

Physical Activity, Nutrition and Obesity

New Jersey Fact Sheet



ADULT OBESITY

- Nearly **one out of four** (23.9%) New Jersey adults are obese¹.
- Over the last 10 years, rates of adult obesity increased **40%**¹.
- Obesity rates vary by level of education. Between 2007 and 2009, college graduates were **less** likely to be obese compared to all other levels of education¹.
- **Cumberland, Salem, and Warren** counties have the highest rates of adult obesity in New Jersey while Hunterdon, Morris, and Bergen counties have the lowest rates².

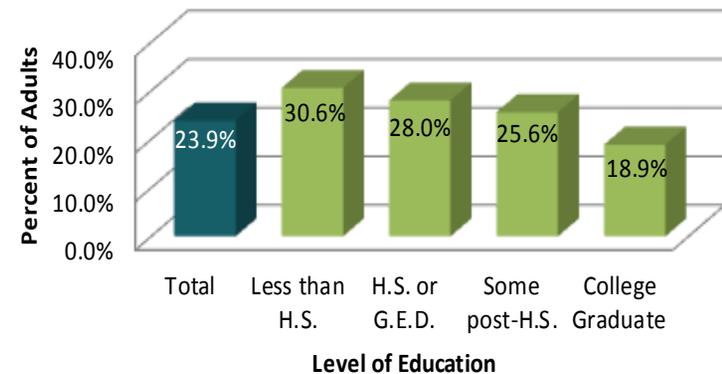
CHILD AND ADOLESCENT OBESITY

- New Jersey has the **highest** obesity rate in the nation among low-income children, ages 2-5³.
- Nearly **one out of three** (31%) children ages 10-17 are overweight or obese in New Jersey⁴.
- **10%** of New Jersey high school students are obese⁵.
- Today's childhood obesity rates are putting our children on course to be the first generation in this country to **live shorter and less healthy** lives than their parents.

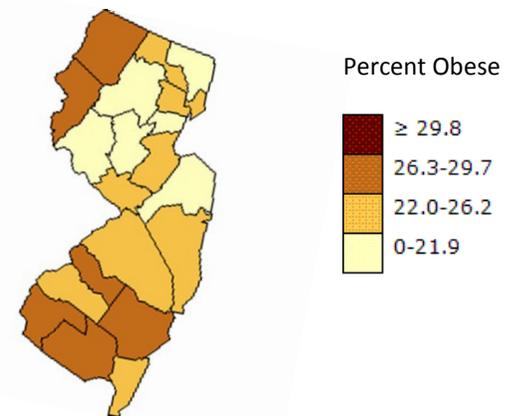
ECONOMIC IMPACT

- New Jersey spent **\$2.2 billion** on obesity-related health care in 2008⁶.
- If obesity rates continue to increase, New Jersey's obesity-related health care spending will **quadruple** to \$9.3 billion by 2018⁶.

Prevalence of Obesity among Persons Age 18 and Older by Education, New Jersey, 2007-2009²



2008 Age-Adjusted Estimates of the Percentage of Adults Who are Obese in NJ





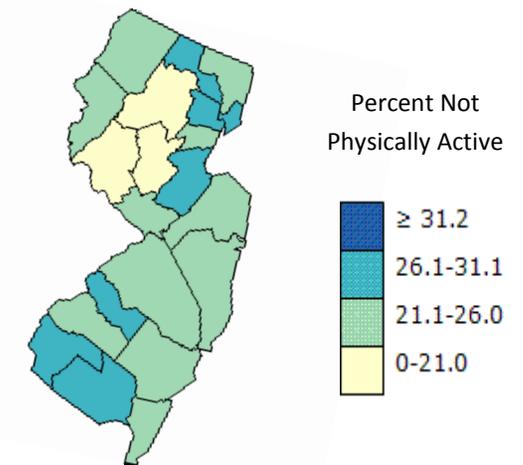
NUTRITION

- **One out of four** (26.4%) New Jersey adults eats or drinks the recommended five or more servings of fruits and vegetables each day¹.
- Nearly **one out of five** (20.1%) New Jersey high school students eats the recommended five or more servings of fruits and vegetables each day⁵.
- **20%** of New Jersey high school students drink a can, bottle, or glass of soda at least once a day⁵.
- Nearly **three out of four** (72.1%) New Jersey mothers have ever breastfed their children and **10%** of mothers breastfed their children exclusively for 6 months⁷.

