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

**WHO**
Parents, Guardians & Caretakers

**WHERE**
The Inland Empire

**WHEN**
July 2020
Who is in the audience?

What do you know about childhood obesity?

5 min or less!

PRE-SURVEY https://tinyurl.com/ycdoj9or
COMMON BUT PREVENTABLE

OVERWEIGHT // BMI 25+
Often Short of Breath
Overeating
Little Physical Activity
10-20% of children in the U.S. are obese

39.4% of children in San Bernardino county are obese

73% of obese children remain overweight into adulthood
Health Risks of Childhood Obesity

Physical

Psychological & Emotional

Anxiety, depression

Low self-esteem

Bullying, stigma

Physical

Psychological & Emotional
Why are Nutrition and Diet Important?

- **Energy**
  - Gives you energy throughout the day.

- **Supports a healthy lifestyle**
  - Reduced risk of disease and health complications

- **Nutrients**
  - Obtain necessary nutrients.
Common Barriers

- 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?

**Breakfast**

**Lunch**

**Dinner**

**Snack**

**Snack**

Smaller Portions

4-5 times a day

A glass of water with meals

[Image of various meals and snacks]

Tips For A Better Diet

Avoid eating late at night

Finish the day with green tea

Spread out meals throughout the day

Avoid watching TV when eating

Drink water

Dose Makes the Poison

You can eat what you want,
but not as much you want

Foods to Avoid & Healthy Substitutes

Avoid

Breakfast determines digestion for the day: Don’t start with sweet meals

Have Instead

Start the day with a slice of bread & vegetables
Resources in the IE

Feeding America Riverside & San Bernardino
https://www.feedingamericaiie.org/
(951) 359-4757

Food Pantries
https://www.freefood.org/c/ca-riverside

IE Shine On

Riverside County Child Health & Disability Prevention
https://www.rivcochdp.org/Services/Obesity-Resources
(951) 358-5481

More on our website!
POST-SURVEY https://tinyurl.com/ydxvn7g6

Did you enjoy this presentation?
Did you learn something new?

5 MIN OR LESS!
Resources

Website: shorturl.at/rslMU

Brochure: shorturl.at/fHJKR

Social Media:
- @stopchildhoodobesity_fpl
- Moms Group: shorturl.at/LSUW4
- @stopchildhoodobesity

Questions? Contact Us! riv.fpl@gmail.com
Sources


SEO & Marketing Icons
ADVERTISING CAMPAIGN 1

Budget

$25,600

Channel

Press

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.

Description

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

#### SM Channels

<table>
<thead>
<tr>
<th>Channel</th>
<th>Key Messages</th>
<th>Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>🎈</td>
<td>Venus has a beautiful name, but it’s terribly hot, even hotter than Mercury</td>
<td>80% Saturn is a gas giant, composed mostly of hydrogen and helium</td>
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<tr>
<td>📸</td>
<td>Mercury is the closest planet to the Sun and the smallest one in the Solar System</td>
<td>60% Jupiter is a gas giant and the biggest planet in our Solar System</td>
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<tr>
<td>🍎</td>
<td>Despite being red, Mars is a cold place. The planet is full of iron oxide dust</td>
<td>40% Neptune is the fourth-largest planet in our Solar System</td>
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## Budget Allocation

<table>
<thead>
<tr>
<th></th>
<th>Mars</th>
<th>Saturn</th>
<th>Venus</th>
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<tbody>
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<td><strong>Events</strong></td>
<td>2,000</td>
<td>1,340</td>
<td>1,233</td>
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<tr>
<td><strong>Social Media</strong></td>
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<td>5,678</td>
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<td><strong>Posters</strong></td>
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<td>5,677,6</td>
<td>9,900</td>
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<td><strong>Press</strong></td>
<td>1,500</td>
<td>3,600</td>
<td>1,200,3</td>
</tr>
</tbody>
</table>
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

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

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!

Does anyone have any questions?

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