

PHYSICAL ACTIVITY

Physical activity produces overall physical, psychological and social benefits. Inactive children are more likely to become inactive adults.

All children age 2 and older should get at least 60 minutes of enjoyable, varied, moderate-intensity physical activities every day.



12.6% of children who participate in sports are overweight, compared to 18.1% of children who do not participate.

Only 1/3 of high school students get the recommended levels of physical activity.



MEDIA

Only 2% of food advertising combined is for fruits, vegetables, grains and beans.



90% of the ads on Saturday morning television are for foods and beverages high in fats, sodium and added sugars, or are low in nutrients like sugary cereals, fast food and snack foods.

8 to 18-year-old adolescents spend an average of 7.5 hours a day on screentime, including TV, computers, video games, cell phones and movies.



FOOD

Children age 2 years and older should be encouraged to eat at least five servings of fruits and vegetables daily as well as a wide variety of other foods low in saturated fat and cholesterol.



Children eat almost twice as many calories when they eat a meal at a restaurant compared to a meal at home.

30 years ago, kids ate just one snack a day, whereas now they are trending toward three snacks, resulting in an additional 200 calories a day.



Children who consume more soft drinks consume more calories than kids who drink fewer soft drinks and are more likely to become overweight.

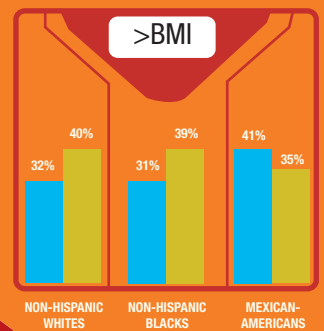
HEALTH

Childhood obesity is now the No. 1 health concern among parents in the United States, topping drug abuse and smoking.



Currently, less than 1% of the population, and almost no children in the United States ages 5-19, have ideal health as it relates to the American Heart Association's Healthy Diet Score.

Among American children ages 2-19, the following **males** and **females** are overweight or obese.



CHILDHOOD OBESITY

Over the past three decades, childhood obesity rates in America have tripled and today, nearly one in three children in America is overweight or obese. The numbers are even higher in African-American and Hispanic communities, where nearly 40% of the children are overweight or obese. If we don't solve this problem, one third of all children born in 2000 or later will suffer from diabetes at some point in their lives. Many others will face chronic obesity-related health problems like heart disease, high blood pressure, cancer and asthma.

WHAT THE AMERICAN HEART ASSOCIATION IS DOING



Through our educational and fundraising programs for elementary and middle school students, we've helped generations of kids learn physical education skills, community responsibility and how to keep hearts healthy. www.heart.org/Jump or www.heart.org/Hoops



Be the Beat is an online Sudden Cardiac Arrest awareness initiative to teach teens the simple steps that can save a life — and create the next generation of lifesavers. Anyone can utilize these free tools to help start and sustain CPR and AED programs. www.bethebeat.heart.org/schools



We've teamed with noted child-nutrition activist and philanthropist Kelly Meyer to create the American Heart Association Teaching Gardens. These real-life learning laboratories in elementary schools across the country are teaching students what it means to be healthy. www.heart.org/teachinggardens



Our You're the Cure advocates are the moving force behind policy change for physical education, school and childhood nutrition and other childhood obesity issues at the local, state and national levels for the AHA/ASA. www.YoureTheCure.org