



healthy kids
out of school

BOOST Conference
May 1-4, 2013

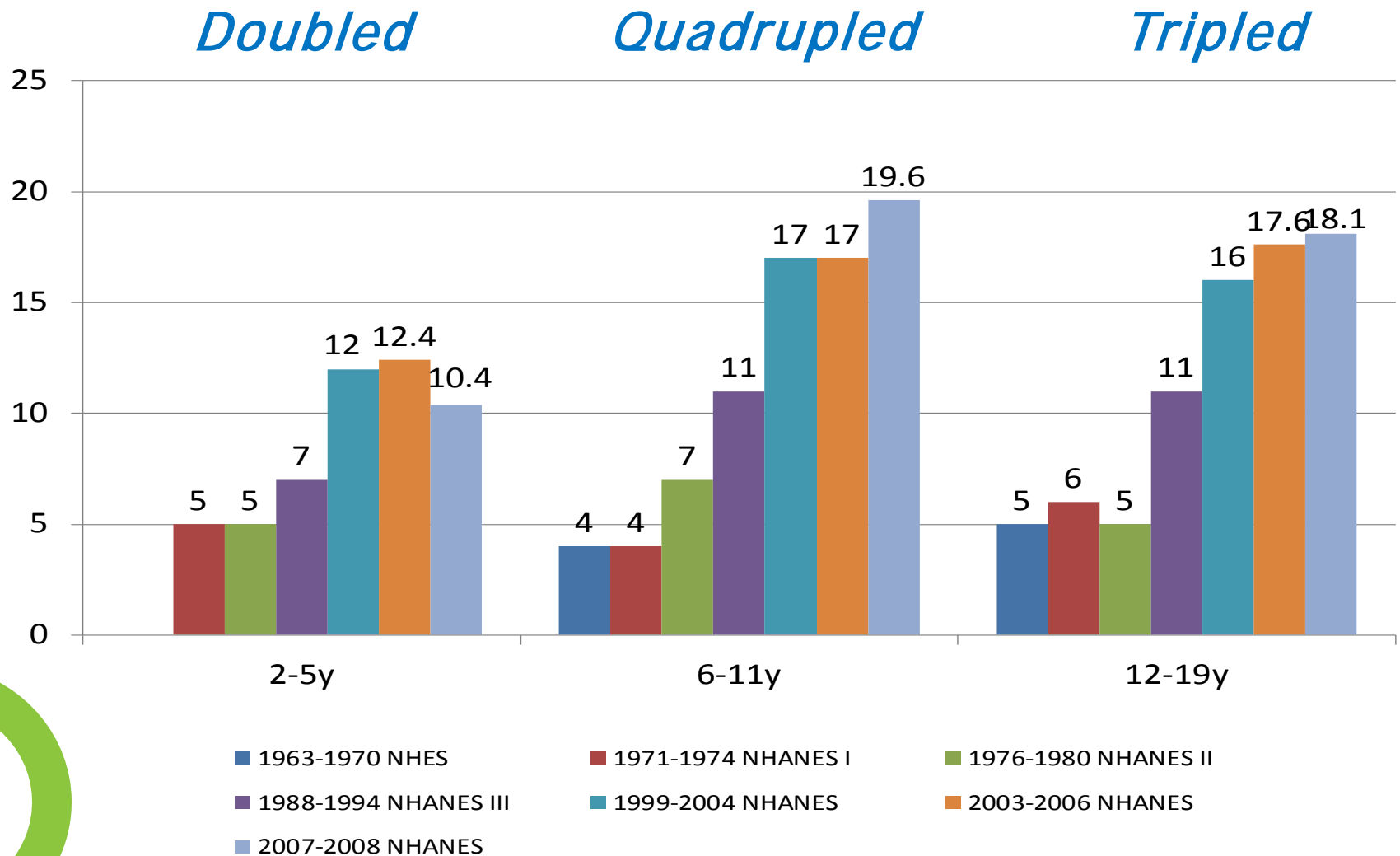
Heather Angstrom
Laura Carroll
Molly Newman

Objectives

1. Brief overview of childhood obesity epidemic
2. History of Healthy Kids Out of School
3. Overview of snacks, beverages & physical activity in OST programs
4. Tour the Healthy Kids Hub
5. Breakout sessions
6. Discussion & Questions

