Obesity Prevention Initiatives in Early Childhood Programs: National Performance Standards and Related Resources

A Webinar for the ECCS Community

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Data Review

- **Current Rates of Childhood Obesity (BMI≥: 95th percentile)**
  - 9.5% of children under 2
  - 10.4% of children between 2 and 5

- **Obesity rates for young children have reportedly remained “stable” since 2003, but at very high rates**

Income Disparities

♦ For low income children 2-5:
  ▪ 14.8% are obese compared with 12.4% of all U.S. children
  ▪ State-specific obesity rates range from 9.3% to 19.0%

♦ Overweight and obese rates for all children:
  ▪ 45% of children living in poverty
  ▪ 22% of children in 400% FPL households
Racial/Ethnic Disparities

♦ For low income children 2-5, rates of overweight and obese:
  ▪ American Indians/Alaskan Natives (20.2 % and 20.4%)
  ▪ Hispanics/Latinos (18.3 % and 17.9%)
  ▪ In comparison, only about 12% of whites, African-Americans, and Asians/Pacific Islanders were categorized as overweight or obese
Cross-systems Approach to Obesity Prevention

- Healthier, more nutritious food is needed in day care settings and in school
- Families need greater access to healthy, affordable food and safe environments for physical activity
- Marketing and advertising practices around unhealthy foods need to be reformed
- Every sector of American society -- all levels of government -- need to be involved
Suggested Uses of PCO Standards

♦ Families
♦ Caregivers/Teachers
♦ Health Care Professionals
♦ Regulators
♦ Early Childhood Systems
♦ Policy-makers
♦ Academic Faculty
For more information contact us at thrive@nccp.org

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