



Integrated Health Services

Childhood Obesity: IBM's Children's Health Rebate

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Expert Recommendations

	<p>American Academy of Pediatrics</p>	<p>American Academy of Family Physicians</p>	<p>Centers for Disease Control</p>	<p>Weight Watchers</p>
<p>Intervention</p>	<p>Promoting Healthy Lifestyles:</p> <ul style="list-style-type: none"> ➤ Parents serve as role models ➤ Promote healthy dietary habits and PA ➤ Document # of hrs/day spent on sedentary activities and limiting non-homework screen time ➤ Determining appropriate PA levels for all family members ➤ Documenting amount of PA each family member does each day ➤ Encouraging entire family to be PA for at least 60 min/day ➤ Advise parents to support family in developmentally and age-appropriate sports and recreational activities 	<ul style="list-style-type: none"> ➤ Parents should promote healthful eating behaviors and regular physical activity for their children. ➤ Choose exclusive breastfeeding as the method for feeding infants for the first four to six months of life. ➤ Provide healthful food and beverage choices for children by carefully considering nutrient quality and energy density. ➤ Limit children's television viewing and other recreational screen time to fewer than two hours per day. ➤ Serve as positive role models for their children regarding eating and physical-activity behaviors. 	<p>Promoting Healthy Lifestyles:</p> <ul style="list-style-type: none"> ➤ Let your child know he or she is loved and appreciated whatever his or her weight. An overweight child probably knows better than anyone else that he or she has a weight problem. Overweight children need support, acceptance, and encouragement from their parents. ➤ Focus on your child's health and positive qualities, not your child's weight. ➤ Try not to make your child feel different if he or she is overweight but focus on gradually changing your family's physical activity and eating habits. ➤ Be a good role model for your child. 	<p>The 5 Simple Rules:</p> <ul style="list-style-type: none"> ➤ Focus on wholesome, nutritious foods ➤ Include treats ➤ Aim to keep nonhomework screen time at two hours (or less) a day ➤ Try to be active an hour or more a day ➤ The Rules apply to everyone in the home

Step 1: Complete brief online family inventory

Children's Health Rebate
Helping Parents & Families Aid Children in the Maintenance of Healthy Weight
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Complete Your Family Inventory

Eating	<p>On average, my children eat <input type="text"/> <u>unhealthy snacks, unhealthy convenience foods, and/or soda</u> in a typical day.</p> <p>On average, my children eat a <u>healthy breakfast</u> <input type="text"/> in a typical week.</p> <p>On average, my children eat a <u>healthy dinner</u> <input type="text"/> in a typical week.</p>
Physical Activity	<p>On average, my children get <input type="text"/> <u>physical activity</u> in a typical week.</p>
Screen Time	<p>On average, my children have <input type="text"/> <u>entertainment screen time (e.g., TV, video games, non-homework computer use)</u> in a typical day.</p>
Role Modeling	<p>My family eats and/or prepares <u>healthy dinners</u> together <input type="text"/> in a typical week.</p> <p>My family is <u>physically active</u> together <input type="text"/> in a typical week.</p> <p>On average, adults in my family have <input type="text"/> <u>entertainment screen time (e.g., TV, video games, non-work computer use)</u> in a typical day.</p>

Parents are asked to assess their family's current behavior patterns in 4 key areas:

- Healthy Eating
- Physical Activity
- Screen Time
- Role Modeling

Step 2: Set family action goals and track progress



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Set Family Action Goals

Setting additional goals is crucial to achieving success. We recommend setting these goals with your family, to be most meaningful.

Please choose **at least 3 goals among the 4 focus areas below**, to target over the next 12 weeks. You can even type your own goals in the text boxes provided.

Make Your Selections...

Healthy Eating **Physical Activity** Screen Time Role Modeling

Goal recommendations are provided in each of the key areas to help ...

Physical Activity: (click "Next" to proceed to the next focus area)

- Buy fresh fruits and vegetables each week.
- Limit fast food to one time per week.
- Limit eating out to three times per week.
- Cook dinners at home at least five times per week.
- Plan healthy meals in advance for the upcoming week.



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Your Family Action Goals

Print the personalized action plan below to track goals over the next 12 weeks with your family.

Focus Areas	Family Action Goals	Goal Tracking (Mark each week you meet the goal)											
		Wk 1	2	3	4	5	6	7	8	9	10	11	12
Healthy Eating	Replace unhealthy desserts with more nutritious options (e.g., fruit, sorbet) at least 3 times per week.												
	Prepare healthy meals in advance (and freeze them if needed) each week.												
Physical Activity	Walk children to school, church, library, or other destination you would normally drive to at least once per week.												
	Reward children for good behavior with their choice of fun physical activities (eg, batting cages, bowling) each week.												
	Make active indoor and outdoor chores the children's or whole family's responsibility (eg, vacuuming, mowing) each week.												
Screen Time	Let each child choose a physical activity the whole family can participate in at least once per week.												
	Limit entertainment computer time to 30 minutes per child per day.												
Role Modeling	Take children grocery shopping to choose healthy options at least once per week.												
	Go on a family walk, bike ride, or other activity at least once per week.												

