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 2011 and includes ages birth to 18 years 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 within the National Initiative for Children’s Healthcare Quality (NICHQ) and the American Academy of Pediatrics.

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 tool-kit.

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

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 and a CD with all educational materials in English.

Ounce of Prevention Results

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 charts: 85.4%  
  - Parent Handouts: 60.3%  
  - Anticipatory Guidance Materials: 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 more information on Ounce of Prevention is Worth a Pound, go to nationwidechildrens.org/healthyweight

For more information contact:

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This has been a great benefit for our office and we plan to continue using the program.

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