months in each of the four pillar areas:

- Help Parents Make Healthy Family Choices
- Create Healthy Schools
- Promote Physical Activity
- Provide Access to Healthy and Affordable Food



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Making the commitment publically:

- A declaration on your town website
- Hosting an event at a school, recreation center or park
- Hosting an event with a chef

Signing Up is Easy!



America's Move to Raise a Healthier Generation of Kids

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[GO](#)

Learn the Facts
RAISING HEALTHIER KIDS

Eat Healthy
FOOD & NUTRITION

Get Active
PHYSICAL ACTIVITY

Take Action
SIMPLE STEPS TO SUCCESS

Join Us
LET'S MOVE TOGETHER

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Take Action

[Parents](#)

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Mayors & Local Officials

[Become a Let's Move City or Town](#)

[Help Parents Make Healthy Family Choices](#)

[Improve the Health of Schools](#)

[Increase Physical Activity Opportunities](#)

[Make Healthy Food Affordable and Accessible](#)

[Resources](#)

Community Leaders

MAYORS & LOCAL OFFICIALS

5

simple steps TO SUCCESS

FOR MAYORS & LOCAL OFFICIALS

Elected officials offer the unique ability to spur action and bring communities together in this movement. Mayors and municipal officials are encouraged to adopt a long-term, sustainable, and holistic approach to fighting childhood obesity. This movement recognizes that every city is different, and every town will require its own distinct approach to the issue.



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Ideas for Action

- Appoint a Let's Move! main contact
- Connect with other community leaders – share successes
- Include Franklin Park's young people
- Establish a taskforce
- Engage community stakeholders/residents
 - Boy/Girl Scouts, American Heart Association, coaches, PTA



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Addressing the Four Pillars

- **Pillar 1: Giving parents and caregivers the tools they need to make healthy choices in early childhood**
 - Work with local childcare providers and after-school programs to implement evidence-based standards for nutrition, physical activity and screen time within childcare settings



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Addressing the Four Pillars

- **Pillar 2: Improving Nutrition in Schools**
 - Encourage local schools to participate in the Healthier US School Challenge
 - Promote school gardens



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Addressing the Four Pillars

- **Pillar 3: Increasing Physical Activity Opportunities**
 - Establish a local fitness challenge that sets goals for physical activity
 - Implement *Let's Move Outside!* programs in your community



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Addressing the Four Pillars

- **Pillar 4: Making Healthy Food Affordable and Accessible**
 - Adopt food policies that require food and beverages purchased with government funds to meet certain nutrition standards
 - Support the sale of local foods across the community by offering incentives and encouraging the establishment of farmers' markets



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Resources

- *Let's Move! Cities and Towns* toolkit for local officials
 - includes information about webinars, funding resources, links to organizations that can help Franklin Park meet its *Let's Move!* goals



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***Let's Move
Franklin Park!***

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