

FOR IMMEDIATE RELEASE

DEC. 8, 2004

Media Advisory

**National Childhood Obesity Expert Addresses Local Leaders
*Group Examines Childhood Obesity's Impact on Healthcare***

(Charlotte, NC) – Communities, healthcare providers, families and the media can play a critical role in preventing childhood obesity and overweight. That's the message Dr. Douglas Kamerow, a Washington-DC based authority on childhood obesity/overweight and other experts will deliver to North Carolina leaders representing public health, medicine, academia, business and industry, and local governments at the Fit Families NC meeting on Thursday at the Dowd YMCA in Charlotte.

Fit Families NC: A Study Committee for Childhood Overweight/Obesity funded by the North Carolina Health and Wellness Trust Fund (HWTF) will conclude its work for 2004 by focusing on the issues of childhood obesity and healthcare. The 19-member committee has spent the year analyzing four cornerstone issues around childhood obesity in our state – physical activity, nutrition, community development and healthcare – to determine which policies and programs are most effective in helping families make healthier lifestyle choices. **This high-level study group will release its findings and recommendations in 2005.** HWTF has also formed a public-private partnership with Blue Cross and Blue Shield of North Carolina (BCBSNC) to fund North Carolina's comprehensive overweight/obesity prevention program, Fit Together. Fit Together is unique in its emphasis on both individual and community action to prevent obesity and in the way it connects individuals to local resources. To learn more, visit www.fittogethernc.org.

What: Fit Families NC, a study committee for childhood overweight/obesity
Meeting topic: *How the Healthcare System Can Promote Healthy Weight and Lifestyles*

When: Thursday, Dec. 9th 10:30 am – 3:00 pm

Where: Dowd YMCA at 400 East Morehead Street, Charlotte

Interview Opportunities:

Dr. Douglas Kamerow, RTI International, Washington DC

Dr. Kamerow is one of the nation's leading experts on childhood obesity/overweight and participated in developing the Institute of Medicine's action plan on childhood obesity, *Preventing Childhood Obesity: Health in Balance, 2005*.

Cindy Brenneman, Director of Quality Improvement and Prevention, BCBSNC

Representing the largest insurer in North Carolina, Cindy Brenneman will address obesity and prevention from an insurance perspective and how BCBSNC decided to expand coverage of obesity treatments for its members.

Dr. Olson Huff, Fit Families Co-Chairman and HWTF Commissioner

Dr. Olson Huff, along with Senator Bill Purcell and Representative Verla Insko, co-chair the study committee and its effort to develop consensus around the issues of childhood obesity in NC. Dr. Huff is available to talk about the issues of childhood obesity, the study committee process and Fit Together's recent activities, including launching a Web site and advertising spotlighting local North Carolina programs successfully taking a community approach to better health.

ABOUT THE NC HEALTH AND WELLNESS TRUST FUND

The NC Health and Wellness Trust Fund makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina's share of the national tobacco settlement, HWTF has invested \$55 million to support preventive health initiatives and \$78 million to fund a prescription drug assistance program for seniors. For more information, please visit www.hwtf.org.
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FIT FAMILIES NC

A Study Committee for Childhood Overweight/Obesity

Thursday, December 9th, 2004

10:30 am – 3:00 pm

Dowd Branch YMCA

400 East Morehead Street

Charlotte, NC 28202

Telephone: 704-716-6100

AGENDA

The Surgeon General's Call to Action for Health Care:

The healthcare system provides a powerful setting for interventions aimed at reducing the prevalence of overweight and obesity and their consequences. A majority of Americans interact with the healthcare system at least once during any given year. In collaboration with schools and worksites, healthcare providers and institutions can reinforce the adoption and maintenance of healthy lifestyle behaviors.

10:30 am

- Jack Bender, Network Consultant with the YMCA of the USA

10:35 am

- Ron Morrow, NCAAHPERD – Special Presentation

10:40 am

- **Introductory Remarks from Co-Chair Olson Huff**

10:45 am – 11:10 am

- Walter Shepherd, Director of Professional Services, NC Academy of Family Physicians

In representing over 2,500 family physicians, family medicine residents, and medical students across NC, Mr. Shepard will talk about obesity and healthcare from a physician perspective and feature the many positive programs and initiatives that family physicians are doing to address childhood obesity with their respective patients.

11:10 am – 11:40 am

- **Dr. Douglas B. Kamerow, MD, MPH, Chief Scientist, Health Social and Economics Research, RTI International, Washington, DC**

As one of the principal authors of the recently released and very well-known report on Childhood Obesity from the Institute of Medicine, Dr. Kamerow will present an overview of the reports findings and specific details related to the report's recommendations for healthcare and obesity.

11:40 am – 12:10

- Diana Koenning, MPH, RD, The Shapedown Program, WakeMed

WakeMed offers a special, non-dieting weight management program for children and teens called Shapedown. This course, designed especially for families, takes a unique approach to curb the drives to overeat and to be inactive. Created at the University of California at San Francisco School of Medicine, this is one of the leading weight management programs in the country.

12:10 – 12:40 pm

- **Cindy Brenneman, Director of Quality Improvement and Prevention, Blue Cross and Blue Shield of North Carolina**

Representing the largest insurer in North Carolina, Mrs. Brenneman will talk about obesity and obesity prevention from an insurance perspective. Further, she will highlight new announcements from BCBSNC regarding their decision to expand coverage of the treatment of obesity for their members.

12:40 pm – 1:45 pm – BREAK FOR LUNCH

1:45 pm – 2:30 pm

- Breakout Sessions
 - Physical Activity & Built Environments – Facilitators: Dave Gardner and Shellie Pfohl
 - Nutrition – Facilitators: Lynn Hoggard and Kathy Kolasa

2:40 pm – Study Committee to Reconvene

- Session moderators give a 5-10 minute summary to the overall group

3:00 pm – Adjourn