



healthy kids
out of school

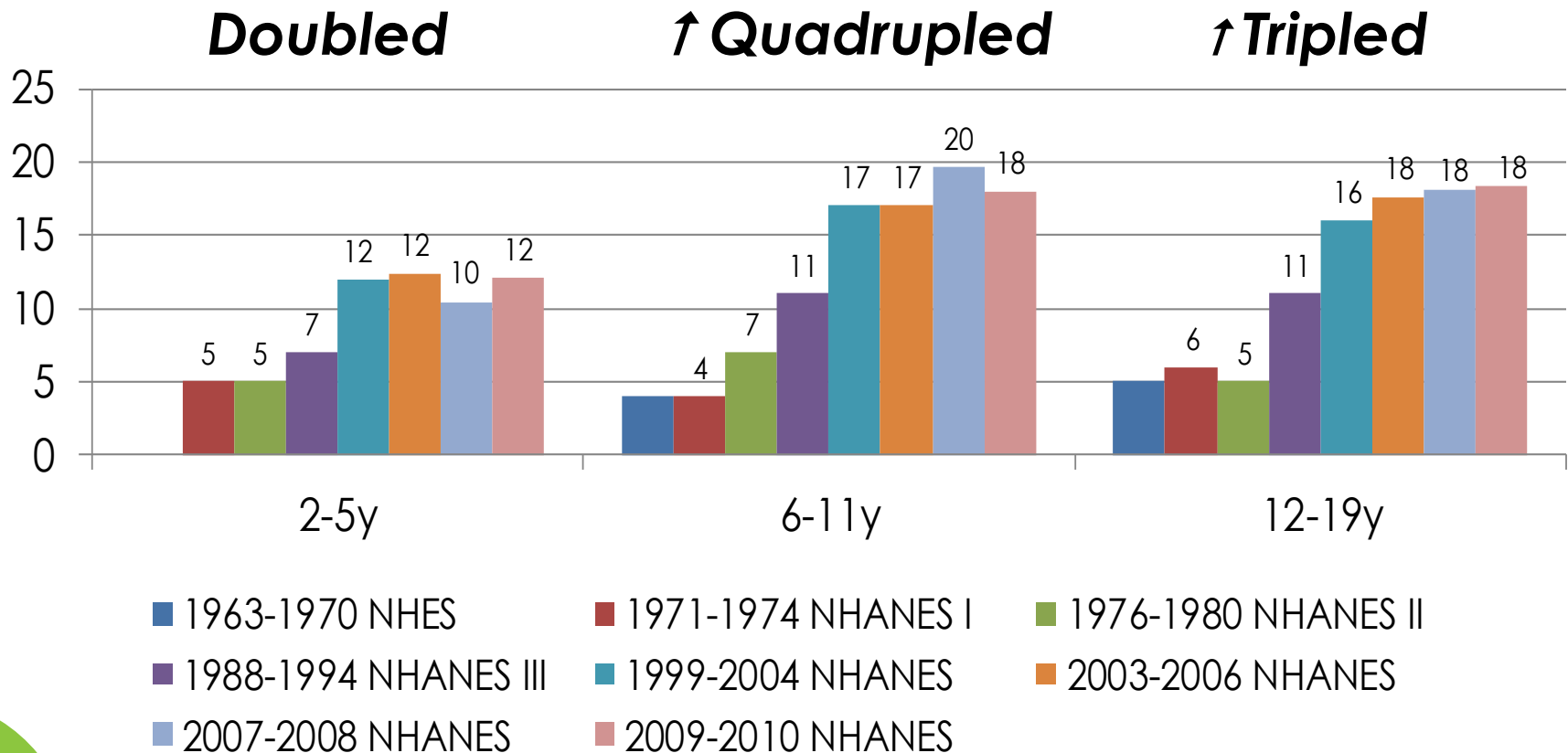
Mass in Motion Quarterly Meeting

Alyssa Koomas, MS, MPH, RD
June 20th 2013



child obesity180
reverse the trend.

