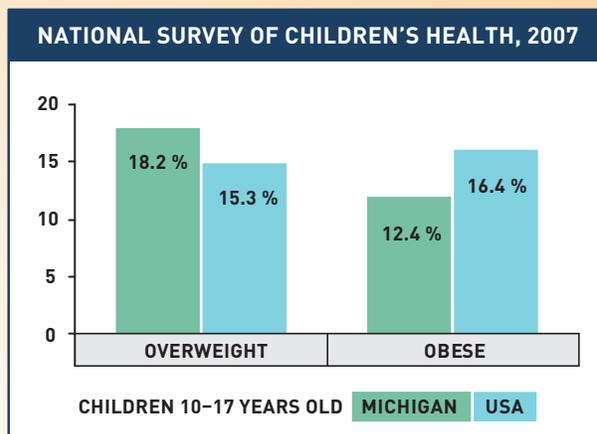
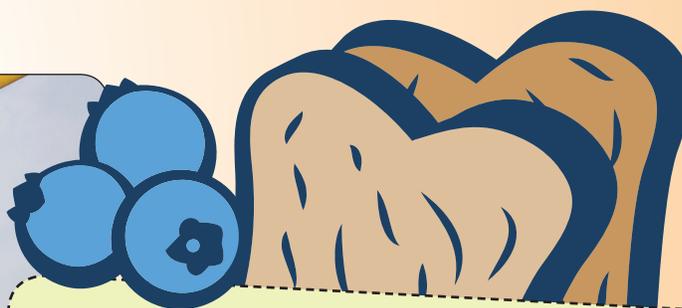




THE STATE OF THE STATE: CHILDHOOD OBESITY IN MICHIGAN

- Nearly 1 in 3 children in Michigan, ages 10-17, are overweight or obese. This would fill Ford Field to full capacity almost 7 times.⁵
- Obesity in children ages 6-11 years has increased almost 5 fold in the last 30 years.¹⁷
- Estimated medical costs of obesity in 2008 in Michigan were \$3.1 billion and will continue to rise if action is not taken.¹⁹
- Average annual total health expenses for a child treated for obesity under Medicaid is \$6,730. Average annual health cost for all children on Medicaid is \$2,446.²⁰
- Some experts warn that this is the first generation that will have a shorter life expectancy than their parents.⁶
- Children growing up today will have more chronic diseases and premature deaths from poor eating habits and lack of physical activity than from exposure to tobacco, alcohol or drugs.²¹
- 1 in 3 children born in 2000 are estimated to be diagnosed with type 2 diabetes in their lifetime.²²
- In Michigan, obese adults had estimated medical costs that were \$1,205 higher annually than persons of normal weight.¹⁹



"The medical expenses and indirect costs associated with obesity place a significant burden on a health care system that already is overwhelmed and threatens our unstable economy. If something is not done to reverse the childhood obesity epidemic, our next generation can expect larger medical bills and a health care system less capable of meeting its needs."

THE ROBERT WOOD JOHNSON FOUNDATION

SOCIAL AND EMOTIONAL COMPLICATIONS OF CHILDHOOD OBESITY⁴

- Depression
- Poor Self-Esteem
- Bullying
- Behavior and Learning Problems
- Stress and Anxiety

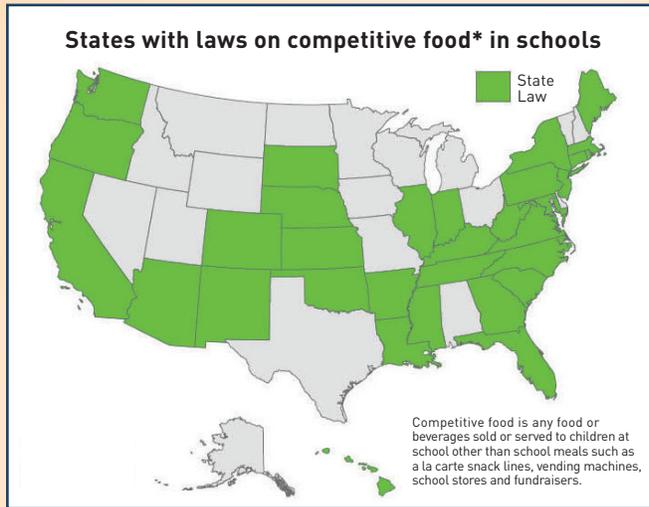
PHYSICAL COMPLICATIONS OF CHILDHOOD OBESITY⁴

