

*** *Welcome to* ***
OBEACITY, USA

THE STATE OF AMERICA



Population 115 Million and getting bigger by the day.

ADD
ROME2
J4F

OBEACITY, USA: Childhood Obesity and the State of America



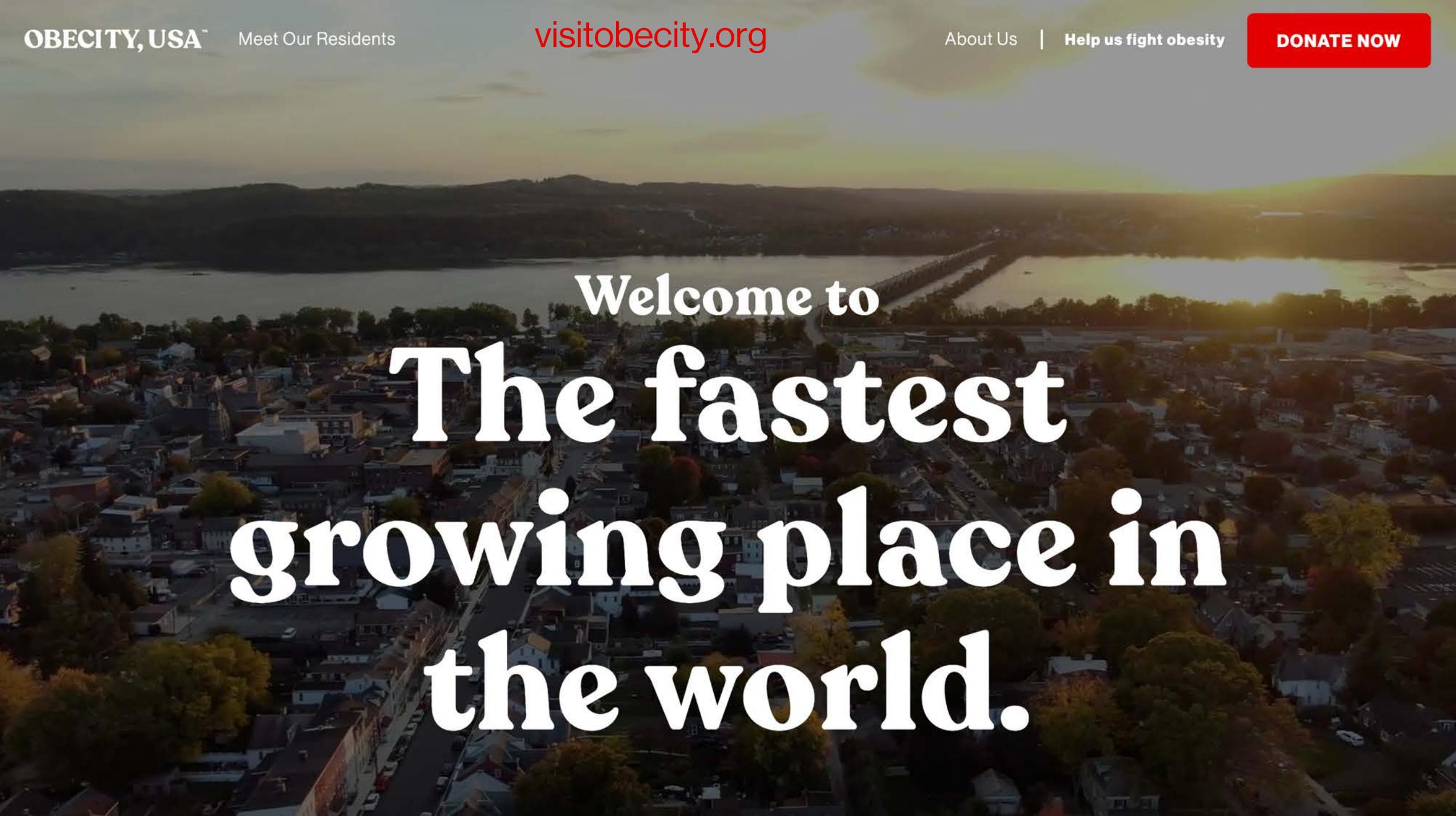
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LSU's Pennington Biomedical Research Center

February 11, 2022



Welcome to
**The fastest
growing place in
the world.**



**Where fast food
restaurants
outnumber
grocery stores
6 to 1.**

**** Welcome to ****
OBECITY, USA



**Where one-third
of our TV ads
are for junk
food.**

**** Welcome to ****
OBECITY, USA



**Where you can
have dessert
for breakfast.
We call it a
muffin.**

**** Welcome to ****
OBECITY, USA

By The Numbers

In America, obesity isn't just an individual struggle, it's an urgent public health crisis, an epidemic that threatens our nation's well-being.

- More than two-thirds of the U.S. population is overweight, and more than 42 percent suffer from obesity. This is the highest rate on record, equating to 115 million people living with obesity.
- The prevalence of severe obesity has doubled in the last 20 years.
- High BMI is an exacerbating factor in more than 20 diseases, including: Type 2 diabetes, heart disease and hypertension, sleep apnea, osteoarthritis and 13 types of cancer.
- Today, over 300,000 Americans die of obesity-related causes every year.



By The Numbers

The Cost of Doing Nothing

- As of 2018, obesity-related costs in the U.S. topped \$1.39 trillion, including \$370 billion in direct costs for medical treatment.
- Impacts are felt in the labor market with the rise of absenteeism.
- The increasing number of people who are overweight is forecast to cut GDP growth in the United States by more than 4% [on average between 2020-2050].
- Change is invaluable. But estimates show that a 25% reduction in obesity would result in \$92.5 billion in health care savings.
- For every \$1 invested in obesity prevention, the U.S. sees a \$4 return on investment.



Refresher: What is Obesity?

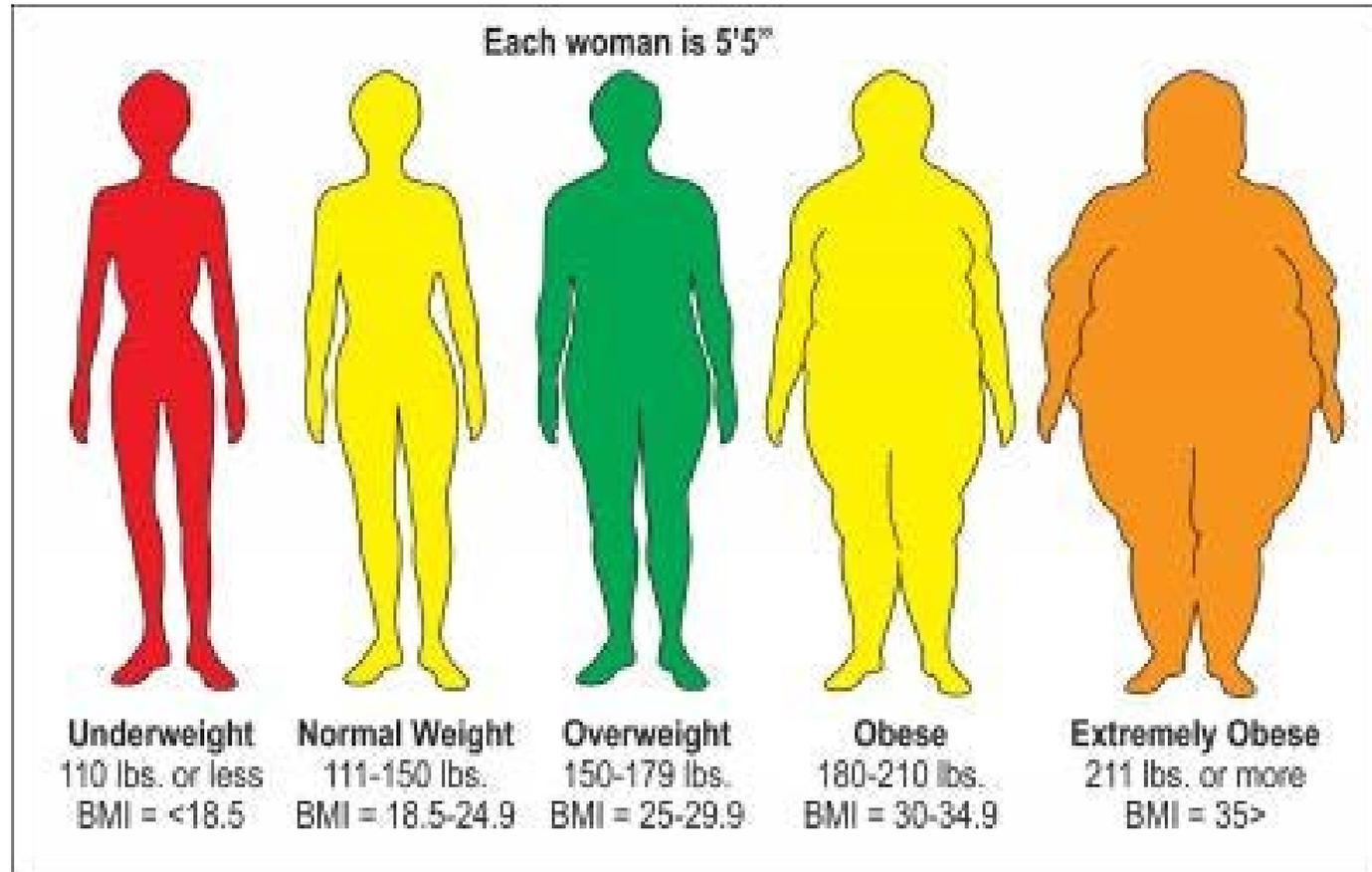


Image Credit: Kaiser Permanente

Research Trials

What is a Research Trial

Current Research Trials

Sign Up To Be Notified of New Research Studies

Clinical BMI Calculator

Did You Participate In A Research Study At Pennington

Trial Participant Testimonials

HIPAA Notice of Privacy Practices

Human Research Protections Program

Participant's Bill Of Rights

Home > Research Trials > BMI Calculator

BMI Calculator

English (in, lbs) Metric (cm, kg)

All Ages

Height (ft/in) ft in

Weight (lbs)

Age 2 - 19

Date of Birth mm/dd/yyyy

Measurement Date 02/11/2022

Gender Female

Calculate

BMI	Z-Score	Percentile

BMI Chart		
	Adults	Ages 2-19 (Percentiles)
Under Weight	< 18.5	< 5 th
Normal Weight	18.5 to < 25	5 th to < 85 th
Overweight	25 to < 30	85 th to < 95 th
Obese (Class I)	30 to < 35	>= 95 th
Obese (Class II)	35 to < 40	-
Obese (Class III+)	>= 40	-

Note: Because of possible rounding variations in age, weight, and height, the results from this calculator may differ slightly from other calculators.

