Obesity
What is obesity?

The terms ‘obesity’ and ‘overweight’ are defined by the Centers for Disease Control and Prevention (CDC) as ‘ranges of weight that are greater than what is generally considered healthy for a given height’. These weight ranges are commonly determined by using height and weight measurements to calculate a body mass index (BMI), which correlates with (but is not a direct measure of) body fat. For children, age and sex-specific BMI percentiles are used.

Obesity has become a nationwide issue, impacting the health and well-being of children and adults alike. According to the CDC, obesity is impacting one-third of adults, and 17% of children 2 - 19 years of age in the United States. These figures reflect a doubling in the number of obese adults, and a tripling in the number of obese children, since 1980, creating an epidemic of obesity in our country (Trust for America’s Health). In 2009-2010, a study of third grade students in Ohio found that 37.2% of Clermont County children and 34.7% of children statewide were overweight or obese.

<table>
<thead>
<tr>
<th>Weight Status</th>
<th>Adult BMI</th>
<th>Child BMI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underweight</td>
<td>below 18.5</td>
<td>Underweight less than the 5th percentile</td>
</tr>
<tr>
<td>Normal</td>
<td>18.5 - 24.9</td>
<td>Normal 5th to below the 85th percentile</td>
</tr>
<tr>
<td>Overweight</td>
<td>25.0 - 29.9</td>
<td>Overweight 85th to less than the 95th percentile</td>
</tr>
<tr>
<td>Obese</td>
<td>30.0 and above</td>
<td>Obese Equal to or greater than the 95th percentile</td>
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</tbody>
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Why is obesity a problem?

- heart disease
- high cholesterol
- diabetes
- high blood pressure
- sleep apnea
- breathing problems
- musculoskeletal problems
- joint discomfort
- liver disease
- gallbladder disease

Obese children are more likely to become obese adults, and may experience social problems and low self-esteem.

Obese adults may be at higher risk for developing certain types of cancer such as endometrial, breast and colon cancer.

Annual cost for medical care of obese individuals is estimated to be $1,429 higher than for individuals of normal weight.

What can we do to address the problem?

Reducing and preventing obesity begins with eating a healthy diet and being physically active.

The United States Department of Agriculture (USDA) program Choose My Plate recommends a diet low in fat, sugar and salt that contains whole grains, fruits and vegetables, as well as lean proteins. Knowing the amount of calories that are right for you and controlling portion sizes are helpful in maintaining a healthy diet.

According to the Centers for Disease Control and Prevention, breastfeeding can help prevent obesity. Breastfeeding for nine months reduces a baby’s odds of becoming overweight by 30%. The risk of a baby becoming an overweight child decreases with each month of breastfeeding.

The United States Department of Health and Human Services (HHS) Physical Activity Guidelines for Americans recommends:

- children and adolescents get 60 minutes or more of physical activity a day
- adults should do at least 150 minutes of moderate physical activity per week

Routine physical activity should include aerobic and strengthening activities. Older adults and individuals with disabilities or chronic medical conditions should engage in regular physical activity according to their abilities. No matter what your level of fitness, physical inactivity should be avoided.
Community Snapshots

The Mayor of Amelia initiated the "Walk with the Mayor" program in 2013. This program will be repeated again in 2014 to encourage residents in that community to increase their physical activity.

The community of Williamsburg has launched an initiative called "Live Well Williamsburg," which encourages residents to be more physically active.

The Milford Exempted Village School District, through a grant from Interact for Health, is participating in the Cook for America program, which encourages healthy school lunches prepared from scratch with whole, fresh foods for improved student nutrition.

Eastgate Mall, in Union Township, sponsors a Mall Walking Program, providing a free, indoor space for walking year round.

The University of Cincinnati East Campus has a bike loan program called Bearcat Bike Share which allows students and staff to borrow bicycles for use on nearby bike routes, increasing the opportunity for physical activity while on campus. UC East students are also working on converting classroom space into a workout room, with the purchase of five walking desks for student use.

The Clermont County WIC Program, which is staffed by Registered Dietitians, Certified Lactation Counselors, breastfeeding peer helpers and a Lactation Consultant, provides nutrition and breastfeeding education and support to pregnant and postpartum women, and families with children up to five years of age, who meet program qualifications.

Bright Ideas!

Workplace wellness programs are a great way to educate and motivate employees to be active and healthy.

Community gardens provide opportunities for physical activity, good nutrition and social interaction. Start one in your neighborhood and reap the benefits.

Looking for some additional ideas or resources on obesity, physical activity and nutrition? Check out these bright ideas!

No time to go to the gym? Everyday activities, like doing household chores, gardening, and walking the dog are easy ways to increase your physical activity.

