

# Helping Children Achieve a Healthy Weight: RWJF Priorities

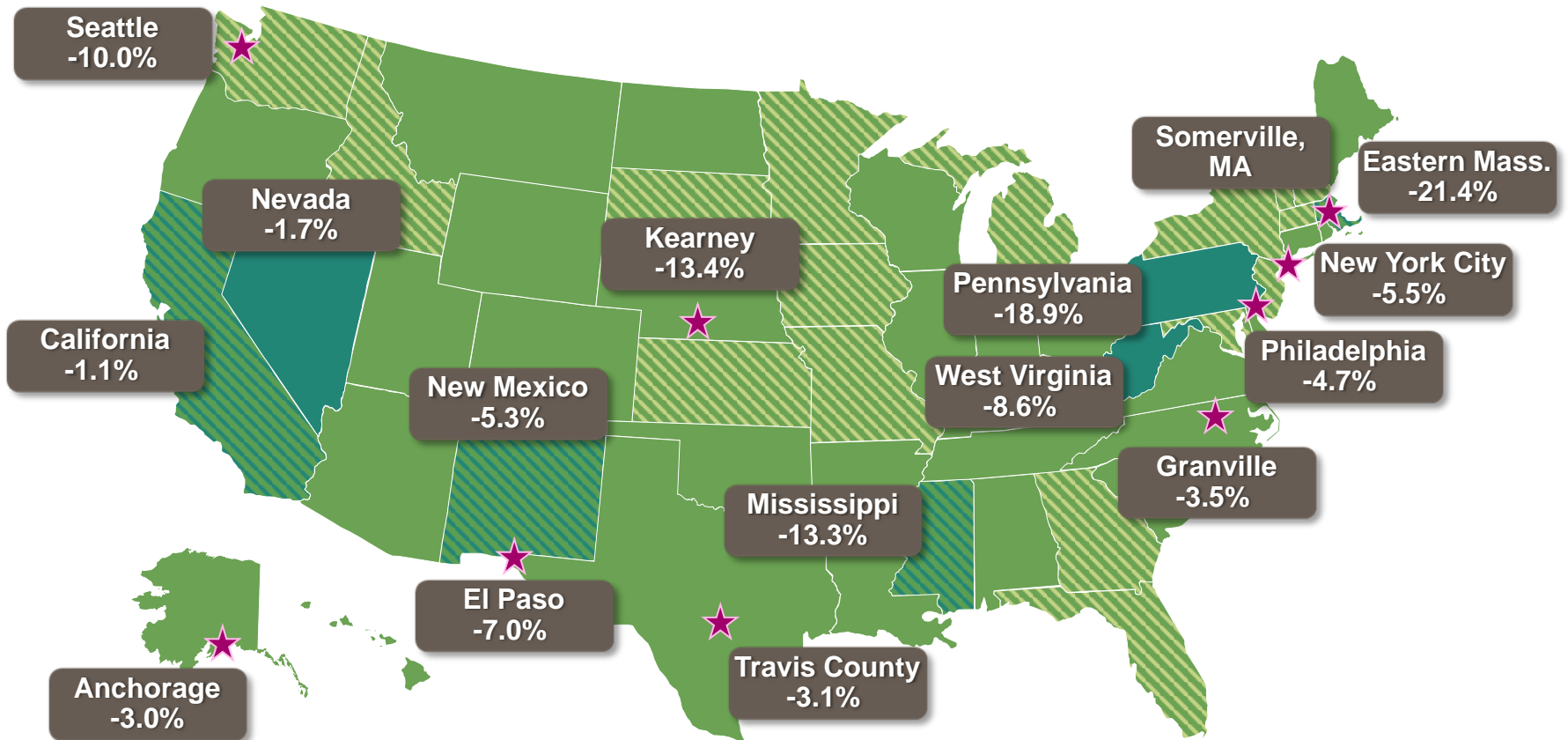
