



Our Vision: Children enjoy optimal growth and development in the Kansas City area, where active living and healthy eating are supported for all.

Our Mission: Prevent and reduce childhood obesity through community collaboration.



Why It's Time to Weigh In

As a nation, the rate of obesity in children and adolescents has nearly tripled since 1980. One out of every 3 children is overweight or obese. Its impact ripples far beyond the health problems that affect children today. It also influences their academic, social and economic success. Children who are obese are more likely to become adults who are obese and suffer serious health consequences. Potentially, this is the first generation in US history that could live sicker and die younger than their parents' generation.



1 OUT OF 3 CHILDREN IS OVERWEIGHT OR OBESE

It's Complicated

Many issues impact children's food and fitness environments and habits. Weighing In, a program at Children's Mercy Hospitals and Clinics, works in collaboration with others to address these issues and reduce the magnitude of the problem.

By assessing the landscape of policies and environments and available programs and services, we are gaining insights on where we are and taking action to impact healthy eating, active living and healthy weights for children and their families.

CHILDREN CONSUME MORE THAN **7.5** HOURS OF MEDIA A DAY, **SEVEN** DAYS A WEEK.



What Weighing In Is Working On

In response to the growing insights on what works, Weighing In has developed five working groups. Each group is concentrating on specific issues, which address everything from breastfeeding to school wellness policies. These working groups include:



Pregnancy and Breastfeeding

There is a solid connection between mothers' pre-pregnancy weight, weight gain during pregnancy, breastfeeding and healthy weight children. In response, Weighing In is partnering with the Mother and Child Health Coalition to define best approaches and promote and support breastfeeding at area hospitals and in the work place.



Early Childhood

A young child's early experiences with eating and activity can affect the risk for obesity and related health problems. Since approximately 75 percent of working families rely on some type of child care outside the home, Weighing In assessed current practices related to healthy eating and active play at area child care providers, and will promote action to improve those practices through this working group.



Healthy Schools

By the time a child reaches grade school, obesity can impact attendance, academic outcome, psychosocial and emotional well-being. Because up to half of a child's waking hours are spent in school, this is an ideal opportunity to address healthy eating and active living. Weighing In assessed school wellness policies in KC school districts. This working group will leverage available resources and implement actions to address priorities found in the assessment.



Healthy Lifestyles

Successfully reducing childhood obesity requires an integrated approach. Working with a national initiative, Collaborate for Healthy Weight, the Healthy Lifestyles working group developed a public messaging campaign and integrated approaches for assessment and support of healthy weight. The working group's goal is to increase the proportion of Kansas Citians at a healthy weight while supporting active living, healthy eating and healthy weight for all.



Treatment

Though preventing obesity is the goal of Weighing In, treatment also is necessary to care for children who are obese. This working group, forming in 2013, is focusing on supporting community health care professionals by providing training and support to identify and treat childhood obesity and link families with community resources.

CURRENTLY IN THE UNITED STATES, ONLY **4 PERCENT** OF ELEMENTARY SCHOOLS, **8 PERCENT** OF MIDDLE SCHOOLS AND **2 PERCENT** OF HIGH SCHOOLS PROVIDE DAILY PHYSICAL EDUCATION, OR ITS EQUIVALENT.



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Weighting In

For more information, email weightingin@cmh.org, or call 816-234-9251.

Visit www.kcweightingin.org to join us.

children today and tomorrow.

If you are a community organization or health care professional, educator, child care provider, or an individual concerned about childhood obesity, sign up online to receive updates, or join one of these working groups and help implement targeted strategies that can make a difference in the lives of our

epidemic.

Many community organizations or businesses are already taking action on their own to prevent or reduce childhood obesity and Children's Mercy Hospitals and Clinics, through Weighting In, wants to build our collective impact on the problem through coordinated efforts. We ask that you consider joining our quarterly and working group meetings. By networking with others and combining our talents and resources, Kansas City mounts stronger and more effective approaches to address the childhood obesity

How You Can Weigh In



Weighting In

INTEGRATING EFFORTS TO INCREASE THE PROPORTION OF KANSAS CITY CHILDREN AT A HEALTHY WEIGHT

40 PERCENT OF EVERY
DOLLAR SPENT ON FOOD IS
SPENT ON FOOD PREPARED
OUTSIDE THE HOME.

