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“Eat less and exercise more? That’s the most ridiculous fad diet I’ve heard of yet!”

Facts about Obesity and Overweight in America and Guilford County

- **Get Healthy Guilford** began in 2007 and is made up of leading Guilford County organizations and businesses raising awareness about the problems of obesity that affect quality of life and increase health care costs. These problems can be reduced by proper nutrition and physical activity.
- Guilford County statistics on overweight and obesity: 44% elementary students, 29% middle school students, 30% high school students, 60.1% adults (BRFSS 2006;GCSNS 2003)
- NC is ranked number 17 highest rate of adult obesity in the nation, and number 5 highest rate of childhood obesity (TAH Issue Report 2007)
- Health care costs are at all time high mostly due to obesity-related illnesses (cardiovascular disease, diabetes, stroke, certain cancers)
- If unhealthy eating and sedentary habits continue, experts warn this generation of children might be the first whose life expectancy is shorter than their parents
- To reverse the obesity epidemic, the Centers for Disease Control and Prevention recommends at least 30 minutes of physical activity most days of the week for adults and one hour a day for children, controlling portion size, and eating at least 5 to 9 fruits and vegetables daily.

What Guilford County Leaders Can Do to Help

- Join other community leaders (elected officials as well as neighborhood, business, faith, and grassroots leaders) in a multi-dimensional approach to get to the root of this complex and pervasive problem.
- Advocate for daily healthy behaviors in all settings (home, school, work, and community).
- Change environmental policy to combat overweight and obesity.
- Consider healthy eating and exercise when opportunities arise to affect the physical and cultural environment. Examples follow:
 - Elected officials look for opportunities to make policies supporting active lifestyles and healthy eating (bike lanes, sidewalks, parks, accessible healthy foods).
 - Businesses implement a “policy” to serve healthy foods at meetings, encourage employees to exercise, and start a “take the stairs” effort.
 - Faith communities promote exercise groups and offer healthy food and water vs. sweet tea.
 - Organizations follow the example of Guilford County Schools and stock vending machines with healthy foods and drinks.
 - Communities encourage everyday healthy behavior with supportive policies, active lifestyles, and best solutions that meet citizens where they live, learn, earn, and play.

For information about healthy lifestyles, go to www.GetHealthyGuilford.org or www.MyEatSmartMoveMore.com.



The mission of the **Get Healthy Guilford** obesity prevention coalition is to reduce and prevent obesity and related illnesses by encouraging healthy lifestyle choices. The coalition promotes a culture and environment that supports both individual and community efforts to eat smart, move more, and safely achieve a healthy weight. The vision of **Get Healthy Guilford** is “healthy people making healthy lifestyle choices.”