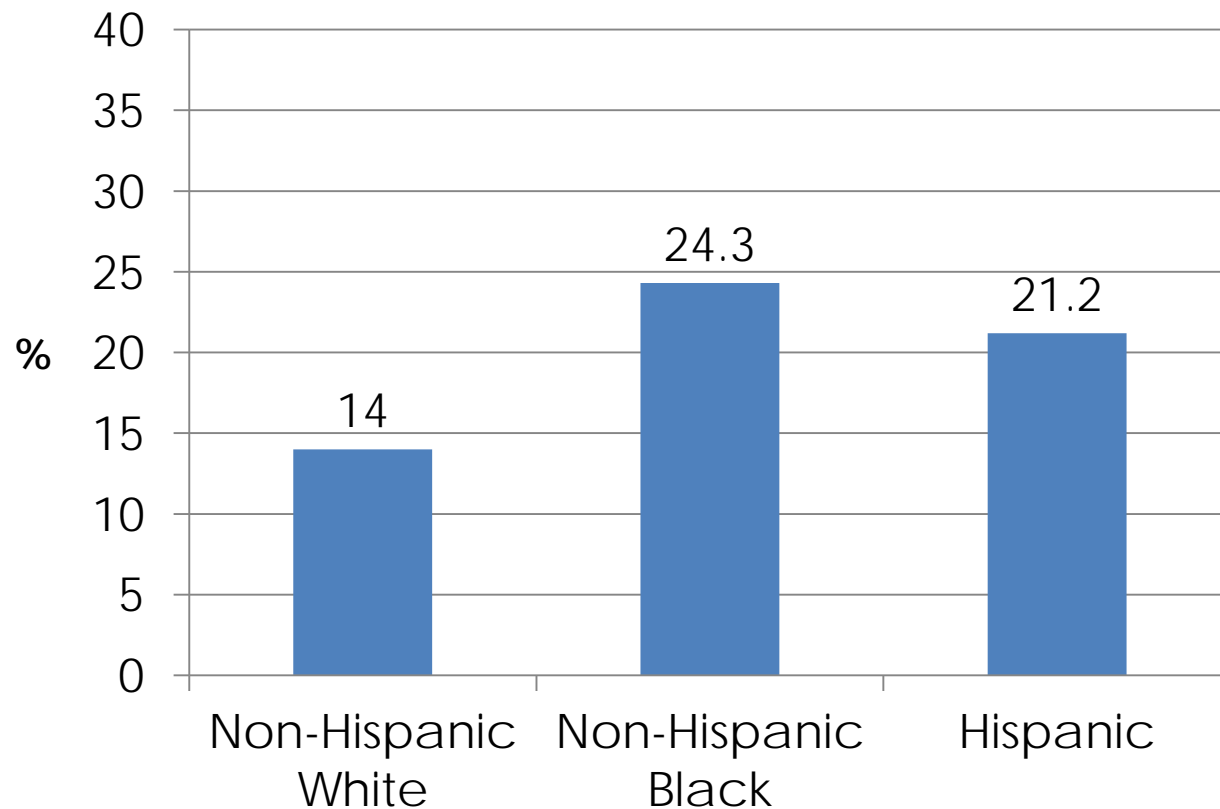


U.S. Childhood Obesity Trends



Childhood Obesity Rates are Disproportionately Associated with Race/Ethnicity

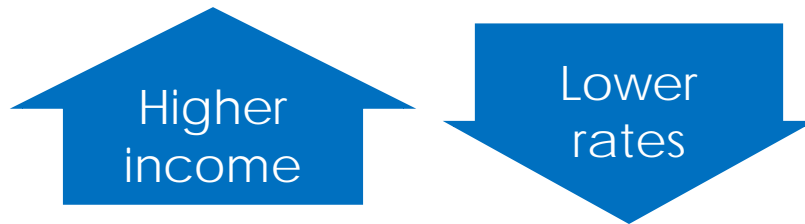
Percentage of Children by Ethnic Group that are Obese –Results from the 2009-2010 NHANES Survey



