

# Pitt County: Eating Smart and Moving More

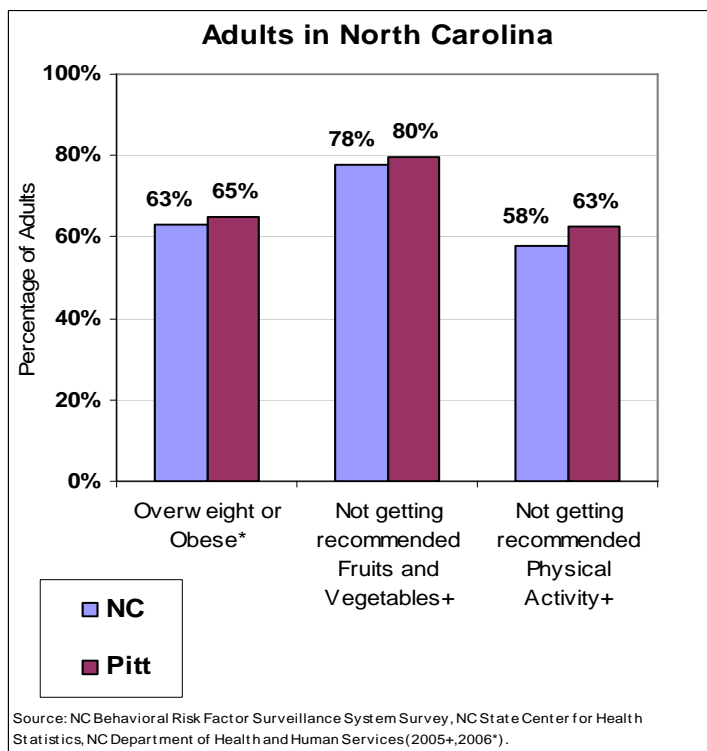
Report Card*		COST
Overweight or Obese	<b>D-</b>	In 2007, <b>\$7,901,991</b> (approximately 8%) of total dollars spent on Pitt County Medicaid were attributed to overweight and obesity.
Meets physical activity recommendation	<b>F</b>	
Meets fruit and vegetable recommendation	<b>D-</b>	

\*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 Pitt 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)
- ...perceive a lack of time to prepare or eat healthy meals, prefer fast food to home cooking
- ...families own video games
- ...exercise two or fewer times per week

\*\*Claritas iMARK™ Online, PRIZM 2006



### Children and Youth in North Carolina:

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

#### As a result...

- Children's life expectancy is declining due to an increase in overweight<sup>1</sup>
- One in three American children born in 2000 will develop diabetes in their lifetime<sup>2</sup>

#### However...

- Active young people are more likely to remain active as adults<sup>3</sup>
- Family meals are associated with a greater intake of fruits and vegetables and fewer fried foods and soft drinks<sup>4</sup>

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

### 2007 County Highlights:

- Established a Farmers Market Nutrition Program to explain the benefits of fruit and vegetable
- One worksite developed a healthy eating policy
- Nine churches committed to establishing walking trails on their property

### Where and how changes can be made in all counties:

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

To find more information on obesity programs in your county go to [www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com)