



# 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.*