



Childhood
Obesity
Prevention
Coalition

Building a Healthier Generation

Yes, there is a problem

Obesity. It's a word that brings up many cultural images—including those of children with growing waistlines headed towards an unhealthy adult life. Public health tells us that we are in an epidemic, and movies like “Fast Food Nation” remind us that the problem is more multifaceted than just teaching individuals to eat healthier and exercise more. The most powerful projection asserts that our children today may be the first generation with a lower life expectancy than the previous generation.

Policy and systems changes are needed now

The Childhood Obesity Prevention Coalition (COPC) was established in 2007 to provide guidance and leadership to decision makers that have the power to change our physical and social environments. Today, we claim 46 member organizations and the COPC has made healthy choices easier through:

EATING BETTER

- Improved nutrition (and physical activity) standards in early learning settings.
- Healthy food and beverage standards in government settings (including healthy vending)
- Healthy beverage education and environment change through our Hydrate for Health campaign (see www.hydrateforhealth.org)

MOVING MORE:

- Providing for “safe routes to schools”
- Building road networks that are safer and more livable
- Improved transit
- Supporting joint (shared) use of school facilities

You can get involved

Do you want to help build a healthy generation for Washington state?

- Become a member: www.copcwa.org/our-members
- Sign up for action alerts or make a contribution to support our efforts on the ground or in Olympia. Contact us at info@copcwa.org

A glance at the obesity crisis in Washington:

- In 2012, about 23 percent of 10th graders in Washington's public schools were overweight or obese.
- Children that drink two or more sodas daily are more likely to be overweight than those who don't.
- Only 25% of young people eat fruits and vegetables 5 or more times a day – while a different 25% of 10th grade students are overweight or obese.
- Pre-school children spend 2.5 hours in front of screens a day while one-third of pre-school children have a TV in their bedroom.

Victor Colman, Director

360-878-2543

Jennifer Trott, Associate Director

206-859-2500

www.COPCWA.org



Childhood
Obesity
Prevention
Coalition

Building a Healthier Generation

www.copcwa.org

Organizational Members

American Academy of Pediatrics – WA Chapter	Seattle and King County Public Health
American Assoc. of Landscape Architects — WA Chapter	Seattle Parks and Recreation
American Cancer Society Cancer Action Network	Skagit County Healthy Communities Project
American Diabetes Association	Snohomish Health District
American Heart Association	Spokane Regional Health District
American Planning Association (<i>WA Chapter</i>)	Tacoma Pierce County Health Department
Arthritis Foundation	Transportation Choices
Camp Fire USA Central Puget Sound Council	Washington Action for Healthy Kids
Cascade Bicycle Club Education Foundation	Washington Assoc. of Community & Migrant Health Centers
Forterra (<i>formerly the Cascade Land Conservancy</i>)	Washington Bikes
Coalition for Safety and Health in Early Learning	Washington Coalition for Promoting Physical Activity
Comprehensive Health Education Foundation (<i>CHEF</i>)	Washington Dental Service Foundation
Children’s Alliance	Washington Health Foundation
Feet First	Washington Recreation & Park Association
Group Health Cooperative	Washington School Nutrition Association
Hope Heart Institute	Washington State Association of Local Public Health Officers
Let’s Move Cheney	Washington State Dairy Council
MultiCare Health Systems	Washington State PTA
Nutrition First	Washington State Public Health Association
Odessa Brown Children’s Clinic	Washington Sustainable Food & Farming Network
Public Health Roundtable	Yakima Valley Memorial Hospital
Physical Therapy Association of Washington	YMCA – Greater Seattle
School’s Out Washington	
Seattle Children’s	