U.S. Childhood Obesity National Trends



Adapted from: Ogden et. al., 2010

The Impact

“For the first time in two centuries, the current generation of children in America may have shorter life expectancies than their parents.”

-New England Journal of Medicine, 2005








Target to Reverse the Trend

150
Calories



ChildObesity180: A Comprehensive Approach

Influencing Multiple Aspects of a Child's Environment to Prevent Obesity

Time of Day	Initiative	Energy Influenced
Before School 	Breakfast Initiative	Energy In
During School 		Energy Out
After School 		Energy In and Energy Out
Reinforcing Environments	Eating Out in Restaurants	Energy In



Healthy Kids Out of School

Unite out-of-school organizations around nutrition and physical activity principles and provide the resources to help them become effective venues for childhood obesity prevention.





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drink right
move more
snack smart

girl scouts
of the usa



National
Urban League



NCLR
NATIONAL COUNCIL OF LA RAZA



BOY SCOUTS OF AMERICA®

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Three Guiding Principles



Drink Right: Choose water instead of sugar-sweetened beverages.



Move More: Boost movement and physical activity in all programs.



Snack Smart: Fuel up on fruits and vegetables.



Contributors to Childhood Obesity

Plethora of low-cost/
calorie-dense foods

Sugar-sweetened beverage
consumption

Food advertising/marketing
aimed at children

Declines in physical activity

Physical education and
recess cuts

Changing built environment

Less sleep

Multi-media saturation

Increased portion sizes

Frequent eating away
from home

ENERGY IN

ENERGY OUT

The Opportunity: Snacks

Snacks can represent up to

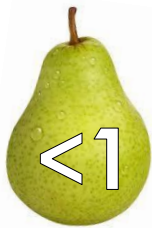
25%

of a child's daily calorie intake.

Afterschool program snacks

- Great **variability** in snacks served
- Contain **higher calories** than the recommended total calories for snacks

