



## **NJPCA PUBLICITY TOOLKIT FOR CENTER COMMUNICATIONS STAFF**

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### **National Childhood Obesity Awareness Month**

#### Introduction to the Campaign and Toolkit

The New Jersey Primary Care Association is launching a National Childhood Obesity Awareness Month initiative for the month of September. The goal of this initiative is to increase awareness of childhood obesity and treatment of Federally Qualified Health Center (FQHC) patients.

FQHCs can help spread the word about National Childhood Obesity Awareness Month in two ways including:

- a. posting about the initiative on your Health Center's social media pages.
- b. posting information about the initiative on your Health Center's website and/or newsletter.

#### a. Images and content for your social media pages:

Sample Facebook Posts



Photo Credit: [CDC](https://www.cdc.gov/).

- September is National Childhood Obesity Month. According to recent data from the CDC, the prevalence of obesity in the United States was 18.5% and affected about 13.7 million children and adolescents aged 2-19.

Resources cited: [CDC](https://www.cdc.gov/).



Photo Credit: [CDC](#).

- Being active at a young age can help prevent obesity later on. New Jersey's adult obesity rate was at 27.3% in 2017, ranking New Jersey as 41st in the nation compared to Connecticut at 42nd and New York at 45th. NJ FQHCs provide weight assessment and counseling services for all ages. Learn more by visiting [FQHC Name] today.

Resources cited: [The State of Obesity](#).



Photo Credit: [Active for Life](#).

- According to the CDC, many factors contribute to childhood obesity, including genetics; metabolism; eating and physical activity behaviors; community and neighborhood design and safety; short sleep duration and negative childhood events. Community Health

Centers support families to end the prevalence of childhood obesity by promoting nutrition and physical activity during patient visits.

Resources cited: [CDC](#).

### Sample Tweets

**THE MORE THEY BURN  
THE BETTER THEY LEARN**

**YOUR CHILD** + **AMOUNT OF ACTIVITY** (60+ MIN) = **VARIOUS ACTIVITIES** (Basketball, Bicycle, Swimming) = **ACADEMIC ACHIEVEMENT** (Report Card: A, A, B, A)

**Did you know that kids who are physically active get better grades?**

Research shows that students who earn mostly **A**s are almost twice as likely to get regular physical activity than students who receive mostly **D**s and **F**s.

Physical activity can help students focus, improve behavior and boost positive attitudes. Do what you can to help your child be physically active, be it running, biking or swimming. Any type of physical activity is good, and 60 minutes a day is best. Their grades will thank you!

**CDC**

FOR MORE INFORMATION, VISIT [MakingHealthEasier.org/BurnToLearn](http://MakingHealthEasier.org/BurnToLearn)

**SOURCES** | CDC. Physical Inactivity and Unhealthy Dietary Behaviors and Academic Achievement. CDC. The association between school based physical activity, including physical education, and academic performance. Atlanta, GA; U.S. DHHS; 2010.

Photo Credit: [CDC](#).

- As part of National Childhood Obesity Awareness Month, [FQHC Name] is promoting the importance of physical activity. Did you know that kids who are physically active get better grades?

Resources cited: [CDC](#).



Photo Credit: Canva/ Photo by Suzy Hazelwood.

- A healthy breakfast can help kick-start a healthy diet. Promote a healthy diet by eating a nutritious breakfast daily, drinking more water than sugary drinks, introducing more fruits and vegetables, promoting physical activity daily and providing low-calorie healthy snacks and food options.

Resources cited: [CDC](#).



Photo Credit: [Taking Control of Your Diabetes](#).

- Did you know childhood obesity can lead to chronic obesity-related health concerns such as high blood pressure, diabetes, asthma and even cancer? Find out ways to prevent childhood obesity by visiting your local Community Health Center [name].

Resources cited: [CDC](#).

### Trending Hashtags

The following are trending hashtags that can be used in your posts and tweets:

- #NationalChildhoodObesityMonth
- #KeepKidsActive
- #HealthyChildren

### b. Graphics for your website and newsletter:



**National Childhood Obesity Awareness Month**  
**Stay Healthy and Happy -----You're Only a Kid Once!**

Photo Credit: NJPCA.

Sample website and newsletter content adapted from various resources:

### **What is Childhood Obesity?**

Childhood obesity is a complex and major public health concern in the United States. This condition occurs when a child's weight exceeds the normal or healthy weight as it relates to the child's age. Children that are obese are impacted by poor eating behaviors, physical inactivity, and insufficient health education about healthy food options and nutritious meals. Due to these circumstances, children are at increased risk of obesity, premature death and/or disability as they reach adulthood. In addition, childhood obesity can lead to chronic obesity-related health concerns such as high blood pressure, diabetes, asthma and even cancer.

## **What factors influence childhood obesity and what are the consequences?**

Childhood obesity is influenced by behavior and many other factors including poor parental eating habits within the household; encouraging fast food over nutritious meals; the prevalence of fast-food restaurants within the community; genetics; and low socio-economic status. Obesity can also be influenced by social factors that include sleepless nights, lack of green space to promote physical activity, high-calorie food and sugary drinks and the lack of affordable healthy food. An obese child can even experience several consequences due to the child's weight that may lead to bullying; social exclusion; low self-esteem; psychological problems leading to anxiety or depression as well as long-term health effects.

## **How can parents help prevent childhood obesity and promote healthy diets?**

Parents can prevent childhood obesity by addressing healthy behaviors at home, but the support of providers and the community is also key to promote children's health. Parents can prevent childhood obesity by providing a nutritious breakfast daily; encouraging kids to drink more water instead of sugary drinks; introducing more fruits and vegetables; promoting physical activity daily and providing low-calorie healthy snacks and food options. Additionally, the community can also get involved by creating more recreational areas and public spaces to increase physical activity in children and adults. Community Health Center providers are also an integral part of children's health by providing annual physical assessments, monitoring a child's weight and promoting nutritional services to achieve and/or maintain a healthy weight. Schools and educators can also promote behavioral change and reinforce healthy eating practices.

### Resources Cited:

1. Centers for Disease Control and Prevention (CDC)

<https://www.cdc.gov/obesity/childhood/index.html>

<https://www.cdc.gov/features/childhoodobesity/index.html>

2. American Obesity Foundation

<http://americanobesityfdn.org/childhood-obesity/>

3. Let's Move! Campaign

<https://letsmove.obamawhitehouse.archives.gov/>