Supporting Health in All Policies

National Childhood Obesity Prevention Conference

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The Impact of Obesity on Direct Health Care Spending


Source: Thorpe, 2009

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

The Breakdown on Extreme Obesity

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

- Non-Hispanic Caucasian: 4.2% boys, 3.3% girls
- Hispanic Caucasian: 6.5% boys, 9.1% girls
- African-American: 7.3% boys, 9.1% girls
- Asian or Pacific Islander: 4.5% boys, 2.2% girls


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Do Overweight Children Grow Up to be Overweight 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.
Little changes. Big rewards. Are you ready?

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.

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

**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.

**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

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Extending Our Impact

together

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Kaiser Permanente
HEAL Santa Rosa

Before

After

• Wider sidewalks
• Safer crosswalks
• Better pedestrian crossings
Healthy Eating in Hard Times
HiAP Task Force Food Procurement Project

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