Fruits and vegetables served infrequently



Fruit
Less than **1 serving** at snack



Vegetables
Almost entirely absent from snack menus



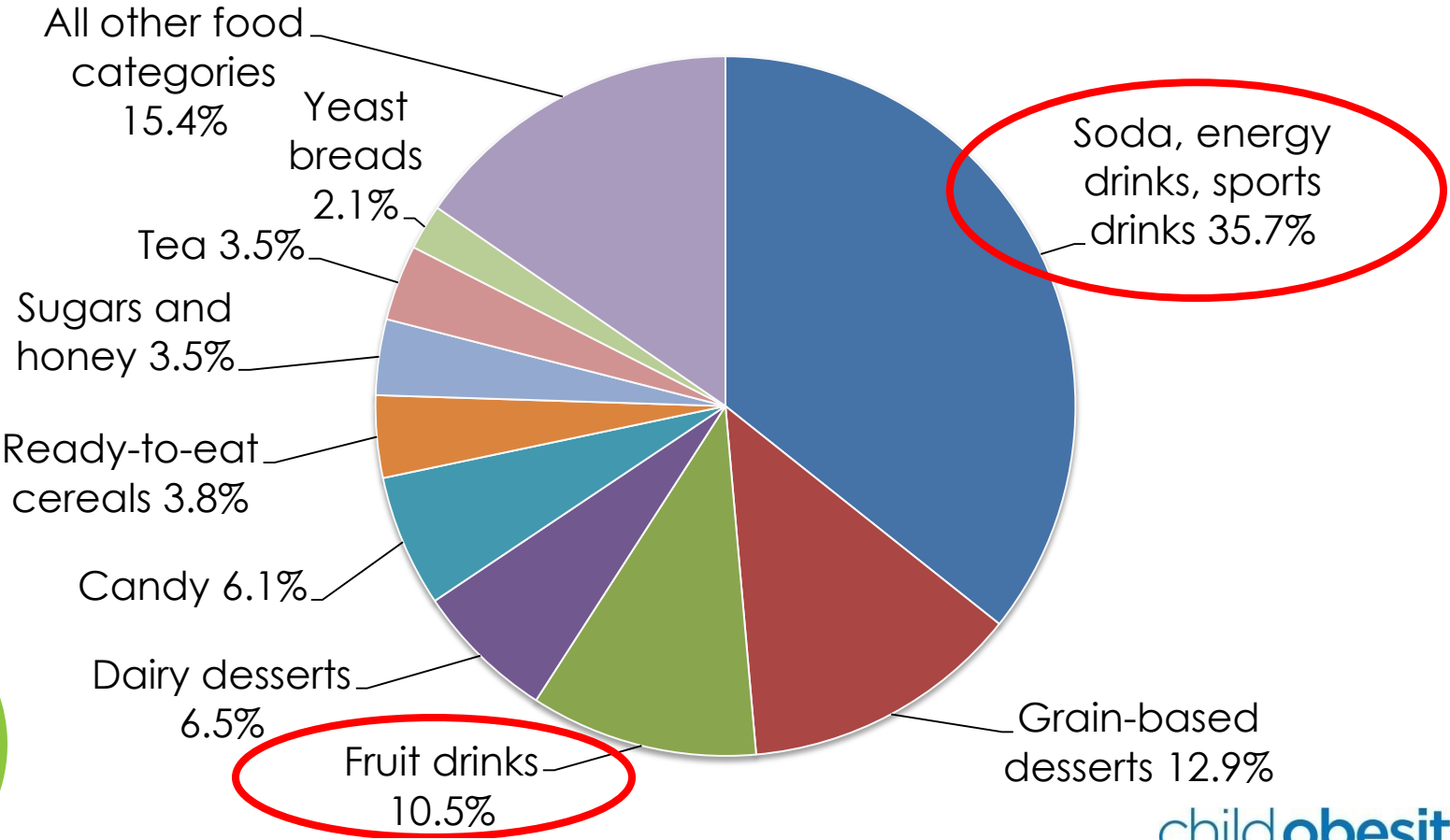
Contain **added sugars** (cookies, cereal bars, granola bars)

Snacks served most often:

Categorized as **salty snacks** (chips, pretzels, snack mixes)

