

Childhood Obesity PSA (:60)

The preschool years are a time of great gains, but if the gains include too much weight, it's time to take action. In the U.S., obesity among low-income preschoolers has declined. Still, one in eight preschoolers is obese. These children are more likely to become obese adults and suffer lifelong health problems.

More can be done to continue to reduce childhood obesity rates. State and local officials can make it easier for families to buy healthy, affordable food and beverages in their neighborhood, and help create safe, convenient places for children to play.

Health care providers should routinely measure children's height, weight, and body mass index, and make recommendations about nutrition and physical activity.

Parents and child care providers should serve fruits, vegetables, and other nutritious foods for meals and snacks; make water easily available; limit screen time; and encourage preschoolers to be active every day.

Learn more at cdc.gov/vitalsigns.