Health professionals use a BMI Calculator to determine if you are at a healthy weight for your age and height. You can enter some basic information about yourself into Pennington Biomedical's BMI Calculator to learn the following:

BMI

Prevalence of Obesity By State

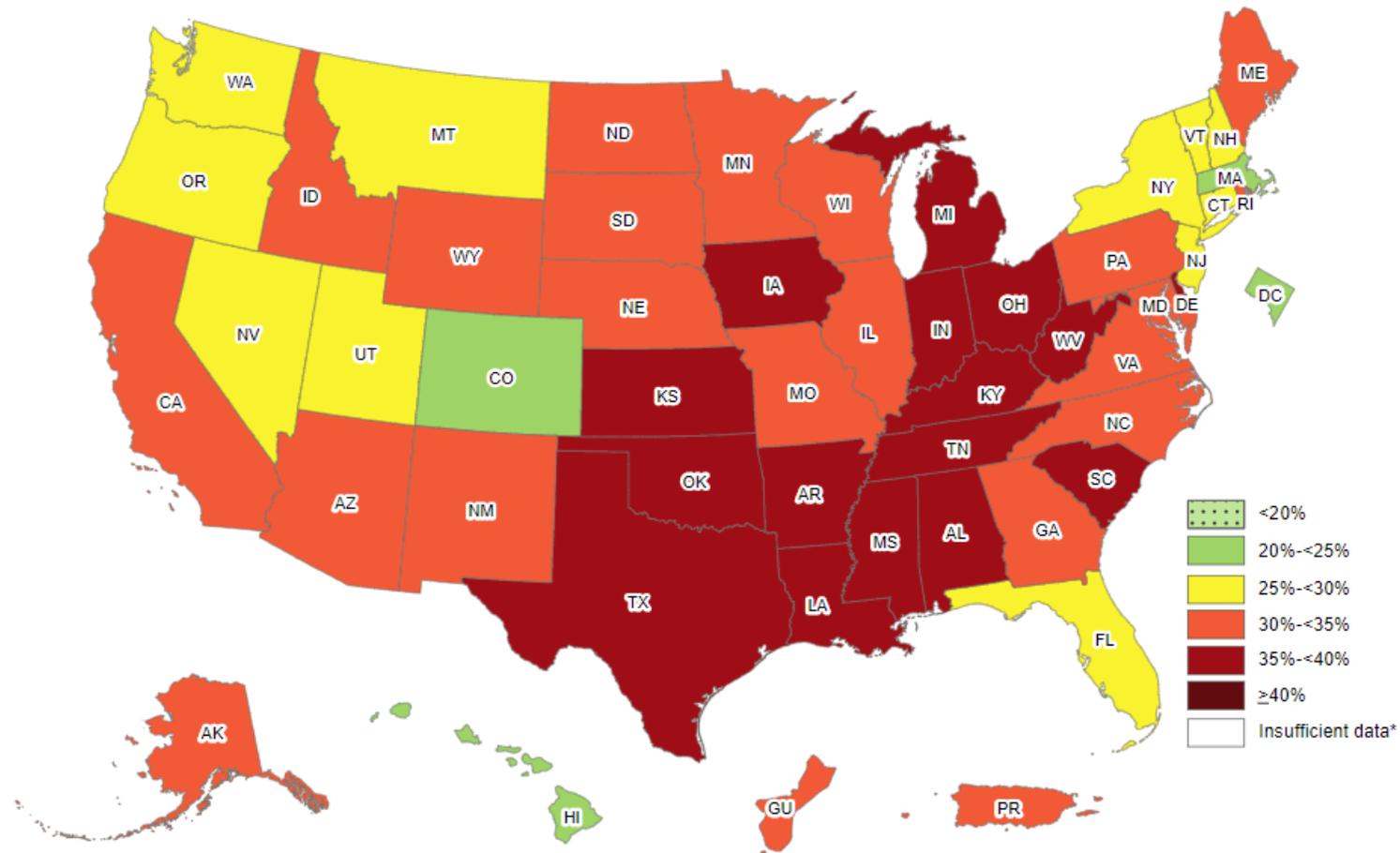
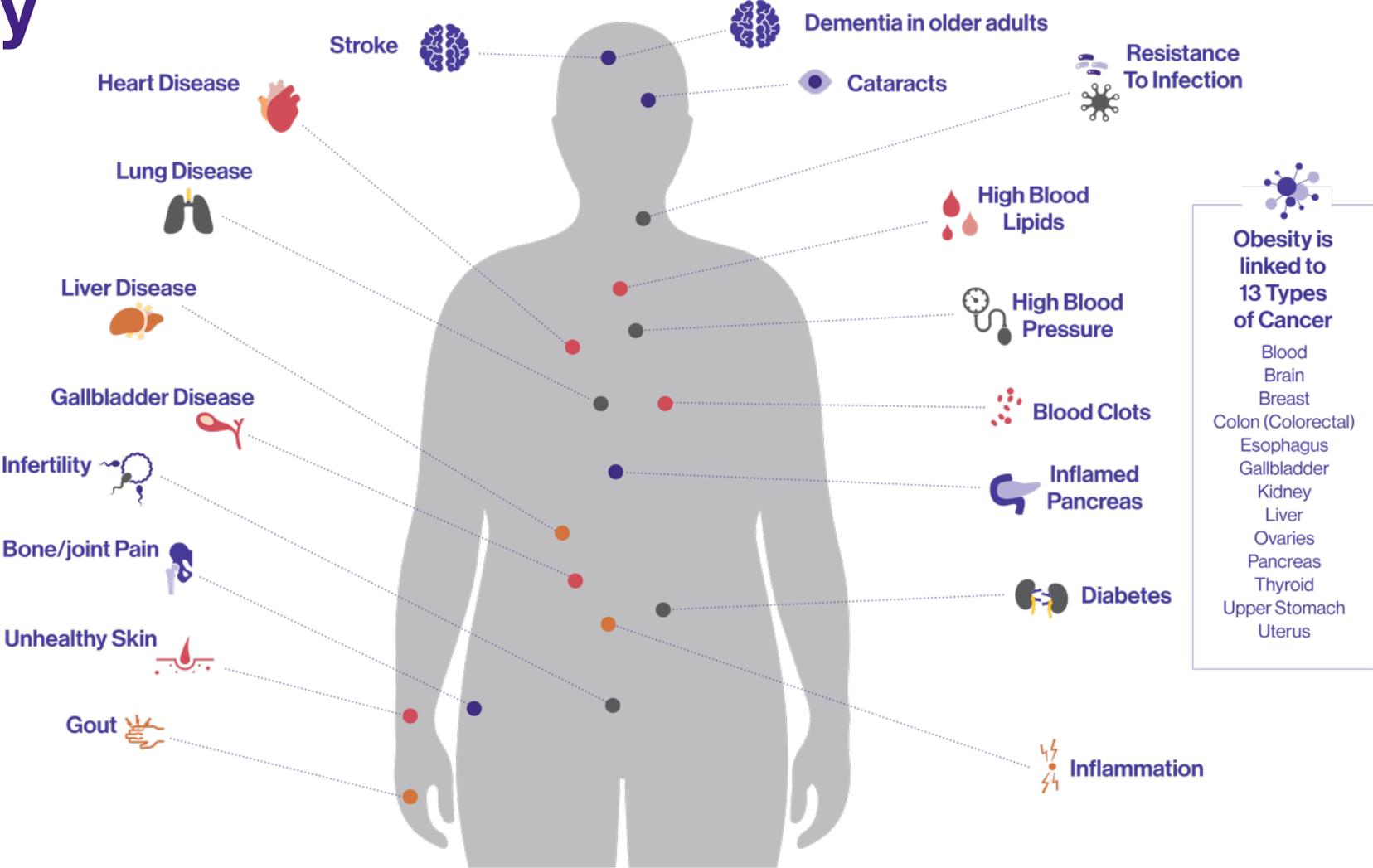




Image: nfl.com

- From 1999-2000 through 2017-2018, US obesity prevalence increased from 30.5% to 42.4%
- During this same time, prevalence of severe obesity increased from 4.7% to 9.2%

