



PSA CONTEST

ADDRESSING CHILDHOOD OBESITY IN ALABAMA

Due to the severity of childhood obesity, the FOCUS Program is hosting a contest to address the issue of childhood obesity in Alabama. Schools should submit a public service announcement (PSA) that addresses why the issue of childhood obesity in Alabama is important and encourages students to adopt a healthy lifestyle.

PSA Submission:

- Range from 30-60 seconds
- Needs to be an original presentation
- Downloaded to YouTube (<http://www.youtube.com/group/thefocusprogram>) or
- Mail a DVD to

April Smith

412 North Hull Street

Montgomery, AL 36104

- Only one submission per school
- Submission deadline is April 10th by 5:00 p.m.

The winning school will:

- Receive \$500
- Their PSA will be posted on the FOCUS website
- Their PSA will be publicized at the statewide Rally for Awareness on April 29th



Jeh Jeh Pruitt with FOX 6 News will emcee the Rally!

*For more information or questions please contact
April Smith (asmith@thefocusprogram.com).*



CHILDHOOD OBESITY IN ALABAMA

In the past 30 years, the occurrence of children being overweight has doubled and it is now estimated that one in five children in the United States are overweight. Childhood obesity, which occurs when a child is well above the “normal” weight for his or her age and height, is a serious health concern and frequently launches children on the path to future health problems. Health problems include risk factors associated with cardiovascular disease (CVD), including high cholesterol levels, high blood pressure, and abnormal glucose tolerance. Furthermore, obese children are more likely to be obese as adults, putting them at an even greater risk of future health problems. One study found that approximately 80% of children who were overweight at age 10-15 were obese adults at age 25 years.

Numerous reasons contribute the overweight condition of children in the United States. Some of these reasons include food choices, physical activity, parental obesity, eating patterns, parenting style, and demographic factors. Obesity causes more than just health problems in children. According to research, overweight children miss school four times as often as normal weight children. In order to reduce the number of obese children in the United States, individuals need to take a proactive role and encourage a healthy lifestyle. Mounting evidence confirms that children who eat well and enjoy an active lifestyle are better equipped to do well in school, including improved test scores and attentiveness. The bottom-line: maintaining a healthy lifestyle and proper weight can be vital to a child's success, not only in school, but throughout all areas of life.