

Children's Nutrition & Fitness

Junior League of Kansas City, Missouri's Community Impact Area

Since 1914, the Junior League of Kansas City, Missouri has been making a difference in the Kansas City community by donating more than \$5,500,000 and more than 7 million hours of volunteer time. League members research areas of need in the Kansas City area and educate the membership and the community about those issues. In 2010, the League will begin our first year of a five year commitment to Children's Nutrition & Fitness with a goal of decreasing the impact of Childhood Obesity.

Identifying the Need

- 31.7% of children 6 to 19 years old are overweight or obese* – a number that has tripled since 1980.
- We spend \$150 billion every year to treat obesity-related conditions, and that number is growing. For the first time in American history, our children's life expectancy may be shorter than their parents'. Obesity threatens the healthy future of one-third of all American children.
- Local obesity rates for Johnson County, Kansas 12.6% & Jackson County, Missouri 14%.**
- Children need 60 minutes of physical activity every day to maintain a healthy weight.***
- Food insecurity is the condition of not having regular access to enough nutritious food for a healthy life. Almost 2/3 of teachers believe most or all of their students rely on school meals as their primary source of nutrition.
- Nearly 1/3 of the U.S. children aged 4 to 19 years old eat fast food every day – which results in 6 extra pounds per year, per child.

Working for Solutions

- When kids eat healthy food, schools have seen 68% improvement in grades and behavior, 84% improvement in attendance, 71% improvement in social skills, 83% improvement in self esteem and 77% improvement in children's responsibility.****
- Education in local communities is the first step in raising awareness for childhood obesity prevention and promoting healthy lifestyles.

*JAMA, 2009, **© 2010 KC Healthy Kids - Uniting Kansas City for Fit and Healthy Kids., ***Centers for Disease Control & Kaiser Permanente Study 2008, USDA Food Environment Atlas Centers for Disease Control and Prevention, ****Harvesters Backsnack Program Midwest Center for Nonprofit Leadership Study

The Junior League of Kansas City, Missouri is pleased to launch *Healthy U*, the League's new Community Impact signature program. The program includes several layers of programming focused on Nutrition, Access to Healthy Food, Making Healthy Choices, Eating on a Budget and Fitness programming – all focused on building a healthier Kansas City Community.

The Junior League of Kansas City, Missouri also collaborates with many other community organizations that are taking on the challenge of helping our kids become healthier. These collaborators include:

