

Madison County: Eating Smart and Moving More

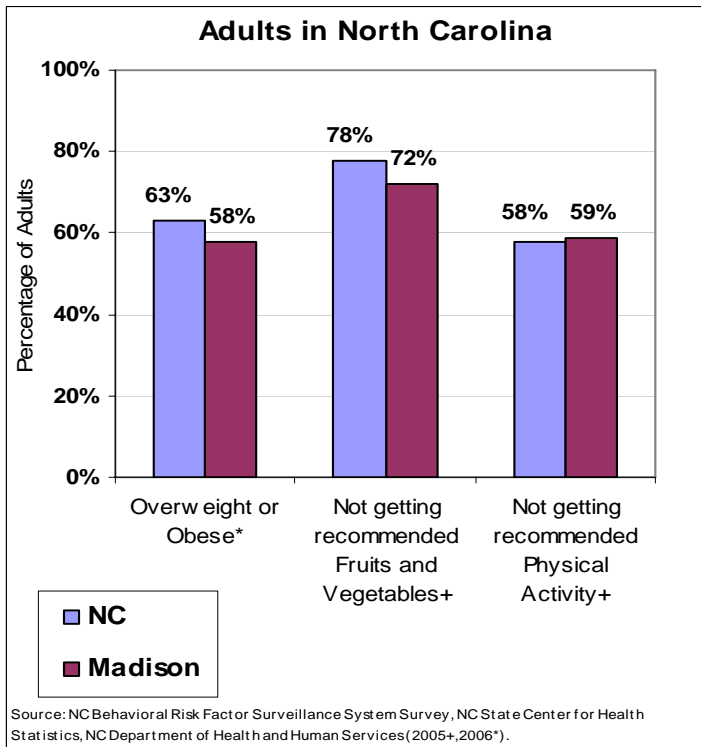
Report Card*		COST
Overweight or Obese	A	In 2007, \$1,284,344 (approximately 8%) of total dollars spent on Madison County Medicaid were attributed to overweight and obesity.
Meets physical activity recommendation	D+	
Meets fruit and vegetable recommendation	A	

*Using 2006 BRFSS data, NC counties were ranked and then graded according to their position within that ranking. Ranks above the 60th percentile mark received grades A+ through D-; scores below received an F

In Madison County, residents are most likely to...**

- ...drink 8+ glasses of regular cola per week (calories equal to an 18 pound weight gain in 1 year)
- ...be older residents trying to eat a healthy, balanced diet
- ...younger residents prefer fast food to home cooking
- ...lack regular exercise

**Claritas iMARK™ Online, PRIZM 2006



Children and Youth in North Carolina:

Overweight or obese	30%
Not getting recommended fruit servings	37%
Not getting recommended vegetable servings	74%
Not getting recommended physical activity	27%

As a result...

- Children's life expectancy is declining due to an increase in overweight¹
- One in three American children born in 2000 will develop diabetes in their lifetime²

However...

- Active young people are more likely to remain active as adults³
- Family meals are associated with a greater intake of fruits and vegetables and fewer fried foods and soft drinks⁴

¹ Olshansky, S. et al., 2005. ² VenkatNarayan, K.M., et al., 2005.
³ www.cdc.gov/nccdphp/dnpa/obesity/childhood/contributing_factors.htm#top. 2007.
⁴ Neumark-Sztainer, D. et al., 2003.

2007 County Highlights:

One local worksite established an employee wellness program

Where and how changes can be made in all counties:

Community	Increase access to places for physical activity, create farmers' markets and/or farm stands
Schools	Ensure children receive quality physical education, implement nutrition standards
Worksite	Offer physical activity classes, provide nutrition counseling

To find more information on obesity programs in your county go to www.EatSmartMoveMoreNC.com