

# The Children's Obesity Task Force of Charlottesville, VA: “Creating a supportive community”

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# Overview

## Problem

- **Overweight/obesity among 11-12 year old children in public schools has climbed from 37% (1998) to 47% (2007).**

## Solution

- **Community task force created in 1999 with the goal of “creating a supportive community that fosters healthy weight and fitness for children and families”**

# Background

- Partnerships forged between healthcare, school, university, and community sectors
- 4 Focus Areas targeted by *COTF*:
  - Schools
  - Community/public education
  - Health care Professionals
  - The Media

# Strategies

*Ready for a healthier lifestyle?*

☀️ **Come Join Us!** ☀️

## The FAMILY Health & Fitness Program



*Learn how to fix inexpensive BUT healthy foods!*

*Have FUN being physically active and enjoying recreational activities!*



\*For school age children and their families

### **Kick Off Weekend**

November 7-9, 2008 (Friday-Sunday)  
Camp Holiday Trails - Charlottesville, VA



*Meet other families and kids in a relaxed setting!*

CALL or EMAIL **NOW** for more INFO!

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Active Living in  
Charlottesville and Albemarle

<http://www.localmotionhome.info/>



<http://www.childhoodobesitytaskforce.org/activityguide/main.shtml>

# Challenges/Barriers

- For *COTF*:
  - As a volunteer group, consistency, commitment, and coordination of leadership and time are difficult
- For the Family Camp:
  - Marketing and fundraising are the primary barriers

# Action Items

- 1. Hire a community coordinator (grant-funded)**
- 2. Grow the community infrastructure to support long-term change**
- 3. Institute more evaluative research of programs (beginning with camp this year!)**