- Type 2 Diabetes
- High Blood Pressure
- High Cholesterol
- Sleep Apnea
- Bone and Joint Problems
- Metabolic Syndrome
- Asthma

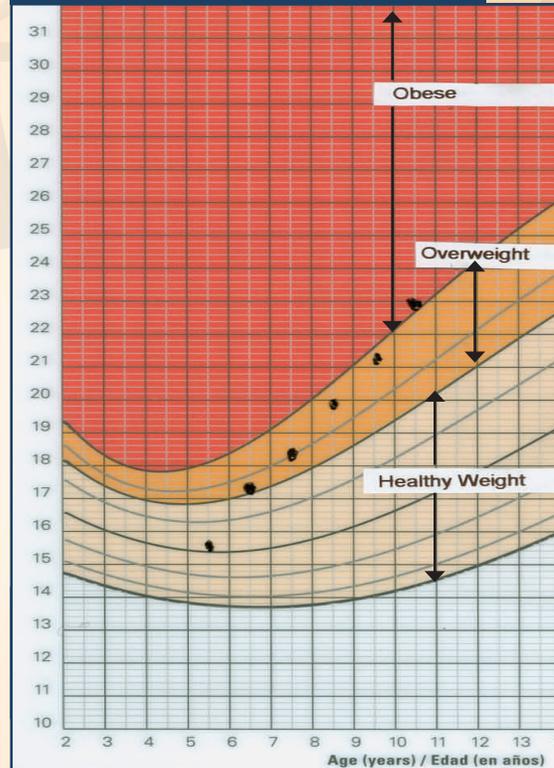


WHAT IS BEING DONE: NUTRITION STANDARDS IN SCHOOLS

Nutrition Standards improve the nutritional quality of food and beverages. The *Michigan Nutrition Standards* address food and beverages offered and sold on the school campus including cafeterias as well as vending machines, concession stands, à la carte snack lines, school parties, school stores, and during after-school events.



BMI BOYS: 2-20 YEARS GROWTH CHART



CHILD + 100 CALORIES X 180 DAYS X 6 YEARS =
A HEALTHY CHILD BECOMES OBESE

KIDS OF ALL SHAPES & SIZES ARE UNDERNOURISHED¹⁶

KIDS ARE CONSUMING TOO MUCH:

- Sugar Sweetened Beverages
- Cookies, Cakes, Doughnuts
- Pizza
- Whole Milk
- French Fries
- Chips
- Fried and Fatty Meats

KIDS ARE NOT CONSUMING ENOUGH NUTRIENT RICH FOODS:

- Fruits
- Vegetables
- Whole Grains
- Low Fat Dairy

FACTS:

- Michigan schools reach over 1.5 million children a day, over 180 days a year.²³
- Over 196 million school breakfasts and lunches were served to Michigan students last year.²⁴
- 50% of daily energy intake is consumed at school.²⁵
- The *Michigan Nutrition Standards* emphasize colorful fruits and vegetables, whole grains, low fat dairy, beans, nuts and lean proteins.
- Research has shown that healthier students are more ready to learn and have improved classroom behavior.²⁶

Childhood obesity can happen gradually and innocently

RETURN ON INVESTMENT²⁷

FIT & HEALTHY STUDENTS IN SCHOOLS BECOME ADULTS WITH:

- Greater productivity
- Lower health care costs
- Less absenteeism