

Childhood Obesity

Awareness

September 2015

13 Million

OBese CHILDREN AND TEENS IN THE US

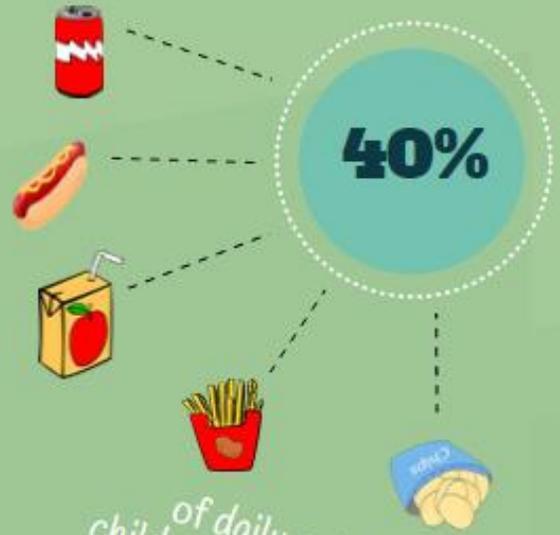


43%

of American Indian children ages 2-4 are overweight or obese



Obesity rates in American Indian children are higher than the US rates for all races combined



of daily calories for children are from added sugars and fats

How WIC Helps



Provides healthy foods like fresh fruits and veggies, whole grains, and low fat milk.



Increases the availability of fresh fruits and veggies in over 135 Arizona stores



Promotes breastfeeding which is known to reduce the risk of obesity



Hosts Fit WIC classes to promote physical activity for children



Counsels families on nutrition and provides healthy eating tips



Reduced the prevalence of childhood obesity by 4% over the last four years



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