*Active Living Research Annual Meeting  
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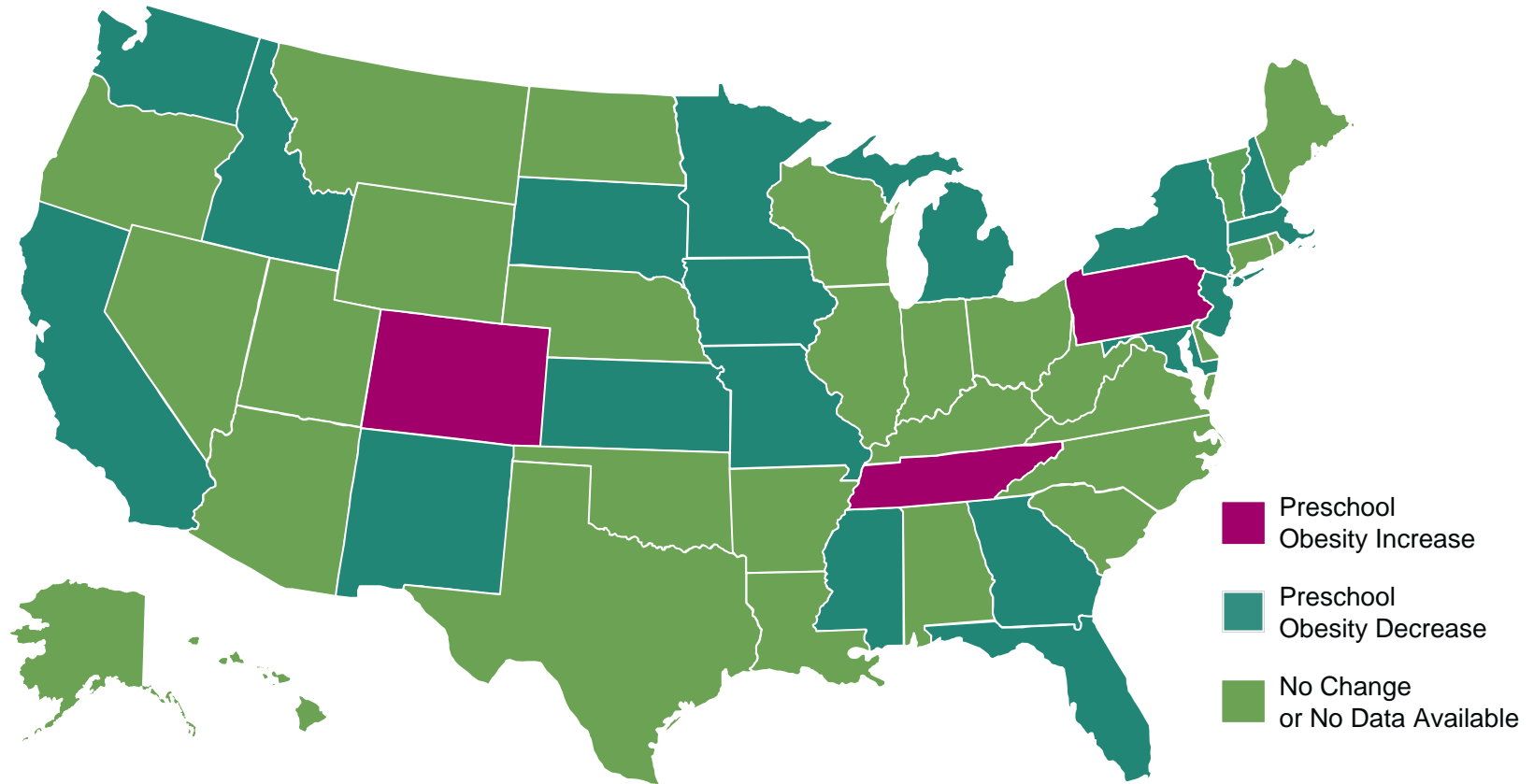


Robert Wood Johnson Foundation

# Reason for Optimism



# Obesity Drops among Low Income Preschoolers (2003-2010)



Source: PedNSS.





**By 2025, children in America will be at a healthy weight, no matter who they are or where they live.**

# Ensure that all children enter Kindergarten at a healthy weight



# Make a healthy school environment (PK-12) the norm and not the exception across the US



# Make physical activity a part of the every day experience for children and youth



Make healthy foods and beverages the affordable, available, and desired choice in all neighborhoods and communities



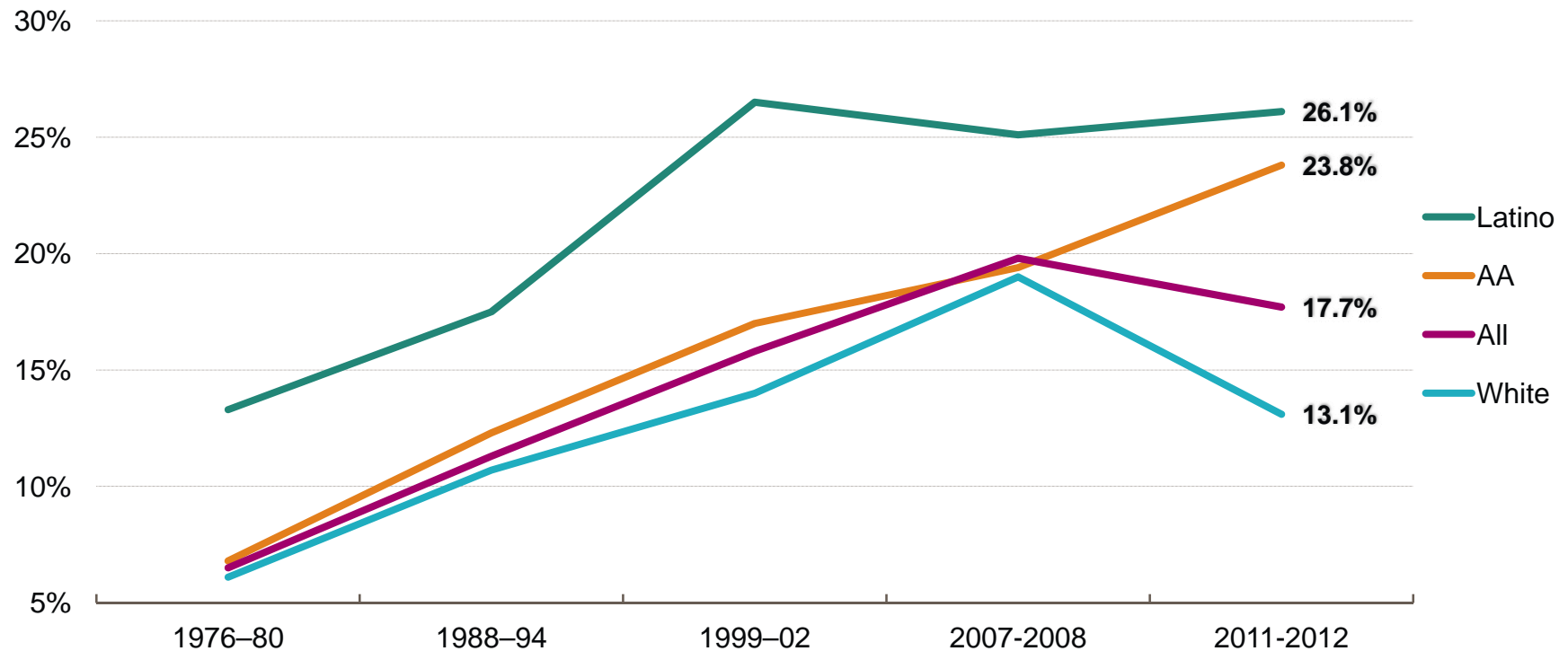


# Eliminate the consumption of sugar-sweetened beverages among 0-5 year olds



# Overall Progress, but Disparate Impact

## Obesity Trends in Children 6-11



Data based on NHANES.





**Intensified Focus on Reducing Disparities**



*RWJF seeks to build a national  
movement to create a*

# ***Culture of Health***

*that enables all members of our  
diverse society to lead healthier  
lives, now and for generations to  
come.*



# What is a Culture of Health?

**When individuals and organizations have the capacity to:**

- Promote individual and community well-being (as defined by *physical, social, and mental health*);
- Create physical, economic and social environments that prioritize health; and
- Support access to opportunities for healthy living and high-quality health care for everyone.





# Culture of Health Research

- **Research Opportunities**

- Culture of Health Investigator-Initiated Research
- Research on Policy and Law
- Systems and Services Research for a Culture of Health

- **Innovative Methodologies**

- Internet and social media
- Systems science
- Big data
- Predictive modeling



