



# Childhood Obesity



Anett



Alex



Arushee



Eder



Kunal



Patricia

# Community Health Project

## Goals & Objectives

### WHY

Individual -- CHANGE A LIFE

Community -- CHANGE A GENERATION

### WHAT

Childhood Obesity

### WHERE

The Inland Empire

### WHO

Parents, Guardians  
& Caretakers

### HOW

### WHEN

July 2020



# PRE-SURVEY <https://tinyurl.com/ycdoj9or>

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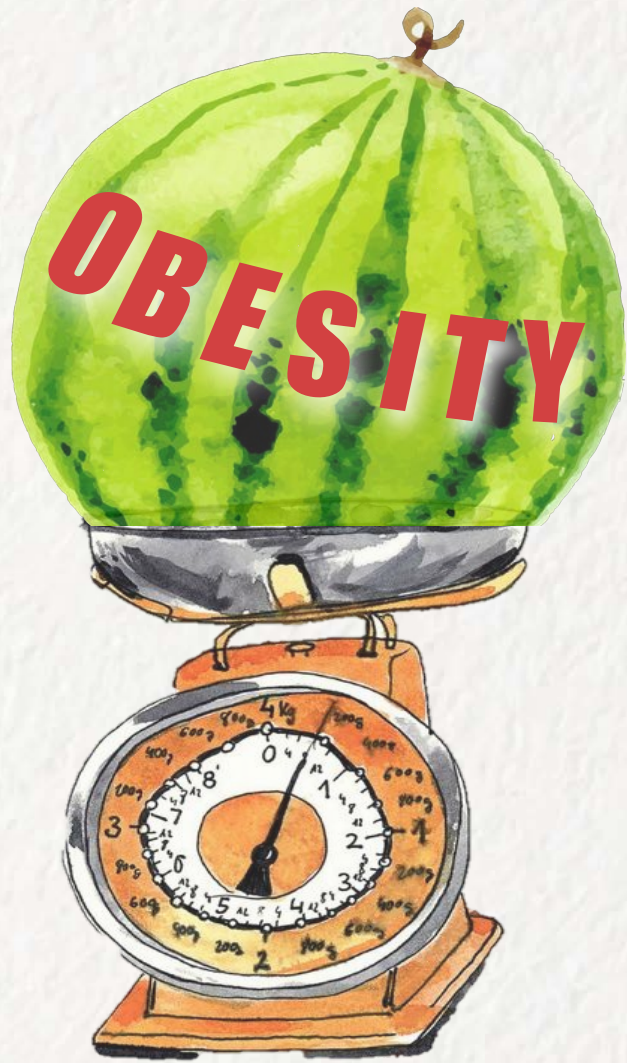
5 MIN OR LESS!

Who is in the  
audience?

What do you know  
about childhood  
obesity?







# COMMON BUT PREVENTABLE

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OVERWEIGHT // BMI 25+  
OFTEN SHORT OF BREATH  
OVEREATING  
LITTLE PHYSICAL ACTIVITY



# WHAT ARE THE

S



**10-20%** OF CHILDREN  
IN THE U.S. ARE OBESE

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**39.4%** OF CHILDREN  
IN SAN BERNARDINO COUNTY  
ARE OBESE

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T

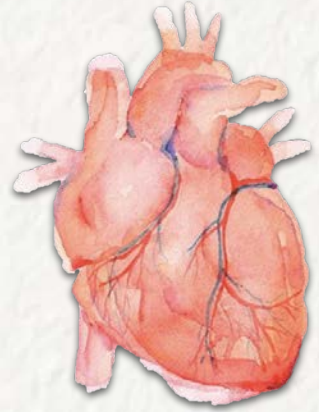


**73%** OF OBESE CHILDREN REMAIN  
OVERWEIGHT INTO ADULTHOOD

S

# HEALTH RISKS OF CHILDHOOD OBESITY

## PHYSICAL



LOW  
SELF-ESTEEM

ANXIETY,  
DEPRESSION



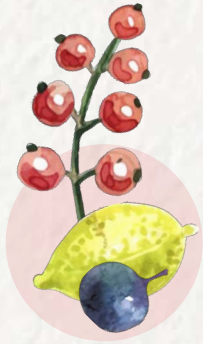
BULLYING,  
STIGMA

## PSYCHOLOGICAL & EMOTIONAL



# Why are Nutrition and Diet Important?

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## ENERGY

GIVES YOU ENERGY  
THROUGHOUT THE DAY.



SUPPORTS A HEALTHY LIFESTYLE.  
reduced risk of disease  
and health complications

## LIFESTYLE



## NUTRIENTS

OBTAIN NECESSARY  
NUTRIENTS.



