



Childhood
Obesity
Prevention
Coalition

Building a Healthier Generation

YES, THERE IS STILL A PROBLEM

Obesity. Our children today may be the first generation with a lower life expectancy than the previous generation. One third of all children born in the year 2000 are expected to develop diabetes during their lifetime, a truly terrible legacy that only grows more shocking when just looking at specific racial and ethnic groups. We remain in an epidemic, and the problem is more than something we can solve just as parents and teachers of our children. Factors contributing to obesity can be found where we live, work, learn and play, reminding us constantly that the healthy choice is no longer an easy choice.

Families from these communities are more likely to be affected by social and physical factors that make it difficult to access healthy food choices and get adequate physical activity. Mounting a statewide policy effort to focus on reducing and preventing childhood obesity that assists all communities and its children is imperative, but a concerted effort is needed because we know that community needs are different across the state and specific communities. Policy choices need to ensure that all children have similar access to healthy environments.

A GLANCE AT THE OBESITY CRISIS IN WASHINGTON

In 2012, about 23 percent of 10th graders in Washington's public schools were overweight or obese.

Children that drink two or more sodas daily are more likely to be overweight than those who don't.

Only 25% of young people eat fruits and vegetables 5 or more times a day.

Pre-school children spend 2.5 hours in front of screens a day while one-third of pre-school children have a TV in their bedroom.

Low-income, rural and minority areas are more likely to live in food deserts and less likely have access to safe places to play and exercise.

POLICY AND SYSTEMS CHANGES ARE NEEDED NOW

The Childhood Obesity Prevention Coalition (COPC) was established in 2007 to provide guidance and leadership to decision makers that have the power to change our physical and social environments. Today, we claim 53 member organizations and the COPC has made healthy choices easier through:

EATING BETTER

- ✓ Improved nutrition (and physical activity) standards in early learning and school settings
- ✓ Healthy food and beverage standards in government settings (including healthy vending)
- ✓ Healthy beverage education and environment change

MOVING MORE

- ✓ Providing for increased investments in "safe routes to schools" projects and other active transportation initiatives
- ✓ Building road networks that are safer and more livable
- ✓ Improved transit
- ✓ Supporting shared use of school facilities

YOU CAN GET INVOLVED

Do you want to help build a healthy generation for Washington state?

Become a member: www.copcw.org/our-members

Sign up for action alerts or make a contribution to support our efforts on the ground or in Olympia. Contact us at info@copcw.org

COALITION MEMBERS

Action for Healthy Kids – WA Chapter	Sea Mar Community Health Centers
American Academy of Pediatrics – WA Chapter	Seattle Children's
American Cancer Society – Cancer Action Network	Seattle and King County Public Health
American Cancer Society, Inc.	Seattle Parks and Recreation
American Diabetes Association	SHAPE Washington
American Heart Association	Skagit County Healthy Communities Project
American Planning Association -- WA Chapter	Snohomish Health District
Arthritis Foundation	Spokane Regional Health District
Beecher's Pure Food Kids Foundation	Tacoma Pierce County Health Department
Cascade Bicycle Club Education Foundation	Transportation Choices
Children's Alliance	WA Assoc. of Community & Migrant Health Cntrs
Coalition for Safety and Health in Early Learning	Washington Bikes
Empire Health Foundation	WA Coalition for Promoting Physical Activity
Feet First	Washington Dental Service Foundation
Forterra	Washington Recreation & Park Association
Foundation for Healthy Generations	Washington School Nutrition Association
Grant County Health District	WA St Association of Local Public Health Officers
Group Health Cooperative	WA State Academy of Nutrition and Dietetics
Healthy King County Coalition	Washington State Dairy Council
Hope Heart Institute	Washington State PTA
Let's Move Cheney	Washington State Public Health Association
MultiCare Health Systems	Washington Sustainable Food & Farming Network
Nutrition First	Washington Trails Association
Odessa Brown Children's Clinic	WithinReach
Physical Therapy Association of Washington	Yakima County Memorial Hospital
Public Health Roundtable	YMCA – Greater Seattle
San Juan County Health and Community Services	



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For more information, visit www.copcw.org or contact staff:

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