Geocaching is an outdoor activity, similar to a treasure hunt, using GPS coordinates to find hidden geocache containers. Opportunities for geocaching are found all over the world, including here in Clermont County. Search online for additional information and geocaching events in your area. This is a great way to increase physical activity with family or friends.

Want to track your daily activity in steps or miles? Try a pedometer or, if you have a smartphone, download an app to keep you on pace.
GOAL 1  Improve health, fitness, and quality of life through daily physical activity.

OBJECTIVE 1.1  By August 2019, decrease by 5% the number of Clermont County adults and children who engage in no leisure time physical activity.

STRATEGY 1.1.1  Enhance the built environment in various settings (i.e., parks, schools, workplace) to promote and create opportunities for physical activities.

Activity: Complete phase 3 of the Williamsburg to Batavia Bike/Hike Trail in 2014, and continue its expansion in the near future.

Activity: Construct a new passive walking trail at the Ten Mile Creek Preserve in Pierce Township, creating opportunities for physical activity.

Activity: Initiate the Walking Path Project at the University of Cincinnati Clermont Campus which will connect sidewalks on campus with sidewalks at the Southwest Ohio Developmental Center.

Activity: Promote inclusion of sidewalks and bike paths in future construction projects through attendance, by Clermont County Public Health, at four Clermont County Planning Commission meetings, or other appropriate community development meetings.
OBJECTIVE 1.2
By August 2019, increase by 5% the number of adults in Clermont County who meet or exceed current federal physical activity guidelines for aerobic and muscle-strengthening activity.

STRATEGY 1.2.1
To increase the number of settings with opportunities and policies that promote and support physical activity (including worksites, parks, schools, etc.).

1. Activity:
   Develop and promote free and/or low cost exercise classes (to include offerings like yoga, Zumba, Tai Chi and Dog Boot Camp) for adults through the Clermont County YMCA and the Clermont County Park District.

2. Activity:
   Implement the CDC StairWELL to Better Health Program to promote the benefits of using the stairs and to encourage their use in place of elevators.

3. Activity:
   Continue to offer classes such as Tai Chi, Strength and Balance, Zumba, and Silver Sneakers classes for older adults at Clermont County Senior Services Lifelong Learning Centers.

STRATEGY 1.2.2
Provide education about federal physical activity guidelines for adults and children through multiple media formats.

1. Activity:
   Plan and facilitate the Family Fun 1 on an annual basis, through Clermont CAN, to include education about the benefits of physical activity.

2. Activity:
   Create and publish a newsletter and newspaper articles several times per year through Clermont CAN for distribution to multiple media outlets.

3. Activity:
   Utilize multiple media formats to disseminate public health messages about physical activity for adults and children through Clermont County Public Health media outlets.
GOAL 2
Promote health and reduce chronic disease risk through the consumption of healthful diets and achievement and maintenance of healthy body weights.

OBJECTIVE 2.1
By August 2019, decrease by 5% the proportion of children who are considered overweight/obese.

STRATEGY 2.1.1
Promote healthy weights and good nutrition among adults and children in Clermont County.

ACTIVITY:
Increase accessibility of, and promote access to, fresh fruit and vegetables to Clermont County WIC participants (ages four months and older) by distributing WIC farmer’s market coupons at multiple farmer’s market locations in Clermont County.

ACTIVITY:
Promote and implement physical activity and nutrition in Clermont County schools, targeting schools with 50% or higher eligibility for the free and reduced price lunch program, through SNAP-Ed program using Balance My Day curriculum.

ACTIVITY:
Expand the Family CAN program offered through Child Focus to include families in home visiting program as well as private childcare providers.

ACTIVITY:
Continue to provide individual nutrition counseling and referral for children who are, or who are at risk for being, overweight/obese (as evidenced through high weight for height growth patterns) monitored every 3-6 months through the Clermont County Women, Infants, and Children (WIC) program.

ACTIVITY:
Provide education to healthcare providers on routine assessment of BMI (or weight for height if under age 2) and benefits of providing counseling on nutrition and diet to children, adolescents, and adults.

ACTIVITY:
Promote events, such as International Walk to School Day, and programs like Fire Up Your Feet!, Safe Routes to School, and 5-2-1-0 Let’s Go! to Clermont County Schools and childcare providers.
STRATEGIES 2.1.2

Provide education and resources regarding healthy nutrition guidelines for adults and children through multiple media formats.

**ACTIVITY:**
The OSU extension office will offer classes to the public that emphasize healthy food preparation and nutritious eating.

**ACTIVITY:**
Clermont CAN will create and publish a newsletter and newspaper article several times per year for distribution to multiple media outlets.

**ACTIVITY:**
Clermont County Public Health will utilize multiple media outlets to disseminate public health messages about healthy eating and good nutrition for adults and children.