Medical Complications of Obesity



Population Trends in Childhood Obesity



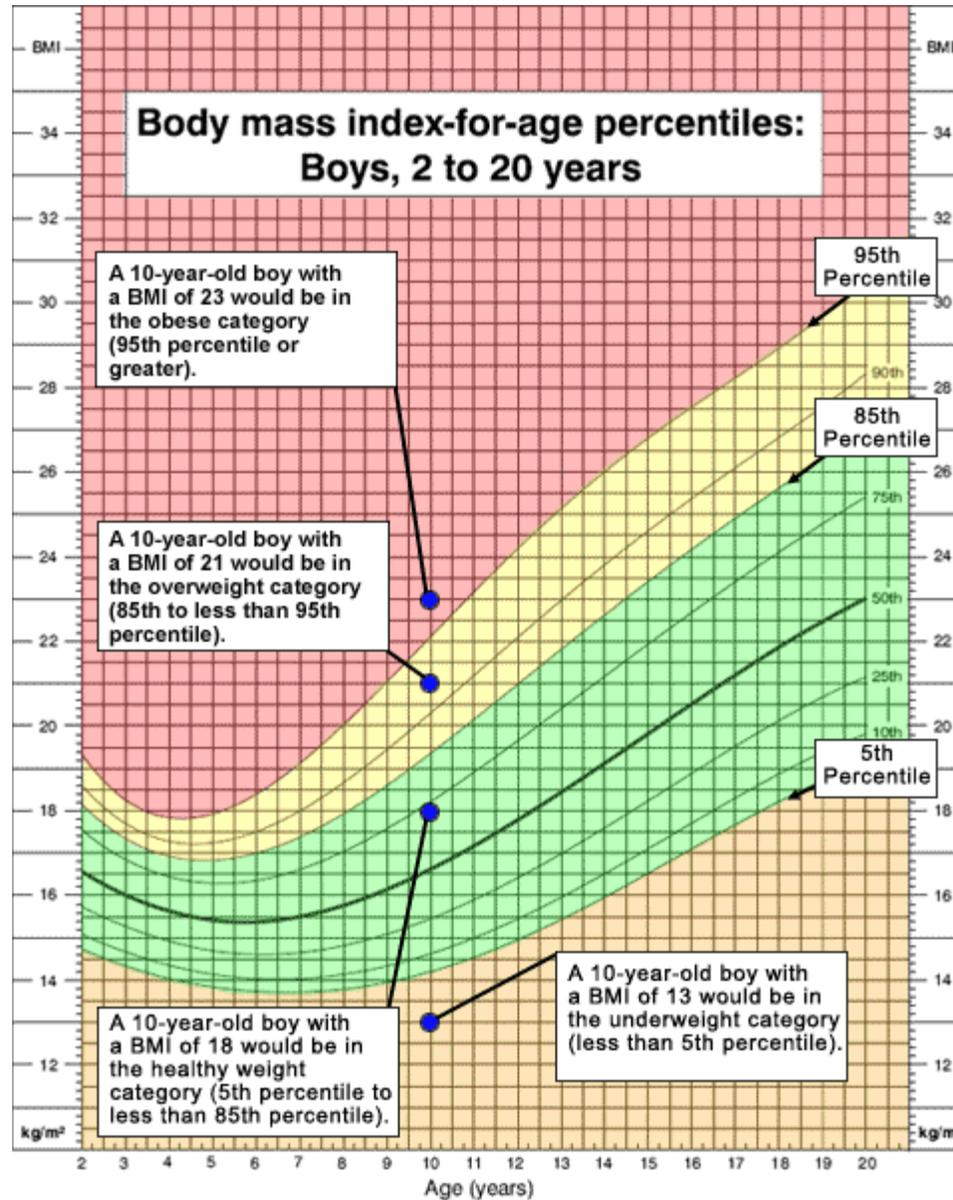
Our children at risk

20 years ago, pediatricians told parents not to worry about **obese kids** — “because they don’t grow up to be **obese adults**”

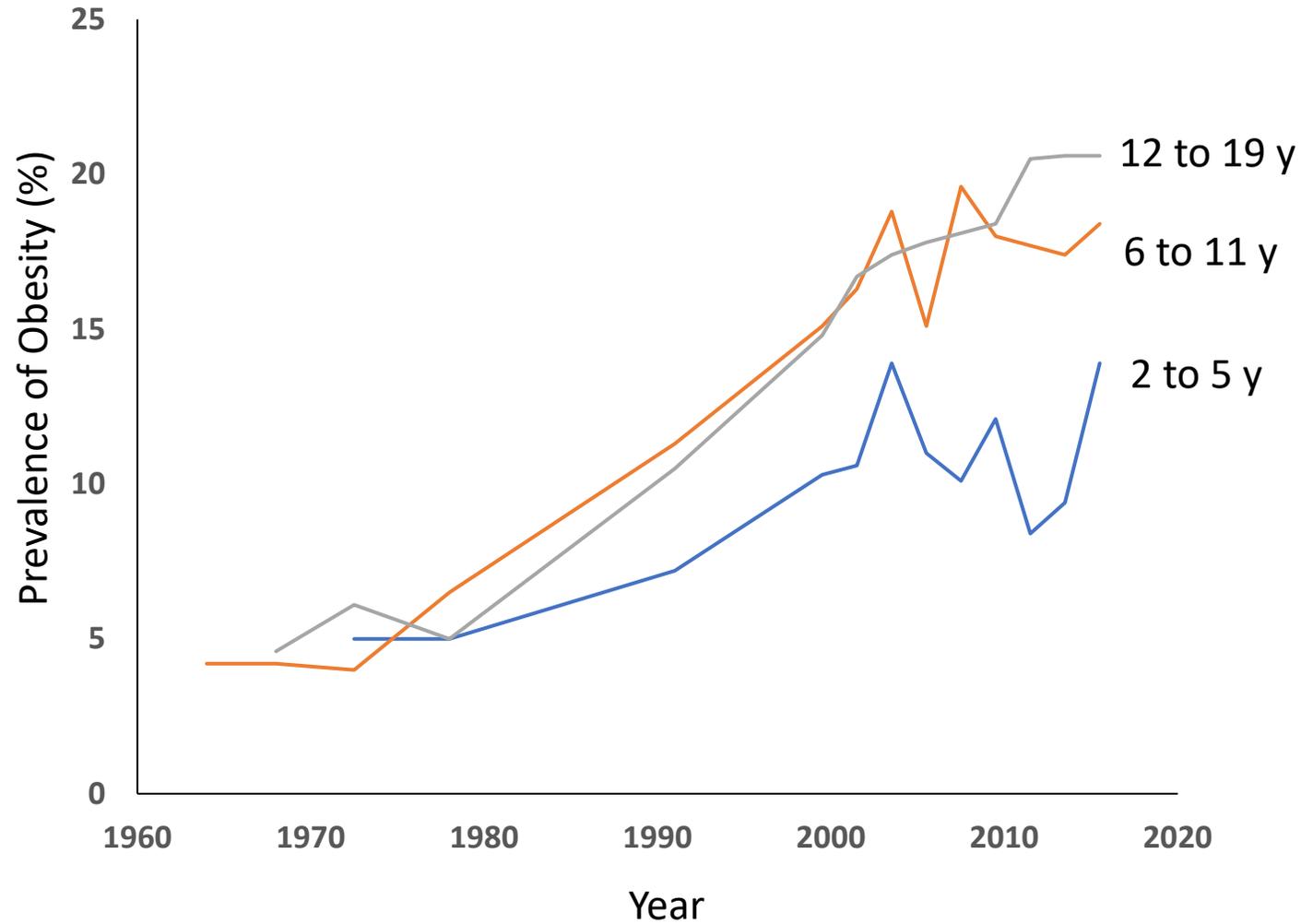
We now know that this couldn’t be farther from the truth

- Kids with obesity grow up to be adults with obesity
- Kids are developing heart disease, liver disease, and other illnesses at a much younger age than ever before



