

# Robeson County: Eating Smart and Moving More

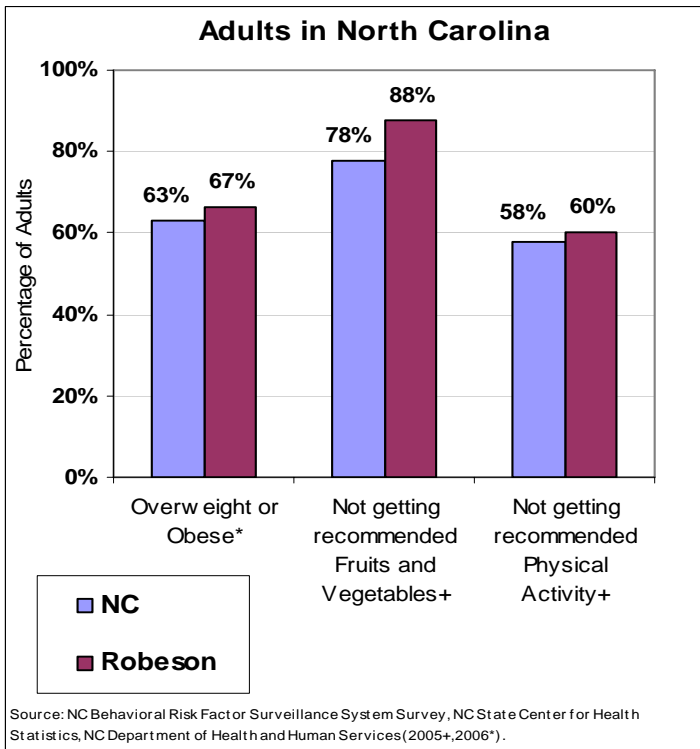
| Report Card*                             |           | COST   |
|--|-----------|--|
| Overweight or Obese                      | <b>F</b>  | In 2007, <b>\$11,649,256</b> (approximately 8%) of total dollars spent on Robeson County Medicaid were attributed to overweight and obesity. |
| Meets physical activity recommendation   | <b>D-</b> |  |
| Meets fruit and vegetable recommendation | <b>F</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 Robeson 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 and prefer fast food to home cooking
- ...families own video games
- ...exercise one 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:

- Three churches adopted nutrition and physical activity polices
- Awarded mini-grants to 22 K-4 teachers for activities and materials promoting physical activity and healthy eating

## 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)