Family Goal Options

<p>Healthy Eating</p>	<p>Fruits/Vegetables:</p> <ul style="list-style-type: none"> ▪ Eat at least 5 servings of fruits and/or vegetables per child per day. ▪ Eat at least 3 servings of fruits and/or vegetables per child per day. ▪ Buy fresh fruits and vegetables each week. <p>Unhealthy Choices and Snacks:</p> <ul style="list-style-type: none"> ▪ Limit soda or other high-sugar drinks to 1 per child per day. ▪ Children bring healthy lunch to school at least 3 times per week. ▪ Eat nutritious after school snacks at least 4 times per week. <p>Healthy Meals:</p> <ul style="list-style-type: none"> • Children eat a healthy breakfast every day. • Cook healthy dinners at home at least 3 times per week. 	
<p>Physical Activity</p>	<ul style="list-style-type: none"> • Walk children to school, church, or other destination you would normally drive to at least once per week. • Let each child choose a physical activity the whole family can participate in at least once per week. • Reward children for good behavior with their choice of fun physical activities 	
<p>Screen Time</p>	<ul style="list-style-type: none"> • Limit total entertainment screen time to 2 hours per child per day. ▪ Limit TV time to 1 hour per child per day. ▪ Limit video game time to 30 minutes per child per day. 	
<p>Role Modeling</p>	<p>Healthy Eating:</p> <ul style="list-style-type: none"> ▪ Eat healthy family dinners together at least 5 times per week. ▪ Involve children in healthy meal preparation at least once per week. • Adults eat at least 5 servings of fruits and/or vegetables per day. <p>Physical Activity:</p> <ul style="list-style-type: none"> • Go on a family walk, bike ride, or other activity at least once per week. • Participate with your children at sports practices each week. • Adults maintain their own physical activity routine: at least 30 minutes most days of the week. <p>Screen Time:</p> <ul style="list-style-type: none"> • Adults limit total entertainment screen time to 1 hour per day. • Adults limit TV time to 2 hours per day. • Adults limit entertainment computer time to 30 minutes per day. 	

Step 3: Identify success



Parents are asked to complete the brief online family inventory again at 12 weeks to evaluate progress.

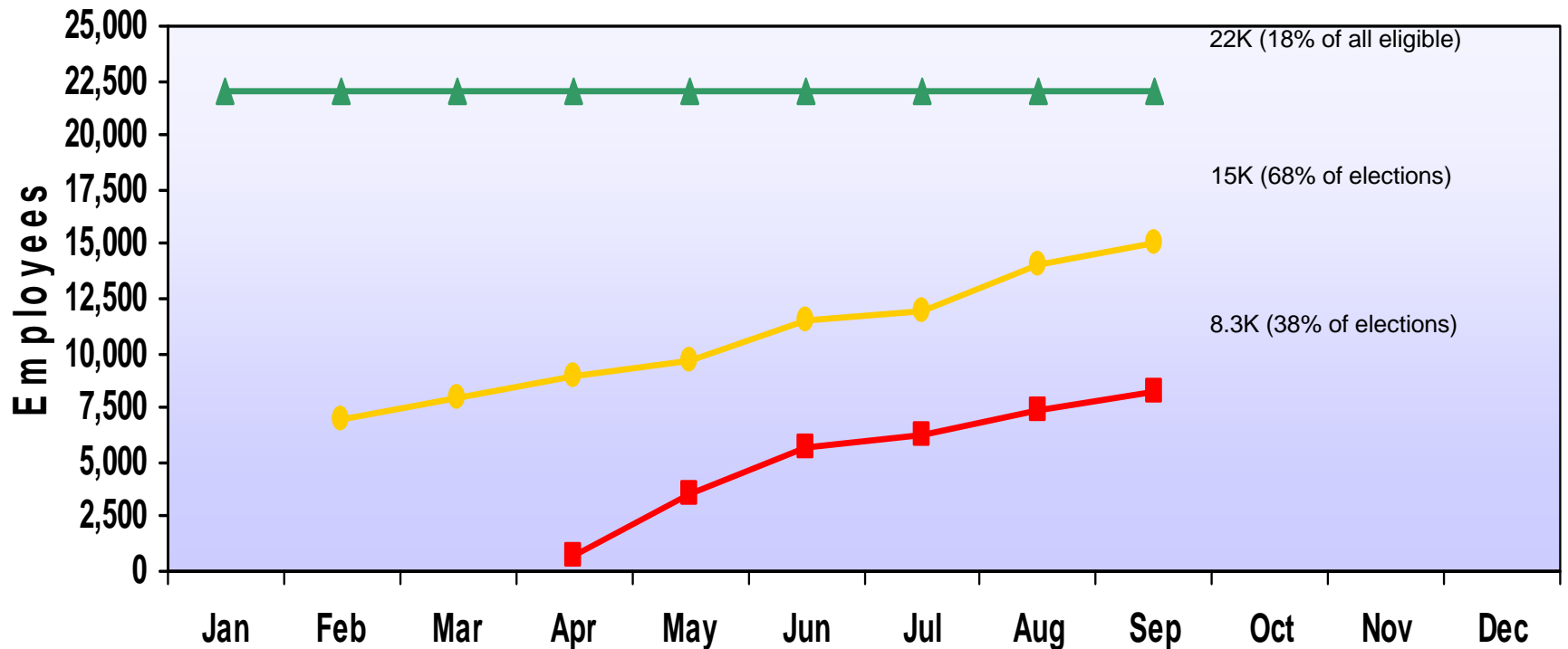


1. **Elected** to participate in IBM's 2008 Children's Health Rebate program during annual benefits enrollment. ([Click here](#) if you think you elected to participate but no checkmark appears).
2. **Complete** a brief inventory of your family's eating and physical activity patterns (10 minutes). [Click here](#).
3. **Set** family action goals for healthy eating and physical activity (20 minutes). [Click here](#).
4. **Return** to complete your family inventory again in 12 weeks to identify successes (10 minutes). [Click here](#).

Upon completion the \$150 rebate is submitted for processing and automatically appears in the employees paycheck

2008 Children's Health Rebate

▲ Elected to participate during benefits enrollment
 ● Registered on web site
 ■ Earned rebate



2008 Children's Health Rebate