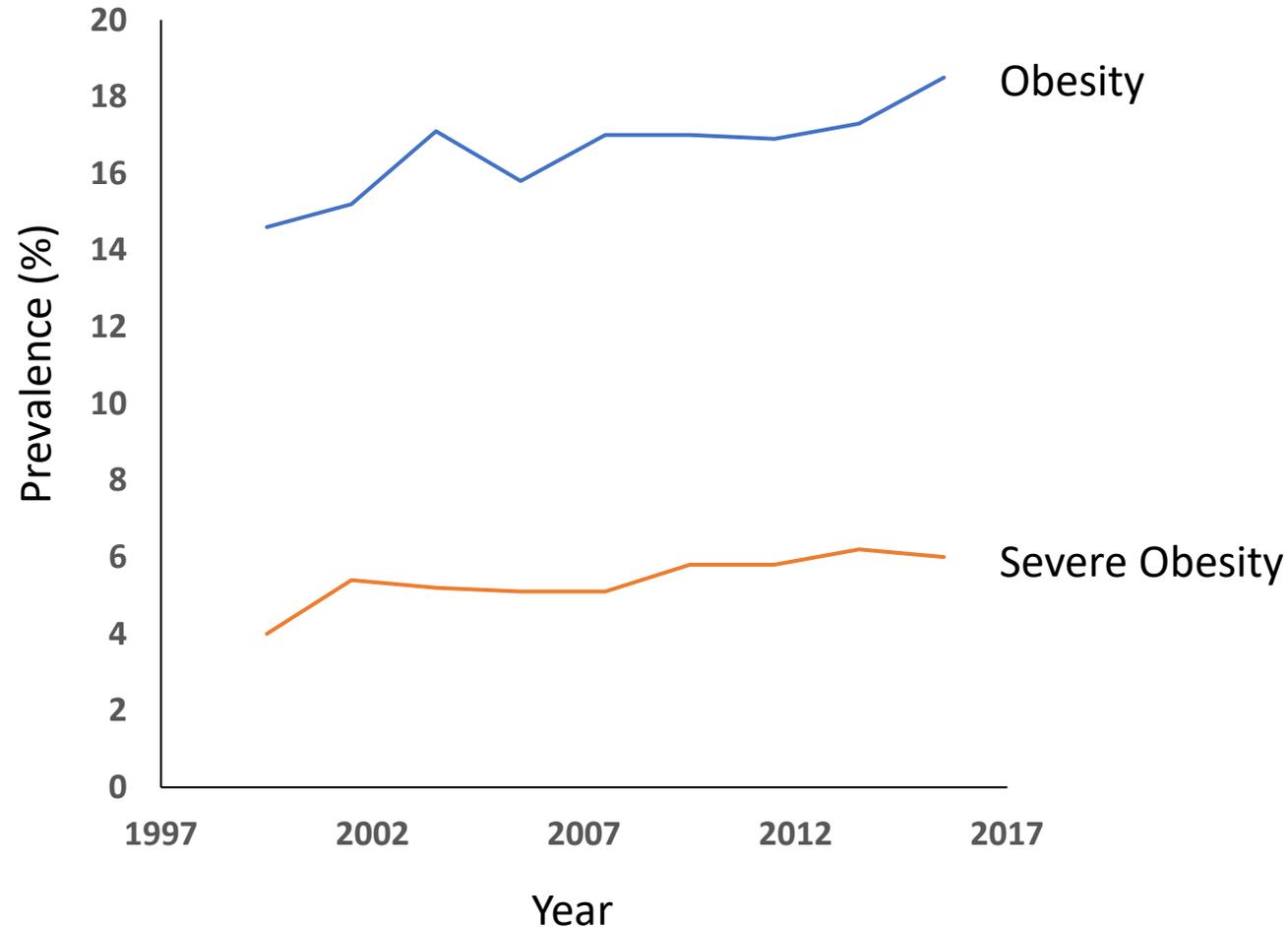


Trends in Childhood Obesity, US, 1963 to 2016



Overall prevalence
in 2016: 18.5%

Trends in Childhood Obesity and Severe Obesity, US, 1999 to 2016

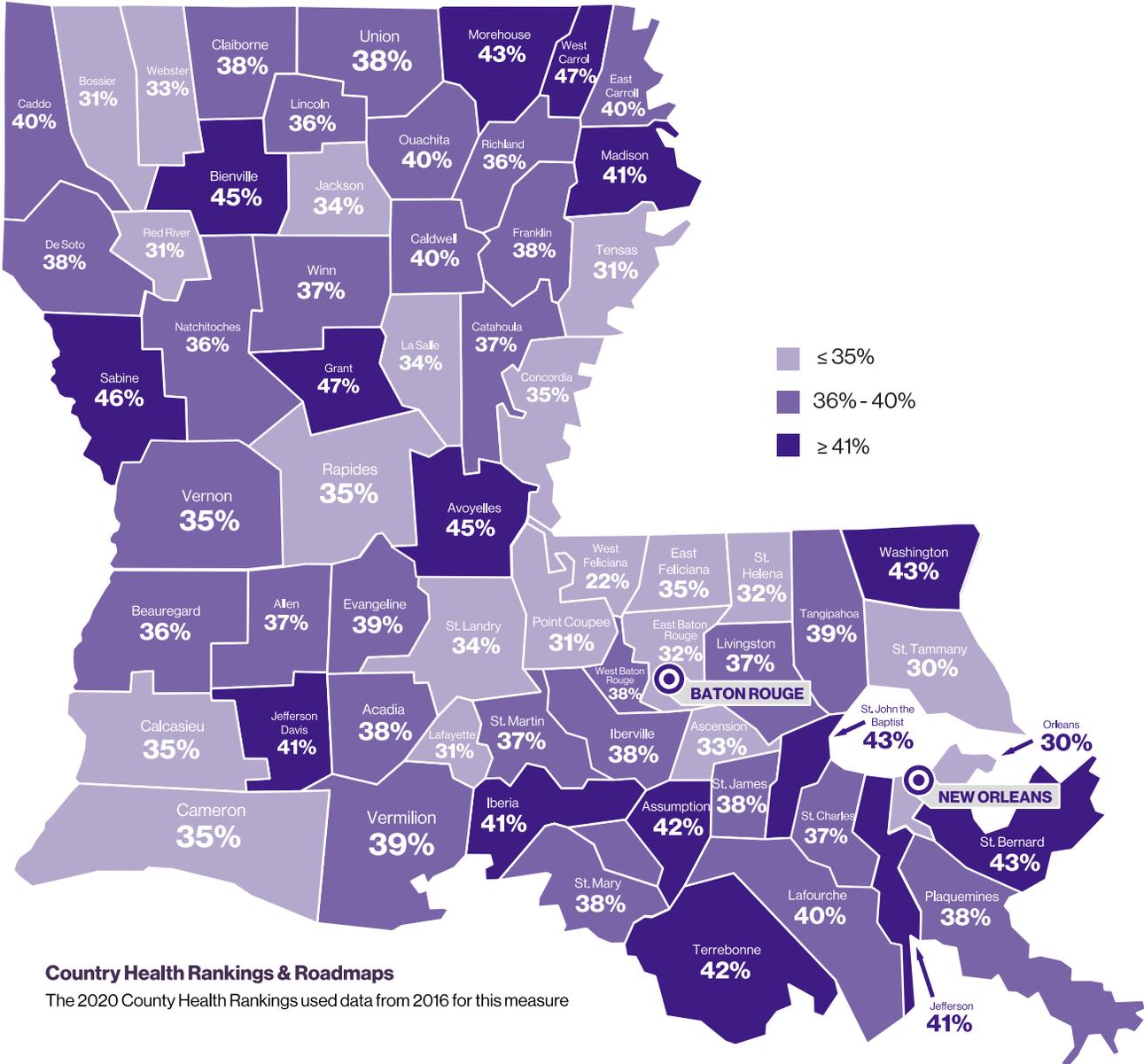


Severe obesity defined as BMI > 120% of the 95th percentile or BMI > 35 kg/m²

Here in Louisiana

Obesity in Louisiana

- Obesity is a **Public Health** issue in Louisiana.
- Obesity is linked to chronic conditions such as diabetes, hypertension, cancer and Alzheimer's.



Diabetes in Louisiana

\$5.7 billion

1,243,000

33.8%

Pre-Diabetes

434,000

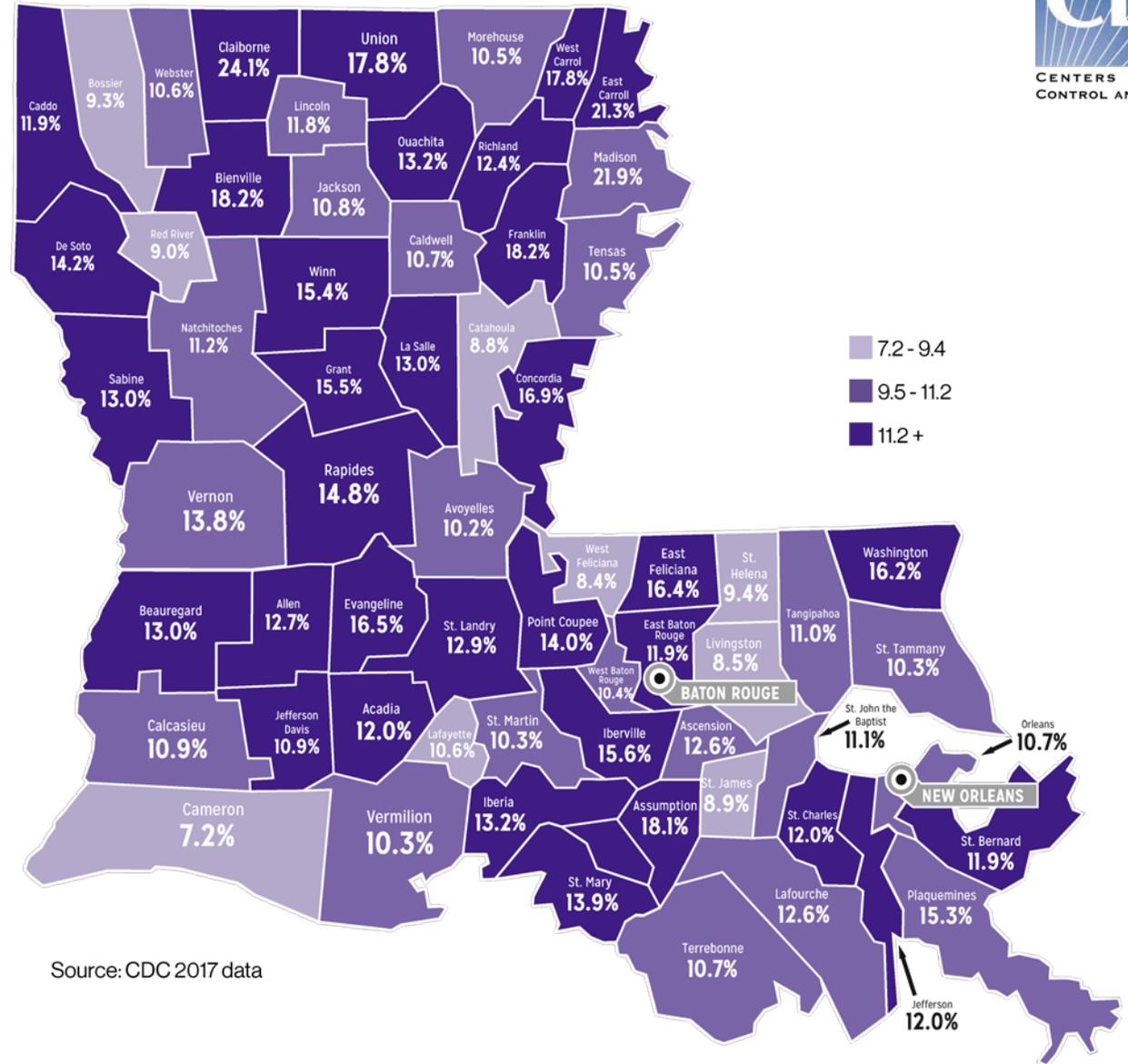
12.1%

Diagnosed*

113,000

3.2%

Undiagnosed



Source: CDC 2017 data

An investment to save lives and reduce costs

These 4 diseases together cost the state \$13.1 billion/year.

\$2.8B

Obesity

\$5.7B

Diabetes

\$2.2B

Cancer

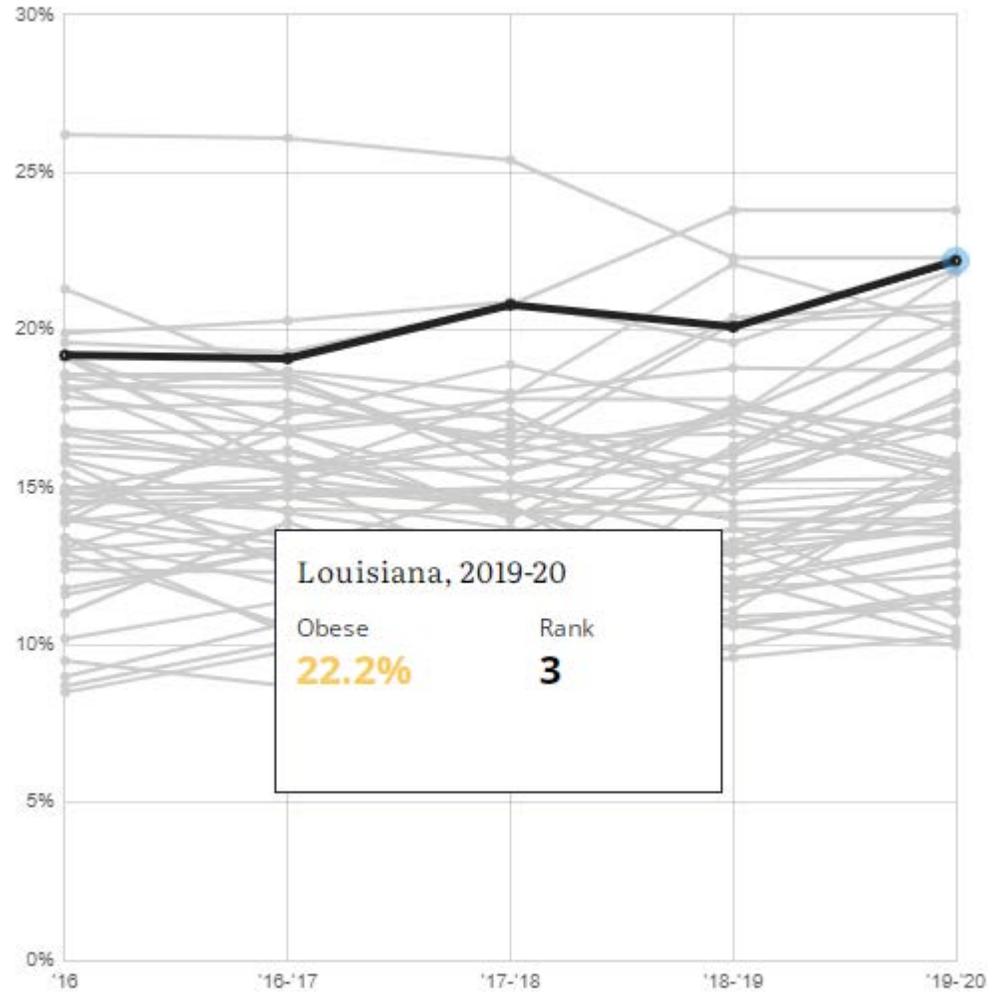
\$2.4B

Alzheimer's &
Dementia



Childhood Obesity in Louisiana

- In 2021, Louisiana ranked 3rd in childhood obesity with 22.2% of children aged 10-17 having obesity
- This is a large increase from 2016, when Louisiana ranked 5th with 19.2 percent of children having obesity



Note: The year 2016 represents data for just that year, but subsequent years represent combined datasets, i.e., 2017 represents combined 2016-17 data, 2018 represents combined 2017-18 data, etc.