PHYSICAL ACTIVITY

- **Less than half** (47.5%) of New Jersey adults engage in 30 or more minutes of moderate physical activity per day on five or more days per week OR 20 or more minutes of vigorous physical activity per day on three or more days per week¹.
- **Cumberland, Salem, and Hudson** counties have the highest proportion of adults who do not participate in any physical activity; Hunterdon, Morris, and Somerset counties have the lowest².
- **42%** of New Jersey high school students are physically active at least 60 minutes each day on five or more days a week⁵.
- **One-third** (32.6%) of New Jersey high school students watch television for 3 or more hours on an average school day⁵.
- Nearly **one out of three** (28.9%) high school students use a computer for non-school related purposes or play video/computer games for three or more hours on an average school day⁵.

2008 Age-Adjusted Estimates of the Percentage of Adults Who are *Not* Physically Active²



REFERENCES

- ¹ Behavioral Risk Factor Surveillance System. National Center for Chronic Disease Prevention and Health Promotion. Centers for Disease Control. 1999-2009. Available at: <http://www.cdc.gov/brfss/index.htm>
- ² National Diabetes Surveillance System. National Center for Chronic Disease Prevention and Health Promotion. Centers for Disease Control. 2011. Available at: <http://apps.nccd.cdc.gov/DDTSTRS/default.aspx>
- ³ Pediatric Nutrition Surveillance System. National Center for Chronic Disease Prevention and Health Promotion. Centers for Disease Control. 2009. Available at: <http://cdc.gov/pednss>
- ⁴ National Survey of Children's Health. NSCH 2007. Child and Adolescent Health measurement Initiative, Data Resource Center for Child and Adolescent Health. Available at: <http://www.nschdata.org>
- ⁵ 2009 New Jersey Student Health Survey. New Jersey Department of Education. Available at <http://www.nj.gov/njded/students/yrbs/index.htm>
- ⁶ Thorpe, K. 2009. The Future Costs of Obesity: National and state estimates of the impacts of obesity on direct health care expenses. Collaborative report from United Health Foundation, the American Public Health Association and Partnership for Prevention. Available at: <http://www.americashealthrankings.org/2009/report/Cost%20Obesity%20Report-final.pdf>
- ⁷ National Immunization Survey. National Center for Chronic Disease Prevention and Health Promotion. Centers for Disease Control. 2007. Available at: http://www.cdc.gov/breastfeeding/data/NIS_data/index.htm

Key Messages

WHAT IS IT (*Shaping NJ*)?

ShapingNJ is a growing statewide public-private partnership. We currently have more than 150 partners creating a movement to make healthy eating and active living possible for everyone.

- The goal is to make the healthy choice the easy choice.
- Partners are making changes in schools, child care centers, worksites, communities and hospitals and doctor's offices that will make nutritious foods and opportunities for physical activity more accessible.
- Partners represent businesses, organizations and agencies throughout New Jersey.

WHY DO WE HAVE IT (*ShapingNJ*)?

We need *ShapingNJ* because the obesity epidemic is getting worse. If we don't act now, by 2018 nearly 40% of New Jersey adults will be obese and the state will be spending \$9.3 billion annually in obesity-related health costs.

- That will be a quadruple spending increase in less than a decade from 2009 levels.
- We need *ShapingNJ* so that our citizens can live healthier, more active lives through good nutrition and exercise.
- The fact is that without a change in current trends, today's children will be the first generation in this country to live shorter and less healthy lives than their parents.

WHAT CAN YOU DO TO BE A PART OF IT (*ShapingNJ*)?

We are talking about social change. We need everyone working together just to slow the obesity epidemic. We didn't get to this point overnight, and it will take time to achieve our goals for a healthier society.

As an Individual

- Join the movement. For ways to get involved visit www.shapingnj.gov.
- Make healthy and active living a priority in your community.
- Sign up for *ShapingNJ* newsletter by visiting www.shapingnj.gov.

As an Organization

- Join the *ShapingNJ* partnership.
- Promote nutrition and fitness among employees and constituents
- Use the *ShapingNJ* widget to link to the *ShapingNJ* Website. You can download it from www.shapingnj.gov.



The State Partnership for Nutrition, Physical Activity and Obesity Prevention

ShapingNJ is a public-private partnership of more than 150 organizations across New Jersey working to “make the healthy choice, the easy choice” for *all* New Jersey residents. The partners’ 10-year vision is a New Jersey where regular physical activity, good nutrition, and healthy weight are part of everyone’s life.

