



M e d i a R e l e a s e

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One in Ten Kids in Health Danger Zone

Too many children are putting their health at risk by being too fat, warns The British Dietetic Association (BDA) as it launches a new campaign 'Eat 2b Fit'.

Obesity in childhood causes high blood pressure, raised blood cholesterol levels, and abnormal blood insulin levels, increasing the risk of heart disease and diabetes. Fat children are more likely to become fat adults and many suffer from lack of confidence, low self-esteem and depression.

"We are launching Eat 2b Fit in response to the growing alarm about the rising rates of obesity within the UK" explained Dr Helen Lloyd, spokesperson from the BDA. "The campaign will provide children, schools and families with advice on eating a balanced and varied diet for good health and how to top up levels of physical activity," she added.

As many as one in ten children are now classed as obese, with a further one in five classed as overweight (1).

Recently published expert clinical guidance on the management of childhood obesity recommends that the prevention and treatment of obesity should be initiated in childhood and that school, family and societal interventions should be considered for prevention (2).

Throughout the month of June, Registered Dietitians across the UK will be working with children and their carers encouraging them to Eat 2b Fit. Activities include tours and demonstrations in Sainsbury's supermarkets in conjunction with Kellogg's and the British Potato Council. Eat 2b Fit forms part of the BDA's on-going initiative Weight Wise.

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Further Information

Further information on Eat 2b Fit is available from

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click on Weight Wise.

Notes to Editors

1. Between 10 and 17% of children aged six to fifteen are obese and 22 to 31% are overweight. *Health Survey for England, 1995. Department of Health. 1997.*
2. *Management of Obesity and Children and Young People. A National Clinical Guideline. Scottish Intercollegiate Guidelines Network (SIGN). April 2003.*
3. Obesity levels among adults in England continue to rise. Forty seven percent of men and 33% of women are now overweight. A further 21% of men and 24% of women are obese. This compares with 13% of men and 16% of women being obese in 1993. *Health Surveys for England 1993 & 2001. Department of Health.*
4. The British Dietetic Association, founded in 1936, is the professional association for Registered Dietitians (RDs) in Great Britain and Northern Ireland. It is the nation's largest organisation of food and nutrition professionals, with over 5,000 members. About two thirds of their members are employed in the National Health Service. The remaining dietitians work in education, industry, research and sports settings or as freelance consultants.

RDs hold the only legally recognised graduate qualification in nutrition and dietetics. They interpret and translate the science of nutrition into practical ways of promoting nutritional well-being, disease treatment and the prevention of nutrition-related health problems. Their advice is evidenced based.

State Registration, awarded by The Health Professions Council, is an indication that a Dietitian is competent to practise and must work within an agreed Statement of Conduct.

To access this press release and other details about the British Dietetic Association, please visit our Website: <http://www.bda.uk.com>

5. Weight Wise and Eat 2b Fit are being supported by The British Potato Council, Kellogg's and Sainsbury's. For further information on joint activities between the BDA and these partners contact The British Dietetic Association - _____