Our children at risk:

More than 1/3 of Louisiana children are overweight or have obesity.

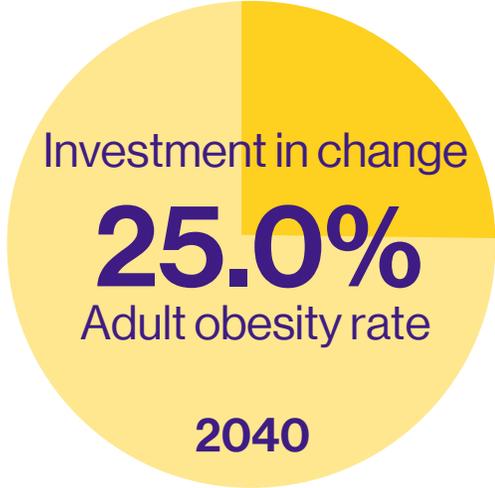
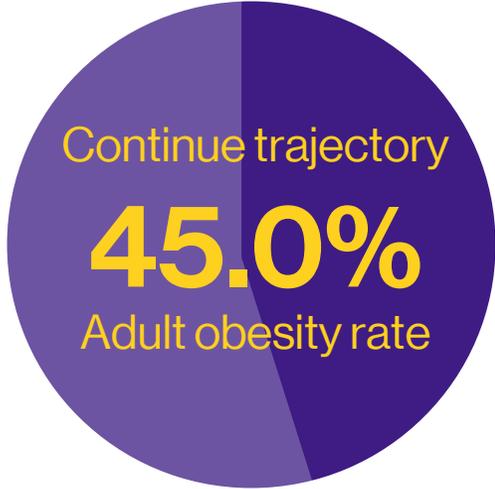
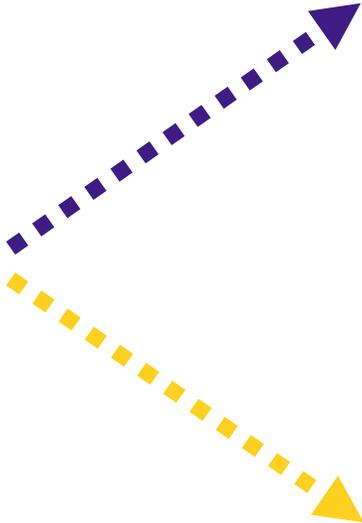
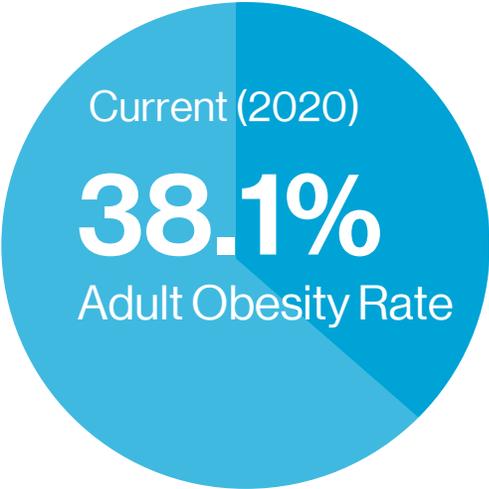
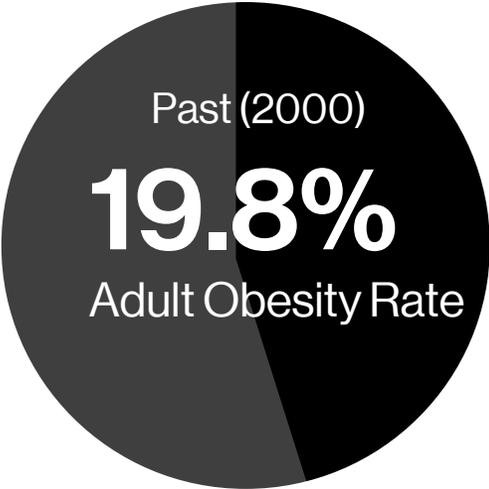
88%

Of Louisiana parents report being concerned about their childhood obesity rates.

263%+

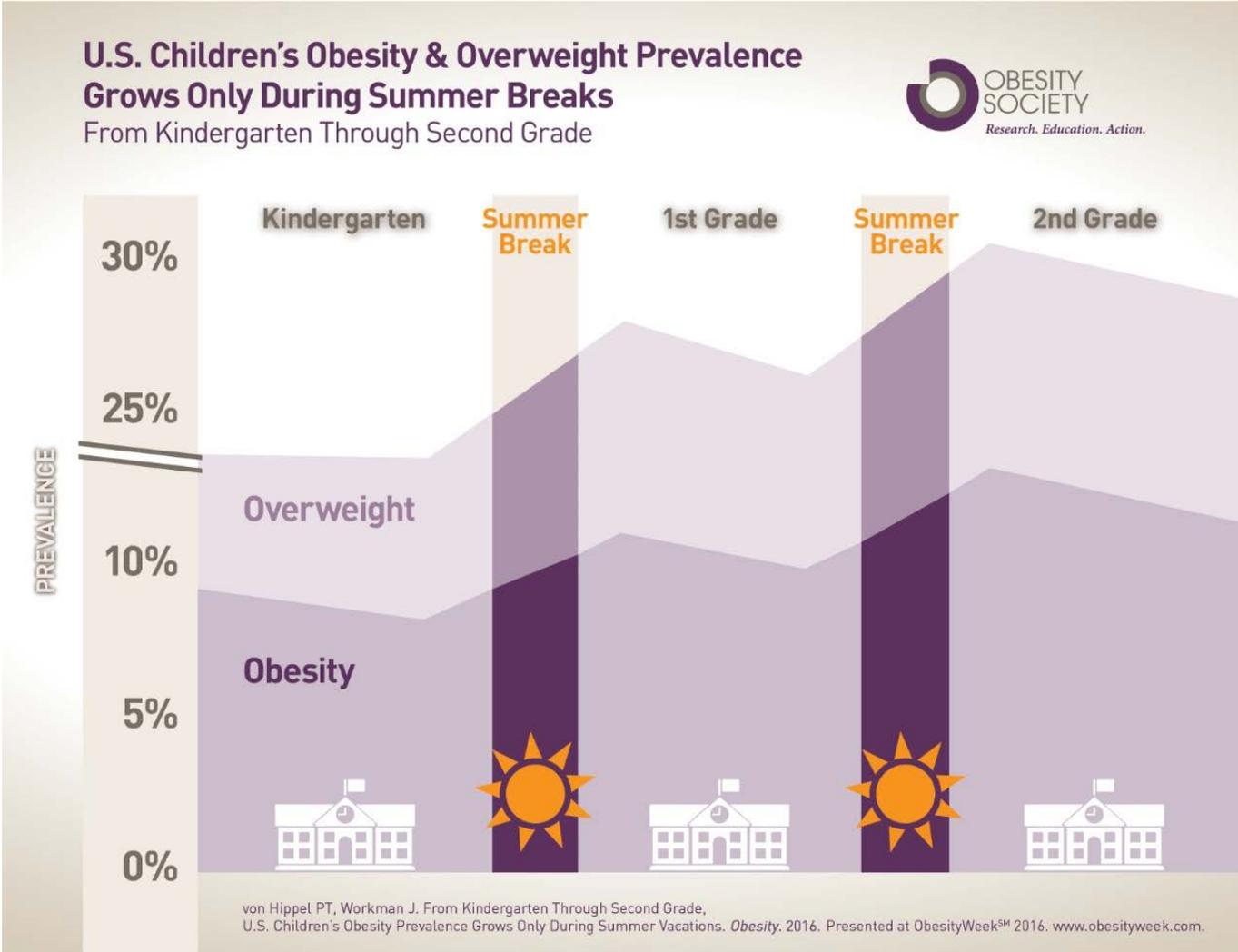
The State's cost of childhood obesity associated illness increased from \$35M to \$127M over the past two decades.