The Office of Nutrition & Fitness (ONF) at the Department of Health and Senior Services (DHSS) coordinates obesity prevention efforts statewide and supports **ShapingNJ** through funding from the U.S. Centers for Disease Control and Prevention (CDC).

During a year-long planning process **ShapingNJ** partners selected a set of evidence-based strategies aimed at creating a healthy, active New Jersey. As of fall 2010, partners began strategy implementation efforts in 5 settings – schools, communities, work sites, health care and child care -- including:

- Child-care agencies and advocates statewide have submitted recommendations to the state licensing agency to improve the health, nutrition and fitness of children in licensed child care centers. Child-care providers will receive training in the new standards.
- Health-care organizations and advocates are working with ten delivery hospitals that received funding to implement policies promoting exclusive breastfeeding from the moment of birth. Primary care practices will also receive training to support mothers’ exclusive breastfeeding for at least six months.
- DHSS and other private funding partners are supporting 16 communities—including six grantee organizations from the Office of Minority and Multicultural Health-- to implement changes in high-need neighborhoods to improve access to healthy food and physical activity options, including cultivating community gardens, helping small vendors sell healthy snacks and making it easier to walk and bike for transport and for fun.

ONF supports partner efforts in communications, advocacy, membership engagement, evaluation and sustaining healthy change for the long term.

Visit www.ShapingNJ.gov for a list of partners as well as information and resources for both professionals and consumers about obesity prevention.

ShapingNJ Strategies

Setting	Evidence-Based Strategy
Childcare	1. Require childcare and after-school programs—as a condition of licensing—to meet evidence-based standards for nutrition, physical activity and TV viewing.
	2. Ensure childcare providers receive training in child nutrition, physical activity and TV time limitations.
Communities	1. Develop incentives that encourage grocery stores and supermarkets to locate and offer healthy foods and beverages in underserved neighborhoods.
	2. Help corner stores and bodegas acquire refrigeration and other equipment that will enable them to sell foods and beverages that are affordable and also healthy.
	3. Create <i>comprehensive community food systems</i> that offer easy access to a variety of healthy foods and beverages. Such systems include farmers markets, farm stands, mobile markets, community and school gardens, urban farms and food pantries.
	4. Increase opportunities in all neighborhoods for indoor and outdoor physical activity.
	5. Encourage municipalities to locate schools, libraries, parks, playgrounds and other public facilities within easy walking distance from where people live.
	6. Assess the local infrastructure and prioritize changes needed to turn walking and biking into safe, easy options for daily transportation.
	7. Ensure that walking/biking paths, playing fields, parks and other facilities for physical activity are free of danger from vehicular traffic, criminal activity and other hazards.
Healthcare	1. Adopt policies and practices that comply with the World Health Organization’s “Ten Steps for Successful Breastfeeding.”
	2. Encourage all New Jersey delivery facilities to adopt the Joint Commission’s Perinatal Care Core Measure Set (which includes exclusive breast milk feeding).
Schools	1. Advocate for an increased school meal subsidy that will enable schools to offer a variety of healthy foods and beverages prepared in a way that appeals to students.
	2. Ensure that schools have either the capacity to prepare a variety of healthy, appealing, kid-friendly fruits and vegetables and/or the resources to purchase such foods.
	3. Strengthen the state’s minimum school wellness policies to include nutrition, physical activity and TV viewing. Policies should encourage local districts to locate schools in locations that students can safely and easily reach on foot and by bike.
	4. Support school-based wellness councils that are active in implementing school wellness policies and include community representatives as well as school representatives.
	5. Ensure that all students are actively engaged during quality physical education class.
	6. Provide students with diverse and developmentally appropriate physical activities to meet individual needs and interests.
	7. Provide an environment that is conducive to learning (with respect to class size, equitable space, sufficient equipment and technology and safety and cleanliness).
	8. Ensure that schools provide a variety of activities that encourage students to be physically active--including recess, activity breaks and before- and after-school physical activity programs.
Worksites	1. Increase the number of businesses that accommodate breastfeeding employees (using the Business Case for Breastfeeding as a resource).
	2. Expand the number of New Jersey-based companies participating in the <i>Children’s Food and Beverage Advertising Initiative</i> . The Initiative includes a pledge that at least 50 percent of advertising aimed at children under 12 will be about healthy food choices, and that there will be no food or beverage advertising in elementary schools.
	3. Create a New Jersey-specific initiative that covers all forms of advertising and involves a wide variety of local and regional food retailers.
	4. Identify and disseminate model worksite wellness programs/policies.



The State Partnership for Nutrition, Physical Activity and Obesity Prevention

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