# COMMON BARRIERS

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NO TIME



EXPENSIVE

UNFAMILIAR



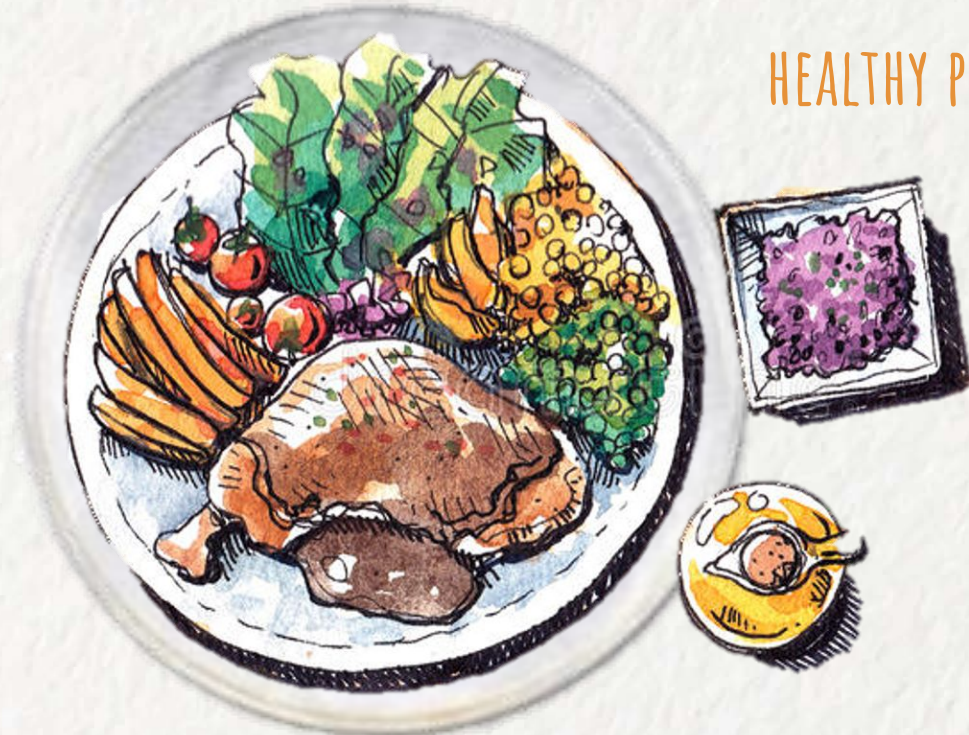
LIMITED ACCESS  
TO  
RESOURCES





# PORTION CONTROL

THE **PLATE METHOD** IS AN EASY WAY TO DISH OUT **HEALTHY PORTION SIZES** OF EACH FOOD GROUP.



$\frac{1}{2}$  NON-STARCHY VEGETABLES

$\frac{1}{4}$  LEAN PROTEIN BASED FOODS

$\frac{1}{4}$  STARCHY GRAINS/VEGETABLES



# When & How Much?

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BREAKFAST



LUNCH



DINNER



SNACK



SNACK



SMALLER  
PORTIONS

4-5 TIMES  
A DAY

A GLASS OF  
WATER  
WITH MEALS

# TIPS FOR A BETTER DIET

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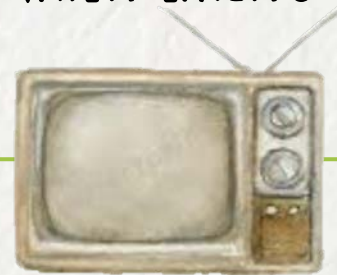
AVOID EATING  
LATE AT NIGHT

FINISH THE DAY  
WITH  
GREEN TEA



SPREAD OUT  
MEALS  
THROUGHOUT DAY

AVOID  
WATCHING TV  
WHEN EATING



DRINK  
WATER



# Dose Makes the Poison

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YOU CAN EAT WHAT YOU WANT,  
BUT **NOT** AS MUCH YOU WANT

VS



# FOODS TO AVOID

**X** AVOID

BREAKFAST DETERMINES DIGESTION FOR THE DAY: **DON'T START WITH SWEET MEALS**



& HEALTHY SUBSTITUTES



HAVE INSTEAD ✓

START THE DAY WITH  
A SLICE OF BREAD & VEGETABLES



# Resources in the IE

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## FEEDING AMERICA RIVERSIDE & SAN BERNARDINO

<https://www.feedingamericaie.org/>  
(951) 359-4757

## FOOD PANTRIES

[https://www.freefood.org/  
c/ca-riverside](https://www.freefood.org/c/ca-riverside)

## IE SHINE ON

[https://www.ieshineon.com/gu  
ide/inland-empire-food-banks/](https://www.ieshineon.com/guide/inland-empire-food-banks/)

## RIVERSIDE COUNTY CHILD HEALTH & DISABILITY PREVENTION

[https://www.rivcochdp.org/Services/Ob  
esity-Resources](https://www.rivcochdp.org/Services/Obesity-Resources)  
(951) 358-5481

MORE ON OUR WEBSITE!