Louisiana's future is at a cross-roads



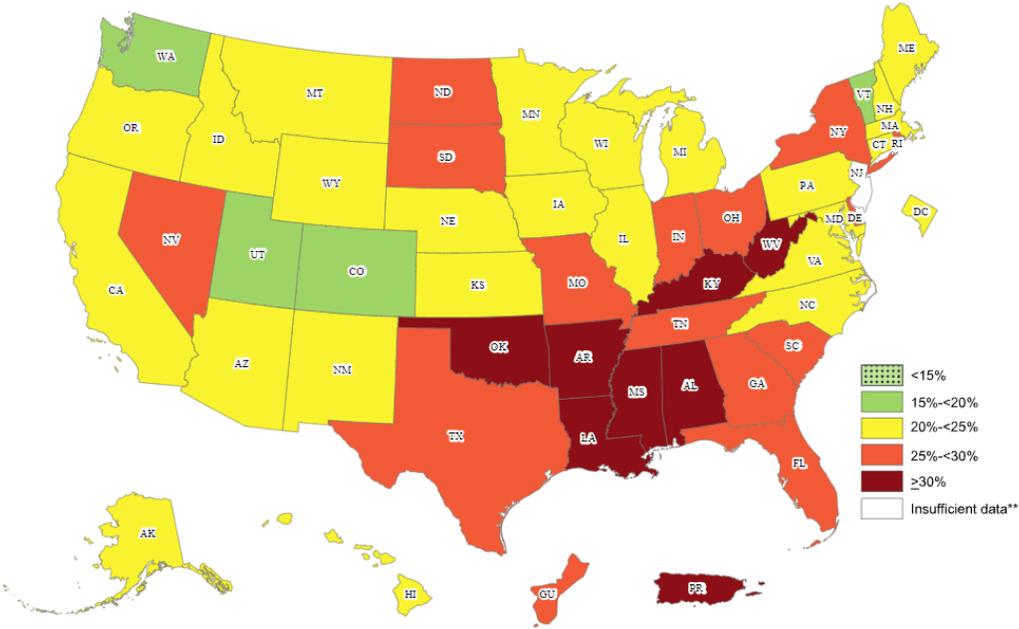
Trends Relevant to the Obesity Epidemic

Time Spent Outside of School

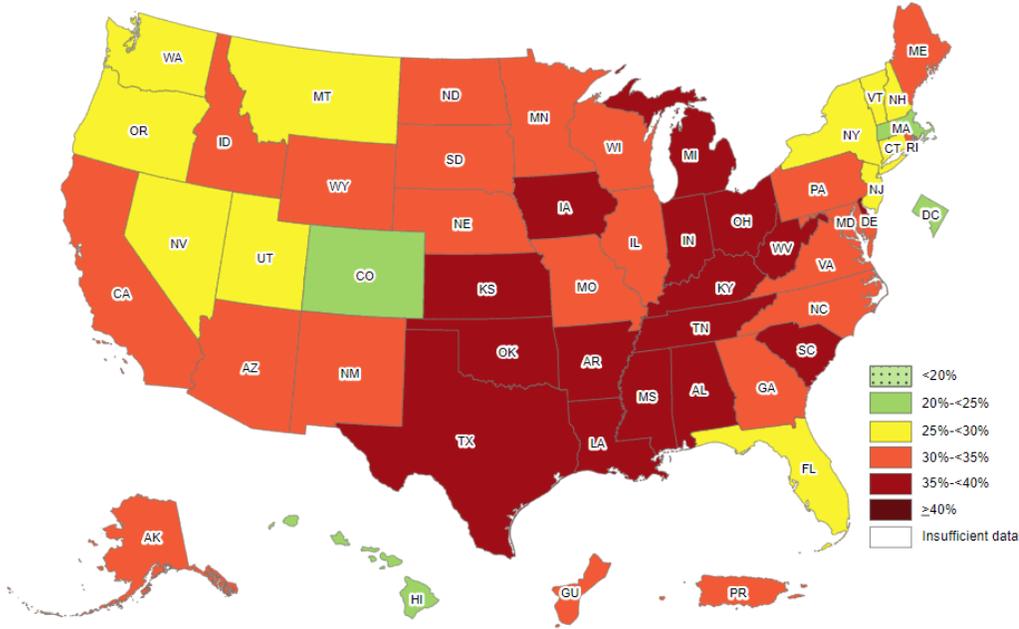


Physical Inactivity

Overall Physical Inactivity Map 2020



Obesity Prevalence Map 2020



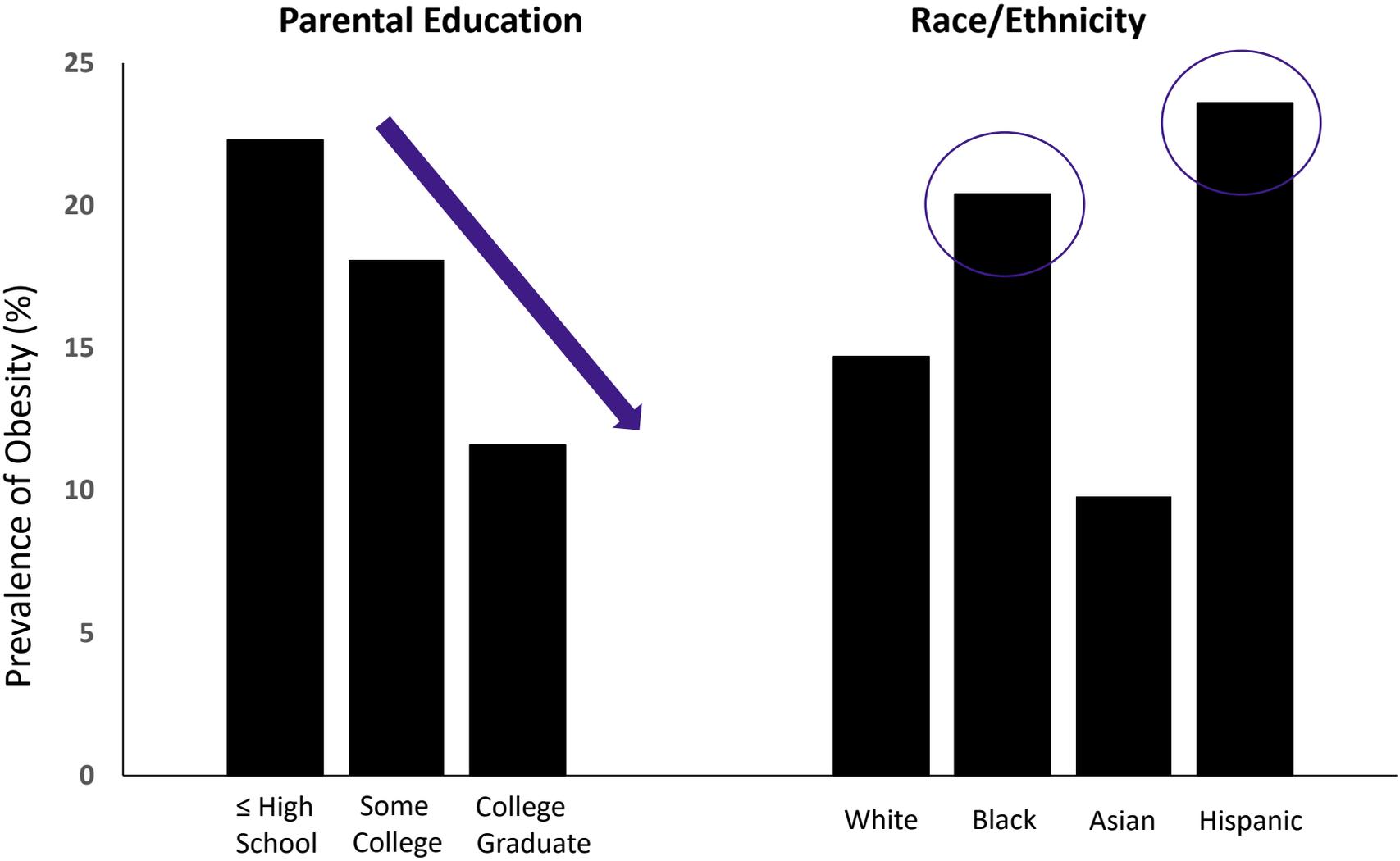
Fruit and Vegetable Consumption

As of 2019,

- It is recommended that adults consume 1.5-2 cups of fruit a day and 2-3 cups of vegetables a day
- The overall average of adults meeting fruit recommendations in the United States was 12.3%
 - In Louisiana, the average was 11.2%
- The overall average of adults meeting vegetable recommendations in the United States was 10.0%
 - In Louisiana, the average was 7.3%

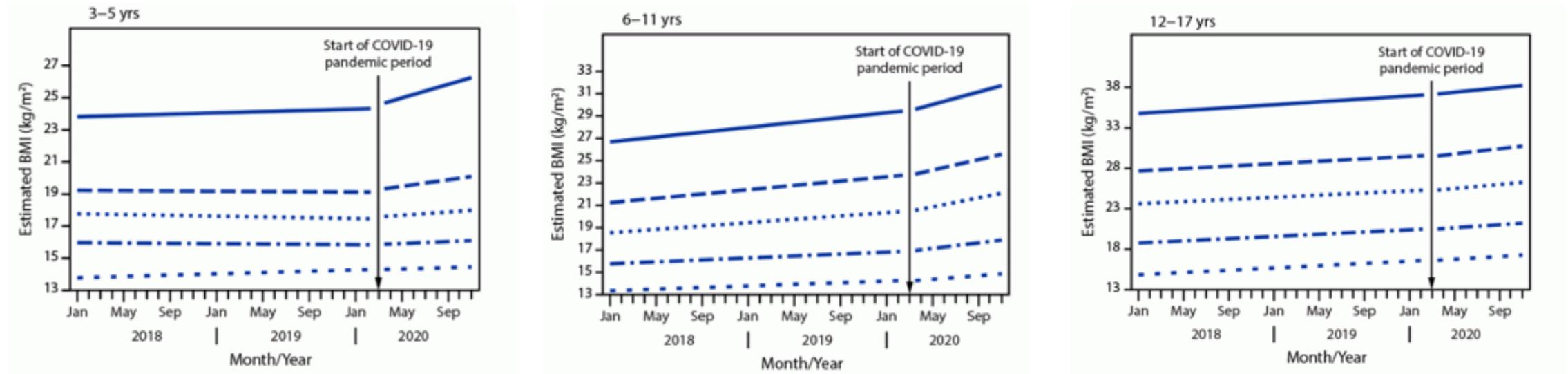


Demographic Influence



Influence of COVID-19

— Severe obesity - - Moderate obesity ··· Overweight - · Healthy weight · Underweight



- Children across all age ranges experienced accelerated weight gain from the start of COVID-19 to Nov 2020
- Especially children already overweight or having obesity

Influence of COVID-19

During the early months of the COVID-19 pandemic,

- 38.9% of surveyed mothers reported that their children were less physically active
- 74.0% of surveyed mothers reported that their children had increased their screen time
- Researchers found that high chaos households during the pandemic resulted in children being less physically active, sleeping less, and viewing screens more
- What is Helping?
 - Family routines, bed-time ritual
 - Workplace support, flexible/hybrid models, childcare