Contributors to Obesity: Beverages

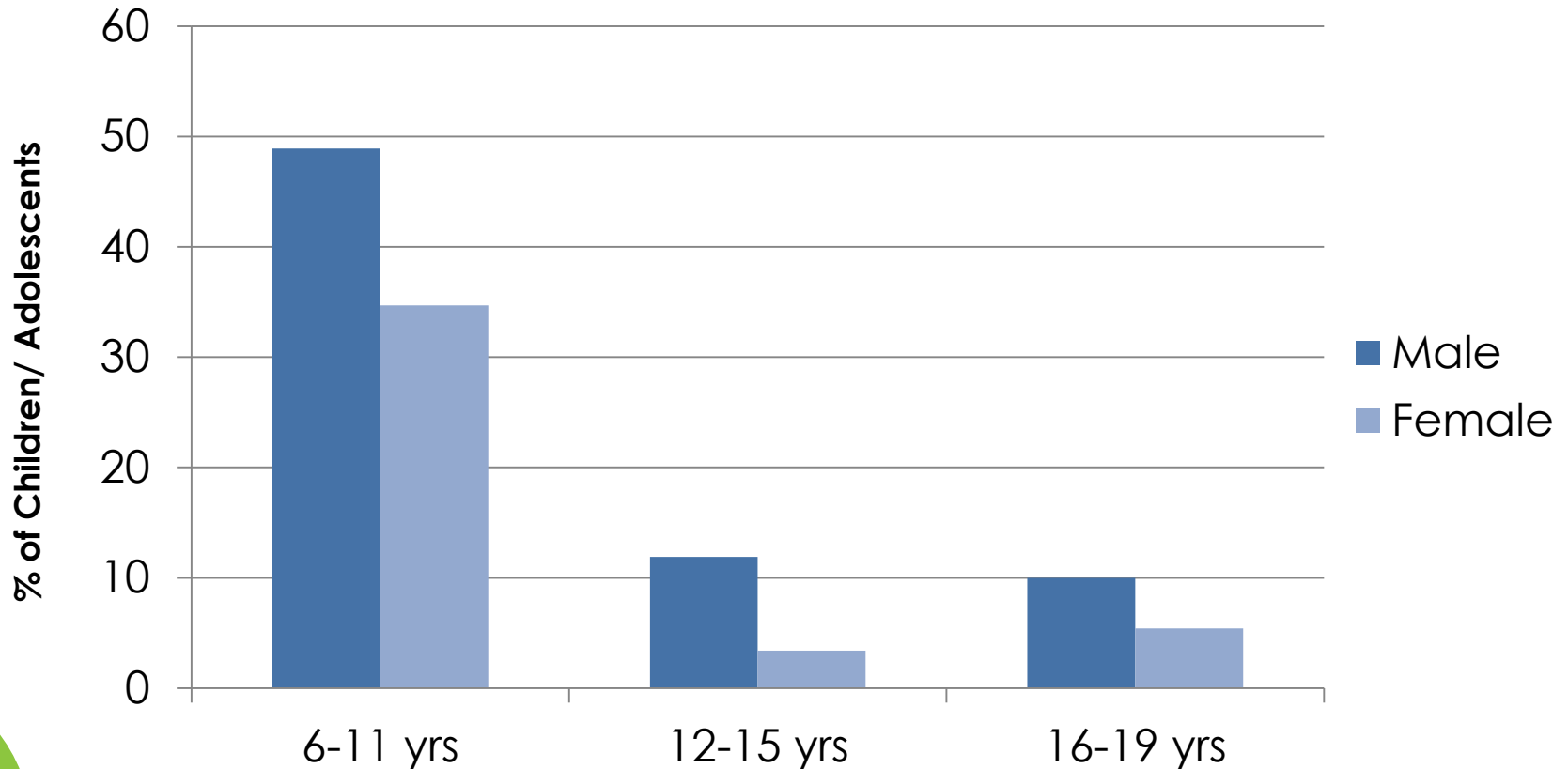
Sources of added sugars in the diets of the U.S. population (Ages 2 years and older)



SOURCE: USDA/HHS. *Dietary Guidelines for Americans*, 2010.

Contributors to Obesity: Inactivity

Percent of children meeting U.S. physical activity recommendations



Source: Toriano et al., 2008.

The Opportunity: Physical Activity



60 minutes of **moderate to vigorous** physical activity are recommended for children and adolescents ages 6-17 each day.



Children in OST programs are only active during **57%** of the time allocated for physical activity.

Only **19%** are moderately to vigorously active during this time.



Children playing in a 50-minute soccer match were moderately to vigorously active for **17 minutes.**

Healthy Kids Hub website

healthy kids
out of school

Welcome to the Healthy Kids Hub
A hub of resources for out-of-school programs

[Find Resources](#) [Take The Pledge](#) [My Dashboard](#) [Take Action](#) [What's New](#) [About Us](#) [Sign In](#)

Our Guiding Principles

- Drink Right**
- Move More**
- Snack Smart**
Fuel up on fruits and vegetables.

Watch the Video

Ready to get started? Click the circles below.

- Find Resources**
- Take the Pledge**
- My Dashboard**

What's New!

- Healthy Kids Out of School staff will present at the Beyond School Hours Conference
FEBRUARY 20, 2013
- Healthy Kids Out of School Wins the Second Round of the AJPM Childhood Obesity Challenge
FEBRUARY 01, 2013

Stay Connected

- HealthyKidsOutOfSchool@tufts.edu
- Facebook: Healthy Kids Out of School
- Twitter: @HealthyKidsOOS
- ChildObesity180:
www.ChildObesity180.org
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www.HealthyKidsHub.org

