**Ounce of Prevention is Worth a Pound:**
Preventing Childhood Obesity
Starting From Birth

**Toolkit Contents:**

**I. Handouts** – Available in both color and black and white

- **Birth-6 years**
  - Age specific well-child visit handouts for parents
  - Anticipatory guidance tip sheets

- **7-18 years**
  - 7-10 years: Age specific well-child handouts for parents
  - 11-18 years: Age specific well-child handouts for parents and teenagers

- Breastfeeding Advice
- Healthy Serving Sizes – 2-3 years, 4-8 years, 9-13 years and 14-18 years
- Calcium: Building Healthy Bones
- Snacking from all 5 Food Groups
- Sports Nutrition

**II. CD** – Set of handouts in English in color and black & white, Spanish in black & white, plus color posters – Breastfeeding Advice, Serving Sizes, Physical Activity, Snacking and Key Messages – in English

**III. BMI Wheel**
All materials are available to download for **FREE** online:
- [www.uwbec.org/ounceofprevention](http://www.uwbec.org/ounceofprevention)

Childhood obesity prevention materials based on evidence-based messages as recommended by the Expert Committee with the National Initiative for Children’s Healthcare Quality (NICHQ) and the American Academy of Pediatrics (AAP).

The Ounce Of Prevention Toolkit was developed by the Ohio Department of Health – Healthy Ohio, the American Academy of Pediatrics – Ohio Chapter, Nationwide Children’s Hospital, the American Dairy Association Mideast and the Ohio Dietetic Association. Funding for this revision provided in part by an educational grant to the Ohio Chapter AAP Foundation from Abbott Nutrition, a division of Abbott.

In Western New York, the toolkit is supported by the WNY Healthy Lifestyles Coalition’s Early Childhood Obesity Prevention Committee. The Committee is a community partnership led by the P2 Collaborative of WNY, United Way of Buffalo & Erie County and UBMD. Funding provided by BlueCross BlueShield of WNY, Bodil and George Gellman, and Univera Healthcare.

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The Ounce of Prevention Program FACT SHEET

Ounce of Prevention is Worth a Pound:
Preventing Childhood Obesity Starting From Birth

The Ounce of Prevention toolkit was introduced in 2007 in Ohio, updated and expanded in 2010, and replicated in Western New York in 2012, to address the growing epidemic of childhood obesity. This preventive approach was designed to provide simple tools to educate parents about good nutrition and physical activity for their children. This toolkit includes evidence-based messages as recommended by the Expert Committee with the National Institute for Children’s Healthcare Quality and the American Academy of Pediatrics.

Ohio Outcomes

- 64% of physicians have increased the number of children they calculate and plot the BMI percentile.
- 80% of physicians have increased providing anticipatory information on nutrition.
- 82% of physicians have increased providing anticipatory information on physical activity.
- 93% of physicians reported that they will continue to use the Ounce of Prevention is Worth a Pound toolkit.

Research has shown:
- Less than 50% of pediatricians calculate BMIs on a consistent basis.¹
- 20% of physicians reported feeling “not at all” or “only slightly comfortable” in treating childhood obesity.²
- 90% of physicians reported that better tools would be helpful in communicating weight problems to parents.²
- 77% of physicians reported feeling frustrated by pediatric obesity.²

Physician Training including clinicians and office staff

Physicians received the Ounce of Prevention is Worth a Pound tool kit which included: Parent handouts on nutrition and physical activity, calcium, snacks, and serving sizes, Anticipatory guidance tip sheets for the patient’s chart, Office posters, BMI growth charts and BMI wheel, Educational media for the waiting room, CD with all educational materials in English and Spanish.

Ohio Results for Ounce of Prevention

Program Participation
- Over 500 physicians have attended Ounce of Prevention trainings in Ohio.
- Toolkits have been provided to over 80 sites throughout Ohio and other states.

Materials utilized most frequently during well-child visits
- Growth Chart: 85.4%
- Parent Handouts: 60.3%
- Anticipatory Guidance: 59.7%
- BMI Wheel: 59.1%

Physician Feedback on Parents
- 84% reported that parents understood the toolkit messages.
- 81% reported that parents were receptive and interested in the physical activity and nutrition advice.

For further information on Ounce of Prevention is Worth a Pound, go to:
- www.uwbec.org/ounceofprevention
- www.p2wny.org/provider/importantLinks.php Important Links, Tools

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¹Voelker 2007; ²Jelalian et al 2003

The Ounce of Prevention Program is a collaboration of the Ohio Department of Health, Healthy Ohio; the American Academy of Pediatrics–Ohio Chapter; Nationwide Children’s Hospital; the American Dairy Association Mideast and the Ohio Dietetic Association. May be reproduced in its entirety for educational purposes. April 2012
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Thank you to the New York State Department of Health for providing the BMI wheels.

For additional copies, you may download these materials FREE from the following websites:
www.uwbec.org/ounceofprevention
www.p2wny.org/provider/importantLinks.php

Important Links, Tools

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