

Agency: Department of Health and Social Services

Project Title:

Project Type: Other

Childhood Obesity Prevention Program

State Funding Requested: \$730,000
One-Time Need

House District: Statewide (1-40)

Brief Project Description:

This funding would be used to implement a media campaign for television, radio and print advertising in support of a childhood obesity program.

Funding Plan:

Total Project Cost:	\$730,000
Funding Already Secured:	(\$0)
FY2012 State Funding Request:	<u>(\$730,000)</u>
Project Deficit:	\$0
<i>Funding Details:</i>	
<i>first year</i>	

Detailed Project Description and Justification:

Annually, Alaska spends \$477 million to treat medical conditions associated with overweight and obesity*

Overweight and obese youth are at risk of:

- Shorter life spans than their parents
- Heart disease
- Type 2 diabetes
- High blood pressure
- High cholesterol
- Social stigmatization and discrimination

Obese youth get poorer grades and have more absences compared to their peers, and are more likely to become obese adults. In addition to the same risk children face, overweight and obese adults are at risk for:

- Heart disease
- Osteoarthritis
- Certain cancers
- Sleep apnea
- Premature death

Adult obesity prevalence in Alaska has doubled over the past two decades; overweight statistics have stayed consistently between 35 and 41 percent, with Alaska Natives and those with little income more likely to be obese than others.

For use by Co-chair Staff Only:

\$730,000
Approved

10:27 AM 5/27/2011

The good news is that the percentage of overweight and obese students in the Matanuska-Susitna Borough School District appears to have decreased between 2003 and 2010 following the implementation of a number of physical activity and nutrition policies, according to a joint study by the district and the Alaska Department of Health and Social Services.

Funds will be used for a media campaign for television, radio & print advertising, professional development for teachers, school nurses, physical education instructors, and health teachers on multiple subjects including health, physical education, and evidence-based curricula. Collaboration includes the School Health and Wellness Institute, a cooperative effort with Education & Early Development.

Project Timeline:

The funds will be expended over the course of the fiscal year.

Entity Responsible for the Ongoing Operation and Maintenance of this Project:

Department of Health & Social Services

Grant Recipient Contact Information:

Name: Dept of H&SS
Title: Public Health/Disease Prevention
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Has this project been through a public review process at the local level and is it a community priority? Yes No