**How do we frame the obesity
conversation to make people
care?**

Problem: The Perception of Control

**“If you get cancer, you’re a victim.
If you’re obese, you’re a culprit”**

Framing the Question

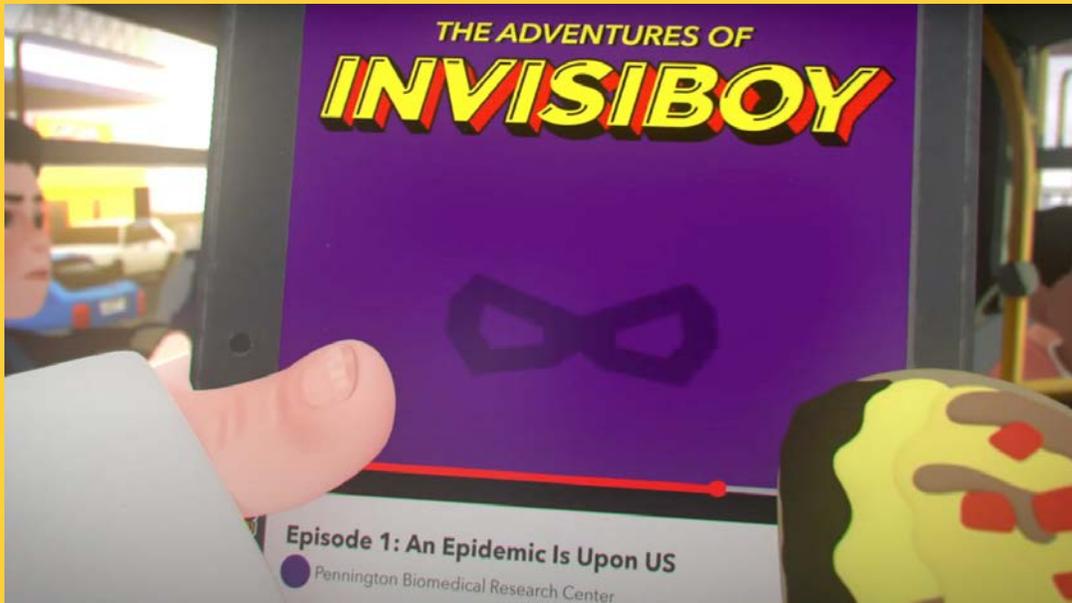
“

**People have lost control
and are victims of their
environment and
circumstances.**

”



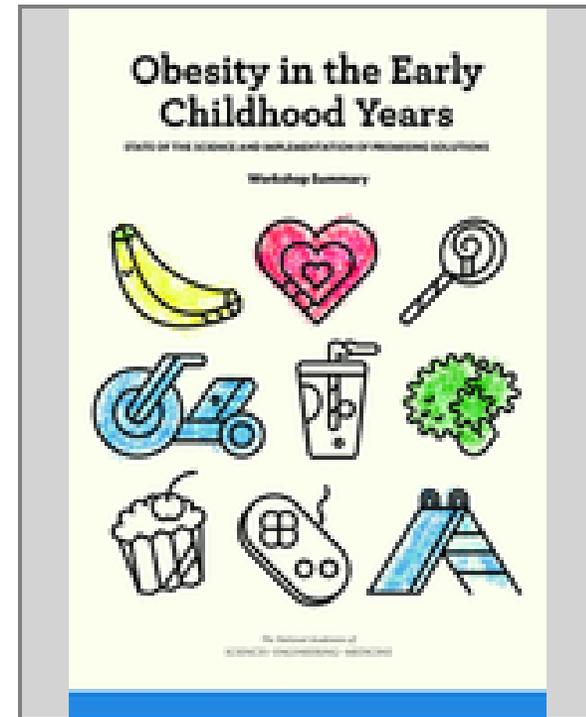
It begins by telling a different story...



What is the Solution?

Early modifiable determinants of obesity

- **Pregnancy:**
 - gestational weight gain and gestational diabetes;
 - maternal smoking during pregnancy;
- **Infancy:**
 - accelerated infant weight gain;
 - breastfeeding;
- **Feeding:**
 - responsiveness to infant hunger and satiety cues;
 - parental feeding practices (*do not be overly restrictive, pressure, reward*);
 - Introduction of solids (month 6);
 - eating in the absence of hunger;
 - portion sizes;
 - fast food intake;
 - ingestion of sugar-sweetened beverages;
- **sleep** duration and quality;
- **television viewing** and television sets in bedrooms (*and handheld devices!*);
- **physical activity**; and
- sociocultural factors, including the availability of opportunities for recreation.

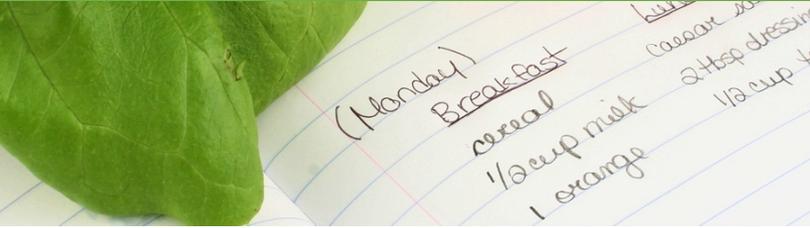


Effective Interventions

- Interventions that begin in pregnancy and the first 2 years of life and **continue over time**
- Opportunities (and challenges) for early life obesity prevention in the **clinical setting**.
- Efforts at the levels of **public policy**, the **community**, the organization, interpersonal relations, and the child can promote healthy eating and regular physical activity in early care and education facilities.
- **Family-focused interventions** to promote healthy lifestyles, improve parenting skills, and target broader family life have had significant effects on childhood obesity.



Self-monitoring



Goal setting



A series of interesting choices

Our PB efforts to reduce childhood obesity begin before conception.

In expectant mothers and new parents

- Helping women achieve a healthy pregnancy weight and developing programs to insure infants receive optimal nutrition

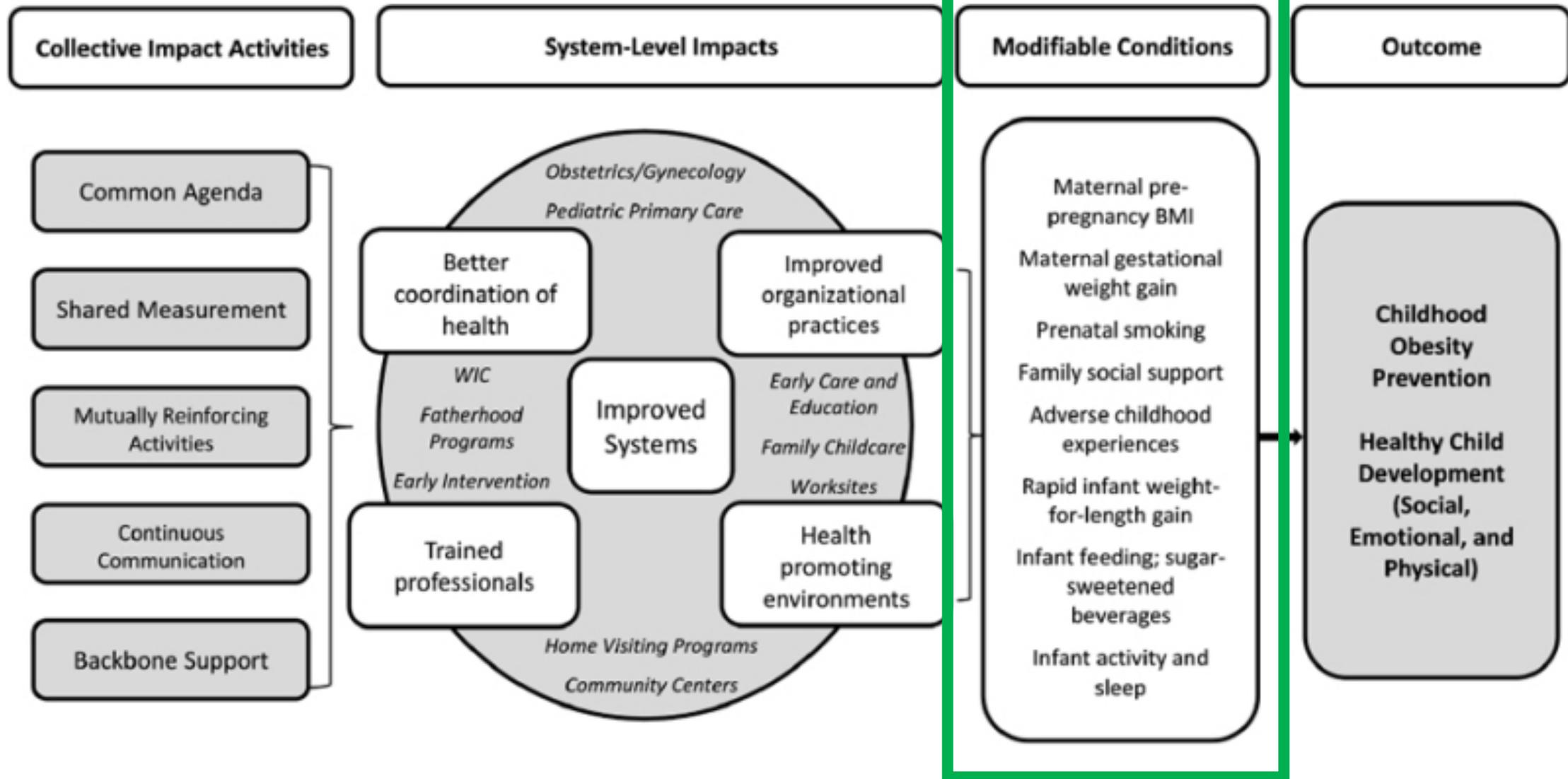
In preschoolers, ages 2-5

- Ensuring that preschoolers have age-appropriate fundamental motor skills and sleep, critical to play and everyday activities

In school-aged children, ages 6-15, and their families

- Bringing evidence-based weight management counseling to primary care clinics, to help children lose weight and improve their physical health
- Training healthcare providers to deliver these services
- Evaluating medical therapies for diabetes management





Blake-Lamb et al., Interventions for childhood obesity in the first 1000 days: A systematic review. *American Journal of Preventive Medicine*. 2016

The Spectrum of Opportunities Framework for State-Level Obesity Prevention Efforts Targeting the Early Care and Education Setting