# POST-SURVEY <https://tinyurl.com/ydxvn7g6>



5 MIN OR LESS!

Did you enjoy this presentation?

Did you learn something new?





# Resources



WEBSITE



BROCHURE



SOCIAL MEDIA



[shorturl.at/rslMU](https://shorturl.at/rslMU)



[shorturl.at/fHJKR](https://shorturl.at/fHJKR)



@STOPCHILDHOODOBESITY\_FPL



MOMS GROUP

[shorturl.at/LSUW4](https://shorturl.at/LSUW4)



@STOPCHILDHOODOBESITY

Questions? CONTACT US! [riv.fpl@gmail.com](mailto:riv.fpl@gmail.com)

# Sources

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Center for Disease Control and Prevention. (2018). *Childhood Overweight and Obesity*. [www.cdc.gov/obesity/childhood/index.html](http://www.cdc.gov/obesity/childhood/index.html).

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Tips for Parents–Ideas to Help Children Maintain a Healthy Weight, Centers for Disease Control and Prevention February 04, 2020, (<https://www.cdc.gov/healthyweight/children/index.html>)

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# SEO & Marketing Icons



# ADVERTISING CAMPAIGN 1

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Budget

**\$25,600**

## Channel

Press

## Description

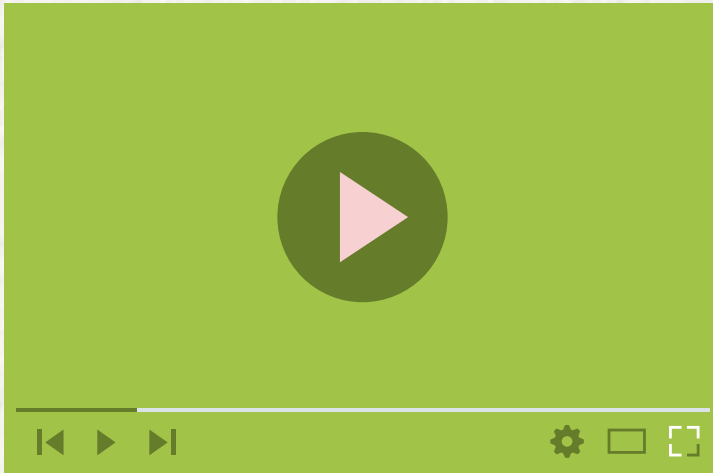
Venus has a beautiful name, but it's terribly hot, even hotter than Mercury

## Goals

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal, since it was named after the Roman messenger god, Mercury.

# MULTIMEDIA

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Insert your multimedia content here

## My Video

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal, since it was named after the Roman messenger god, Mercury.





# PR OUTREACH

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## SM Channels



## Key Messages

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury

Mercury is the closest planet to the Sun and the smallest one in the Solar System

Despite being red, Mars is a cold place. The planet is full of iron oxide dust

## Goals



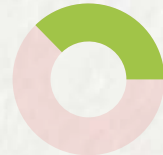
80%

Saturn is a gas giant, composed mostly of hydrogen and helium



60%

Jupiter is a gas giant and the biggest planet in our Solar System



40%

Neptune is the fourth-largest planet in our Solar System

# BUDGET ALLOCATION

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	<b>Mars</b>	<b>Saturn</b>	<b>Venus</b>
<b>Events</b>	2.000	1.340	1.233
<b>Social Media</b>	6.789,8	5.321	5.678
<b>Posters</b>	1.239	5.677,6	9.900
<b>Press</b>	1.500	3.600	1.200,3



# PREDICTED REACH

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**2022**

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury

**2016**

Mercury is the closest planet to the Sun and the smallest one in the Solar System



If you want to modify this graph, click on it, follow the link, change the data and replace it

# TIMELINE

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## PHASE 1

Mercury is the closest planet to the Sun

## PHASE 2

Venus has a beautiful name, but it's hot

## PHASE 3

Despite being red, Mars is a cold place

## PHASE 4

Jupiter is a gas giant and the biggest planet

## PHASE 5

Mercury is the closest planet to the Sun





# OUR TEAM

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**Joe James**

You can replace the image on the screen with your own



**John Doe**

You can replace the image on the screen with your own



# THANKS!

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Does anyone have any questions?  
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# ALTERNATIVE RESOURCES

