



OBESITY PREVENTION PROJECT

'IF CURRENT TRENDS CONTINUE UNCHECKED, THE ENTIRE U.S. POPULATION WILL BE OVERWEIGHT BY THE YEAR 2040..'



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Project Update

- Exciting news for the Obesity Prevention Project! The Project Director and CMA Foundation Vice President of Programs will be flying to Chicago the first week of December to meet with the American Medical Association to discuss a strategy for taking the Physician Champion Program national.
 - Obesity Prevention Project Assistant & Diabetes Project Assistant will be attending the California School Boards Association tradeshow in San Diego December 3-5 where we will share information about our project and how to get involved.
 - A survey went out to all current Physician Champions. This survey will provide us with updated information and give us the opportunity to serve our champions better.
 - The Speakers Bureau kit is in the final preparation stages and will be sent to new and current Physician Champions at the beginning of the year. This kit will provide speaking tips and sample presentations tailored to specific audiences. The purpose of the kit is to assist and prepare champions to make community presentations.
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Upcoming Events - *The Holidays are here...*

In this season of gratitude, we are thankful for your dedication and support.

Wishing you and those you love all the good fortunes of life, health, happiness and peace throughout the New Year.

-Obesity Prevention Project Staff

The CMA Foundation will be closed for the holiday season from December 24th through January 2nd. All staff will return Monday, January 5th.

In the News

NFL Launches Program: Keep Gym in School

The NFL is getting involved in children's health by launching a program that gets young children more physically active and emphasizes the importance of physical education programs in school. Through the Keep Gym in School program, the NFL Network will help four schools in need to refurbish P.E. facilities, purchase new sporting equipment, and hire P.E. instructors. In addition to this certain schools were invited to minicamps where students will participate in fitness challenges. Lesson plans will also be available on the web to students and instructors to continue these healthy habits.

<http://www.rwjf.org/childhoodobesity/digest.jsp?id=8957&c=EMC-ND138>

Studies Show Obese Children Arteries look like a 45 year old Adult

The American Heart Association conducted a study assessing the arteries of obese children and found that children as young as age 10 had arteries closely resembling those of an average 45-year-old adult. Using ultrasound, physicians measured the thickness of their arteries and found that Children with higher body mass, higher systolic blood pressure showed a vascular age of someone 30 years older. Researchers claim this could be an early indicator that children one day will suffer from cardio-vascular disease. Researchers suggest moving forward with a study to test whether these conditions can be reversed with diet and exercise.

<http://www.rwjf.org/childhoodobesity/digest.jsp?id=8939&c=EMC-ND138>

Speakers Bureau Database

This searchable database links trained Physician Champions with their local community organizations to encourage and facilitate obesity prevention efforts. The CMA Foundation is working to prevent obesity & related diseases by turning practicing physicians into community educators and advocates for healthy eating, physical activity and policy change. If you are interested in scheduling one of our trained Physician Champions to speak at your location please contact Suzanne at (916) 779-6633 or svaughan@thecmafoundation.org.

If you are interested in becoming a **Physician Champion Speaker** please contact Suzanne (916) 779-6633 svaughan@thecmafoundation.org

Free holiday snacks available for youths

Please let your patients know that Free and nutritious snacks will be available to youths 18 years and younger during the Thanksgiving and winter breaks.

The Fresno County Economic Opportunities Commission will distribute the snacks through the community child nutrition snack project, a federally funded pilot program.

A total of 16 sites in Fresno will offer snacks such as fresh fruit, crackers, chocolate bear grahams and honey roasted sunflower seeds.

To locate the nearest snack distribution center, contact the Food Resources hotline at (800) 870- 3663.
