

Views on Childhood Obesity in Missouri

Healthy Schools Healthy Communities Survey Findings

August – October 2014

Top Reasons Why Respondents Think People are Overweight



Too much time in front of the TV, video games and computer screens



Easily accessible fast food



Expensive healthy foods

$\frac{1}{3}$

of respondents reported they have heard of childhood obesity efforts in the community in the past year.



People do not want to change

TIP: Keep these perceptions in mind to make policy and environmental changes relevant to people in your community.



Of those surveyed, females, non-whites, individuals under 40, parents, renters and those who are more highly educated indicated they are most likely to work together to promote healthy eating and physical activity.

Support for Policy & Environmental Changes

- Providing nutritional guidelines and information
- Funding community initiatives
- Requiring more physical activity in schools
- Requiring healthier school meals

Fewer people favored taxing the sale of unhealthy food and drinks (20%) or limiting the types or amounts of food and drinks people can buy (9%).



Healthy Schools Healthy Communities

recently surveyed more than **580 residents** across **12 communities** to gauge their views on childhood obesity and what actions we can take to improve the health of our communities.



Top People Viewed Responsible for Addressing Childhood Obesity

99% Parents and family

95% Individuals themselves

92% Doctors and health care professionals

87% Schools

TIP: Underscore how you're creating environments that support individuals and families to engage in healthy behaviors.

Most people do not associate community interventions—such as farmers markets, bike/pedestrian/park plans, menu labeling—with addressing childhood obesity.

TIP: Connect the dots between these efforts and their impact on childhood obesity.



Respondents are Willing to Work to...

75%

Improve their community

66%

Increase availability of healthy foods

64%

Increase number of places to be physically active

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Healthy Communities**
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To read full survey results, visit:
mffh.org/hshc