



Childhood Obesity Fact Sheet

Prevalence of Childhood Obesity

- Childhood obesity has tripled nationally since the 1970's.
(Centers for Disease Control and Prevention)
- One in four 7th, 9th, and 11th graders in Santa Clara County are either overweight or obese.
(California Healthy Kids Survey)
- One in three low-income children between ages 2 and 5 in Santa Clara County's Child Health and Disability Program are overweight or obese.

Health Effects

- Obesity is a risk factor for cardiovascular disease, diabetes and cancer.
- Current rates of childhood obesity will reduce the life expectancy of the next generation.
(Institute of Medicine)
- 30% of boys and 40% of girls born in 2000 will be diagnosed with Type 2 diabetes.
(Institute of Medicine)
- Diabetes can result in the loss of, on average, 10-15 years of life.
(Centers for Disease Control and Prevention)
- Children who are obese after age six have a greater than 50 percent chance of being obese.

Economic Impact

- National costs for treating obese/overweight children in hospitals nearly doubled in the 4 years between 2001-2005.
- Treating obese/overweight children costs more than \$230 million for patients in the hospital and another \$14.1 billion for other treatment like prescription drugs and ER visits.
- County costs of adult obesity are an estimated \$420 million in healthcare and \$496 million in lost productivity.
(California Center for Public Health Advocacy)

Toys with Food Sold in Restaurants

- 133 million Americans purchase food at restaurants every day.
(National Restaurant Association)
- Restaurant offerings like fast food and sodas are tied to overeating, poor nutrition, and weight gain in children.
- Fast food restaurants sold more than 1.2 billion meals with toys to children in 2006.
(Federal Trade Commission)
- In 2006, restaurants spent at least \$360 million on toys in 2006.
(Federal Trade Commission)
- Toy giveaways are estimated to be the second highest child-directed expenditure by the industry, after TV advertising.
(Federal Trade Commission)
- In a study of children's meals at restaurants, 10 of 12 of the highest calorie meals came with toys.
(Center for Science in the Public Interest)
- 35 out of 45 large restaurant chains sampled had no policies or weak policies regarding marketing appropriate food to kids.
(Center for Science in the Public Interest)

National Organizations Recommendations for Children

- The Federal Trade Commission recommends that companies adopt standards for food targeted to children.
- The U.S. Surgeon General recommends that Americans of all ages reduce consumption of sodas and juices with added sugars; eat more fruits, vegetables, whole grains, and lean proteins; and drink more water and choose low-fat or no-fat dairy products.
- Last week, a non-profit group of retired senior military leaders called Mission: Readiness, release a report entitles "Too Fat to Fight." The study found that more than 9 million Americans ages 17 to 24 (more than 25% of the age group) are too overweight for the armed forces, creating national security concerns.

**Direct sources for these data are listed in parenthesis. Where no source is cited, the fact comes from one or more studies published in peer reviewed academic journals.*