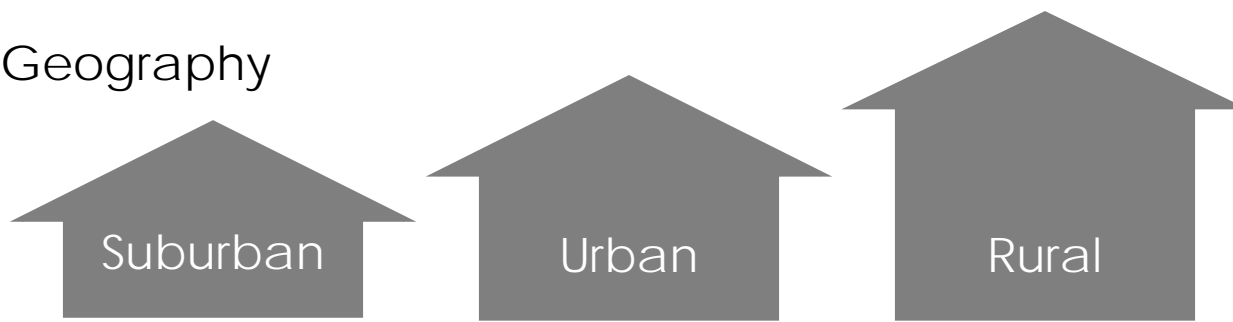
Adapted from: Ogden et. al., 2012

Childhood Obesity Rates are Also Disproportionately Associated with:

- Income-to-Poverty Ratio



- Geography



- Time in Country



What's the Cause?

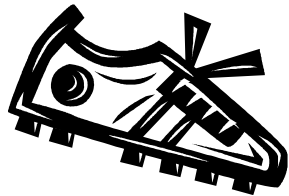
Four key behaviors:



Lack of fruit
and
vegetable
consumption



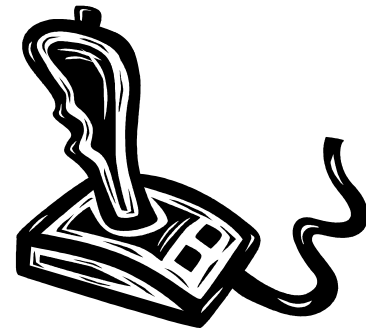
Use of
television and
video games



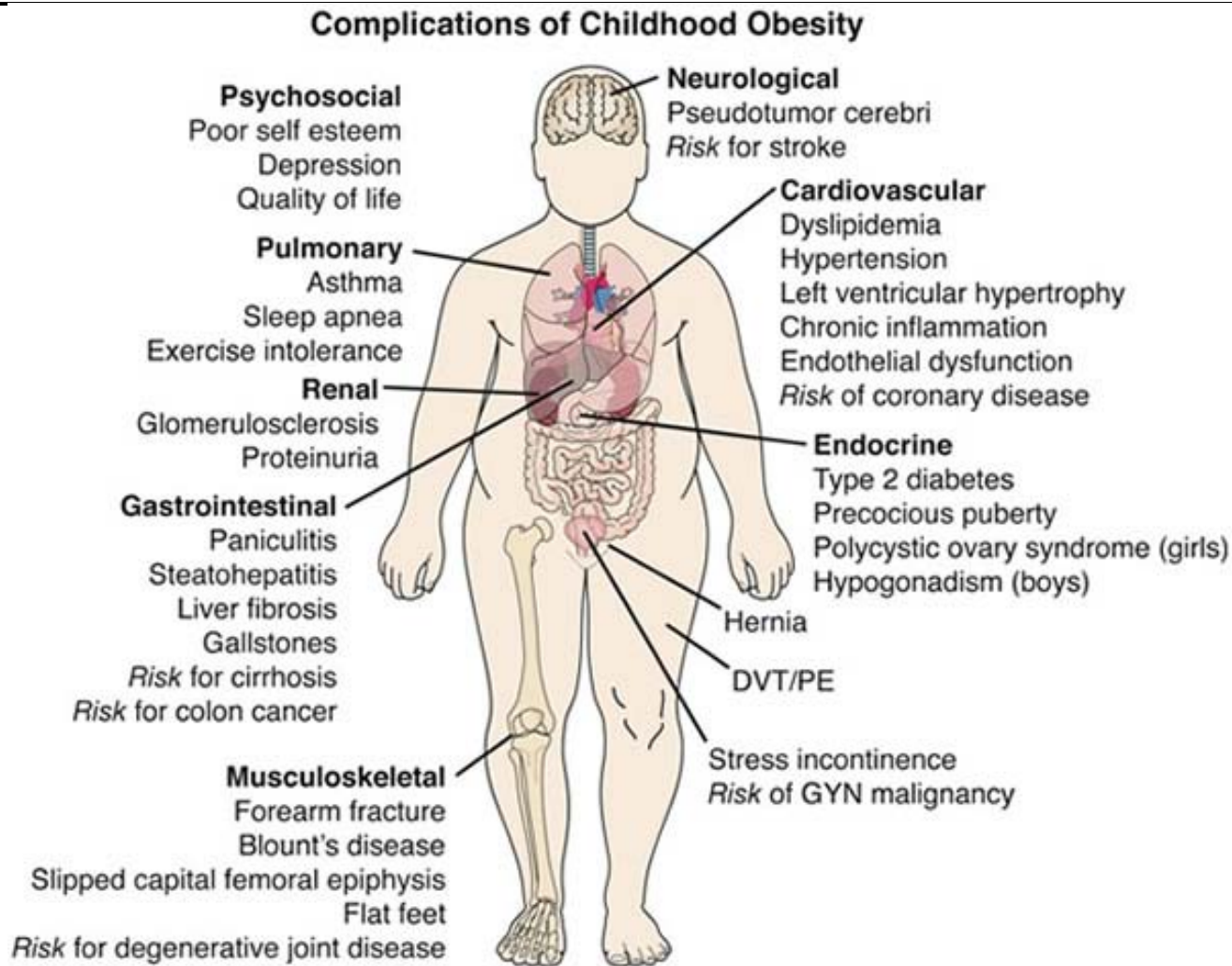
Lack of
physical
activity



Consumption
of sugar-
sweetened
beverages



Consequences and Complications



Source: Must et al., 2006

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



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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



BOY SCOUTS OF AMERICA®



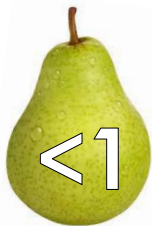
Snacks

Snacks consumed between lunch and dinner 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** per day



Vegetables
Almost entirely absent from snack menus



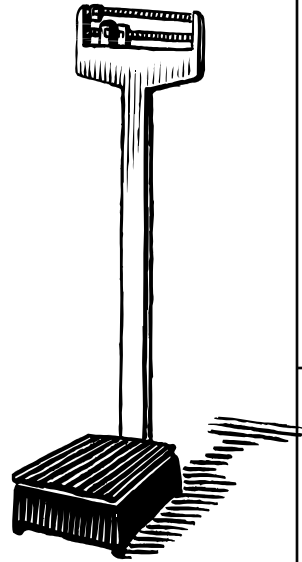
Contain **added sugars** (cookies, cereal bars, granola bars)

More than **75%** of the snacks served:

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

Beverages

Replacing sugar sweetened beverages with non-caloric drinks has shown promising results in **reducing weight gain** in youth.



Promoting water consumption in OST programs resulted in an **INCREASE in water Consumption...**



...and a **~60 calorie** reduction per day.



Replacing juice with tap water results in **cost-savings** that can be used to purchase fresh fruits and vegetables.

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.**

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.



Gathering Critical Feedback

Focus Group Testing: 2011

- YMCA: Hockomock Region, MA
- National Urban League: Atlanta, GA
- Pop Warner: Tampa, FL
- National Council of La Raza: Chicago, IL
- Girl Scouts: Wichita, KS



Barriers We've Heard: Drink Right

- Kids don't like water
- No access to drinking water
- Drinking water is unsafe
- Parents won't be on board
- Contracts with sports beverages Co
- Staff won't drink water
- More expensive than juice
- Concerns about bottled water packaging



Barriers We've Heard: Move More

- No indoor/outdoor play space
- Unsafe to be outdoors
- Equipment is expensive
- Limited time in schedule
- Academics is focus
- Hard to motivate staff and children to be active
- Limited knowledge
- Weather conditions



Barriers We've Heard: Snack Smart



- Kids don't like vegetables
- Parents won't support it
- Too expensive
- Hard to access fresh produce
- Lack of prep space/refrigeration
- Get snacks from school food service – don't think we can influence options
- No storage space
- No time to prep fruits and vegetables



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](#)

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



QUESTIONS?

Stay in touch...

- Visit Us: Booth 413
- HealthyKidsOutOfSchool@tufts.edu



Facebook: Healthy Kids Out of School



Twitter: @HealthyKidsOOS

- ChildObesity180: www.ChildObesity180.org
- Healthy Kids Hub: www.HealthyKidsHub.org

