

**The Oklahoma Fit Kids Coalition  
Grassroots Advocacy**



---

---

---

---

---

---

---

---

**Serious Health Crisis - Oklahoma**

- 45th in overall health
- Only state whose death rate has been increasing since 1990
- Many of the diseases that cause early, preventable deaths are obesity-related (heart disease, stroke, diabetes).
- Fruit & Vegetable Consumption
- One out of two adult Oklahomans is overweight, one out of five is obese.

Source: Chronic Disease Service, Oklahoma State Department of Health, Based on results of the Nation Health and Nutrition Examination Survey and Behavioral Risk Factor Surveillance System (2004)

---

---

---

---

---

---

---

---

**Oklahoma Children and Youth**

- Little Oklahoma data
- Arkansas BMI found 21%
- Given our close proximity and demographic similarities, Oklahoma kids probably show similar percentages.

2005 Youth Risk Behavior Survey Results

- ◆ Overweight
  - ◆ 15.9 % at risk of overweight
  - ◆ 15.2 % overweight

---

---

---

---

---

---

---

---

## Contributing Factors

- Sedentary Lifestyles
- Too much screen time – TV, Video Games, Internet
- Communities not designed for physical activity
- Healthy food often costs more than high-fat, less nutritious, convenience food
- Soft-Drink explosion among kids – replacing more nutritious milk and juice
- Super-sized portions
- Loss of Physical Education in our schools

---

---

---

---

---

---

---

---

## Stakes

### Health Care System

- For children and youth, annual hospital costs associated with obesity more than tripled over two decades. From \$35 million to \$127 million by 1999.

### Workforce

- Oklahoma's poor health is undermining our economic health – more sick days, lower productivity, higher health insurance rates, and higher workman's comp insurance are all directly related to our poor health.

---

---

---

---

---

---

---

---

## The Challenge

- Help prevent and reduce rising childhood overweight and obesity in Oklahoma, to mediate its many lifelong consequences.

---

---

---

---

---

---

---

---

## If not us, who?

“Poor diet, sedentary lifestyles and excess weight has made Type 2 diabetes a childhood epidemic”

Dr. David Domek  
Pediatric Endocrinologist, Integris

---

---

---

---

---

---

---

---

## Addressing the Challenge

The Oklahoma Fit Kids Coalition was formed in late 2003 to give a voice to many key stakeholders involved in the issue.

- Medical Community
- Educators
- Parents
- Public Officials
- Civic Leaders
- Tribal Entities
- State Agencies
- Community Groups

---

---

---

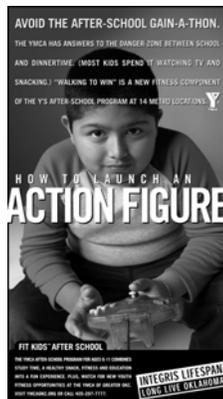
---

---

---

---

---



---

---

---

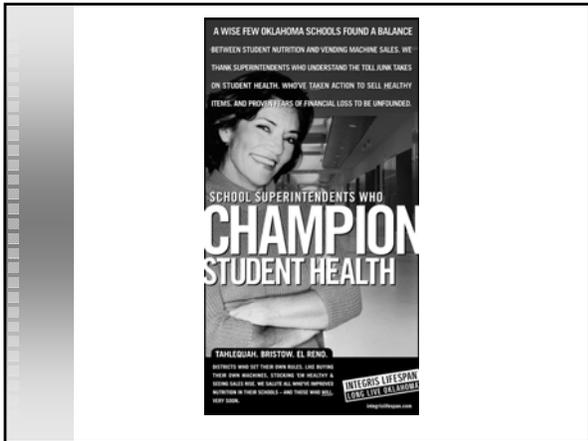
---

---

---

---

---



---

---

---

---

---

---

---

---

**Enacted Legislation**

- SB 1627 (2004)
- SB 265, 312 (2005)
- SB 1459, HB 2655 (2006)

---

---

---

---

---

---

---

---

**Value of Legislation**

- Healthy and Fit School Advisory Committees
- “Junk Food”
- Physical Education
- Farm-to-School
- School Success Stories

---

---

---

---

---

---

---

---

### What can you learn?

- Know your Community / State
- Promote Goodwill
- Honor the work of your Partners
- Capitalize on Momentum

---

---

---

---

---

---

---

---

### Teachers: What Can You Do?

- Get involved in your Healthy and Fit School Advisory Committee
- Work to increase physical activity throughout the school day
- Offer nutrition education for parents, other teachers, and staff
- Develop take-home flyers for parents to educate parents about nutrition and physical activity

---

---

---

---

---

---

---

---

### For More Information

Oklahoma Fit Kids Coalition  
420 NW 13<sup>th</sup> Street, Suite 101  
Oklahoma City, OK 73103  
(405) 236-5437 x 201  
[www.fitkidsok.org](http://www.fitkidsok.org)



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---