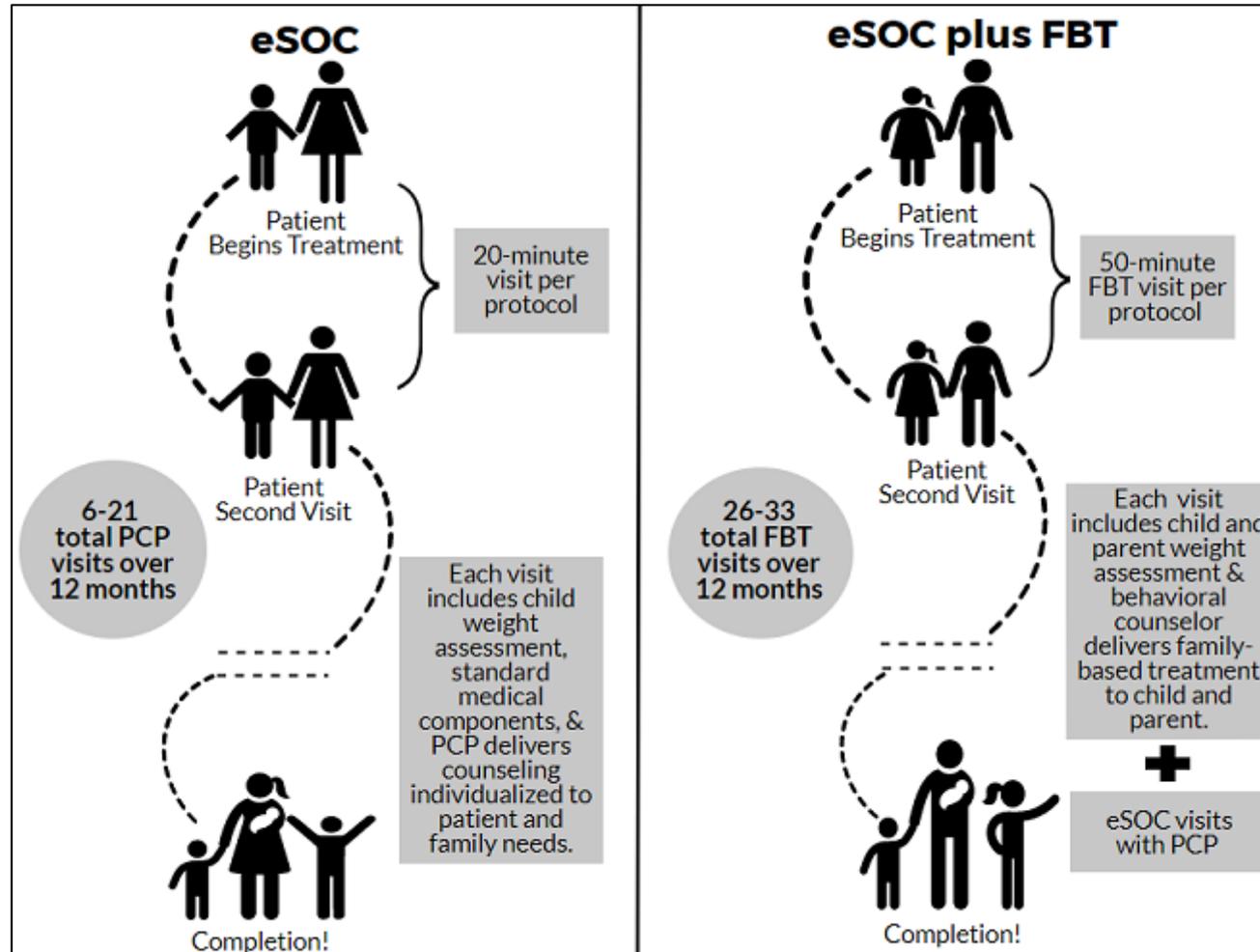
https://www.cdc.gov/obesity/strategies/early-care-education/pdf/TheSpectrumofOpportunitiesFramework_May2018_508.pdf

Treatment Efforts Addressing child weight Management by Unifying Patients, Parents, and Providers

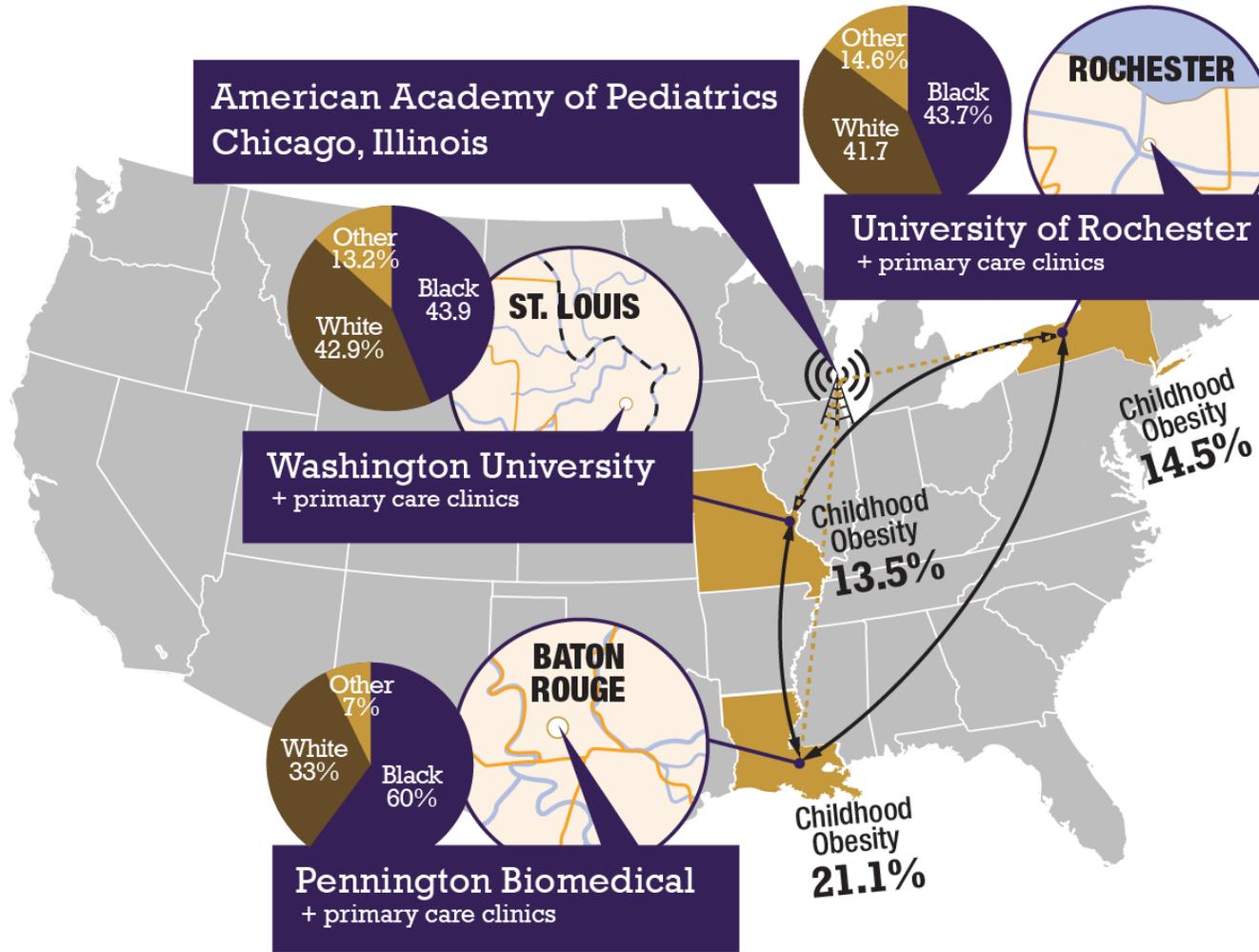


Sponsor: PCORI PCS-2017C2-7542. Dual Principal Investigators: Denise Wilfley, Ph.D., and Stephen Cook, M.D.. Site Principal Investigator: Amanda Staiano

TEAM UP: Comparing Two Way to Treat Child Obesity



TEAM UP National Clinical Sites



Clinical practices and healthcare providers

American Academy of Pediatrics

Insurance companies

Advocacy organizations

Childhood Obesity Awareness Month

Healthy Alphabet series brought to you by:

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WOMEN'S & CHILDREN'S HOSPITAL



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September Childhood Obesity Awareness Month

LA American Academy of Pediatrics & Pennington Biomedical Social Media

LA Chapter of AAP @MyLAAAP · Sep 19

TODAY'S C is C for CHECKUP! WATCH HERE buff.ly/3Ewd3SI

September is #ChildhoodObesityAwareness Month! FOLLOW US as we raise awareness #GetFedUp

Get More Info on Childhood Obesity buff.ly/2XHOa5r

American and Hispanic youth with TV ads for sugary drinks. African American teens saw 2.3 times as many ads compared to white teens.

Spanish Language tv ads have increased by 80% since 2010.

Indians have experienced the highest increase in childhood obesity rates. On average, 25% of children in these ethnic groups are affected by obesity.

70%	39.8%	62.9%	97%
of CHILDREN WITH OBESITY	of LOUISIANA children ages 10-17	of YOUTH	of CHILDREN
are more likely to become adults with obesity	have overweight or obesity compared to the national average of 31.3%	consume at least one sugar-sweetened beverage a day	are predicted to develop obesity by age 35 if current trends continue

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What's your child's BMI?

Greetings from OBECITY, USA THE STATE OF AMERICA VisitObecity.org

No more blaming. No more shaming.

1 in 4

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pb Pennington Biomedical Research Center @PBRCNews · Sep 17

Childhood obesity is at the forefront of most serious health challenges of the 21st century. Check out these 10 surprising facts about childhood obesity.

[#childhoodobesity](#) [#obesityfacts](#) [#fightobesity](#)

10 SURPRISING FACTS ABOUT CHILDHOOD OBESITY

10 Surprising Facts About Childhood Obesity

Childhood obesity occurs when a child is significantly over the ideal weight for her height. Learn about some of the alarming impacts on ...

LA Chapter of AAP @MyLAAAP · Sep 21

H is for Hopscotch buff.ly/39mYUp #ChildhoodObesityAwareness #GetFedUp Learn More: buff.ly/3nXFDWO Full Playlist: buff.ly/3nUBPWc

A is for apple

ObecityUSA @visitobecity · Sep 21

With schools cutting back on physical education, getting the right amount of exercise as a child can be challenging. It's no surprise that less than 25% of children six years or older get 1 hour of physical activity every day.

visitobecity.org. #GetFedUp #ChildObesityMonth

Greetings from OBECITY, USA THE STATE OF AMERICA VisitObecity.org

LA Chapter of AAP @MyLAAAP · Sep 20

#GetFedUp and WATCH F IS FOR FRESH FRUIT buff.ly/3zktBZK from @Feeding_LA

September is #ChildhoodObesityAwareness Month! FOLLOW US as we raise awareness and #GetFedUp. Get More Info on Childhood Obesity from @MyLAAAP buff.ly/3tPatL6

F is for fresh fruit

#GetFedUp

Let's work together to solve the obesity epidemic.

- Create widespread awareness of obesity as a disease and end patient blame.
- Improve education around the complexity of risk factors that predispose individuals to obesity, including genetics, socioeconomic factors, and environment.
- End stigmas surrounding obesity based on the disproven assumption that it's the result of a lack of self-discipline or personal responsibility.
- Increase funding in order to increase research and scale solutions.



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#GetFedUp

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- For sponsorship opportunities, contact rebecca.schutte@pbrf.org

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