



2010 Childhood Obesity Awareness Month Report

- Report of website activity on www.healthierkidsbrighterfutures.org.
- Media report and analysis on COAM-related coverage.
- Activity report from partner organizations.

National Childhood Obesity Awareness Month

WRAP-UP REPORT ON THE INAUGURAL

COAM Website Activity Recap

Healthier Kids, Brighter Futures site offered valuable resources, information to the public on issues surrounding childhood obesity

The National Childhood Obesity Awareness Month (COAM) website, www.healthierkidsbrighterfutures.org, was designed to be the central location for all COAM activities in 2010. The website offered general information for the public, opportunities to get involved by adding to the event calendar or registering for the e-newsletter, and resources to help visitors spread the COAM message in their cities and states.



September Events

Visitors registered more than 190 COAM-related events during the month of September. Every state in the U.S. was represented.

About The Month

This section of the website built the case for COAM support. With more than 23 million children and teenagers suffering from overweight or obesity, COAM's work is timely and necessary.

Links & Resources

The website offered visitors a downloadable resource toolkit, empowering people to implement COAM in their own communities. In addition, the website listed external resources visitors could look to for more information or support.

COAM Website Activity By The Numbers

Registered COAM Events	190
External Resources Listed	14
Resource Toolkits Available	1
Presidential Proclamations Made	1

COAM News Coverage

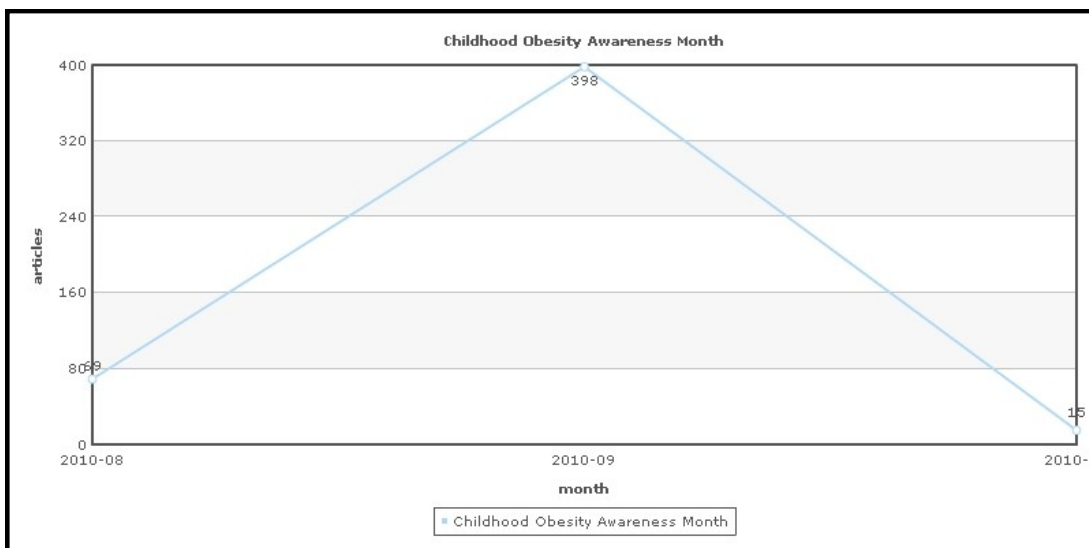
COAM coverage appeared in news media more than 480 times. The following are 50 publications that ran coverage of the initiative and month.

Ahwatukee Foothills News
All Voices
American Medical News
Auburn Journal
BNET
Branson Tri Lakes News
Business Wire
Chico Enterprise Record
Contra Costa Times
Coshocton Tribune
Daily Herald
Daily News
Daily News Los Angeles
Delaware Online
Digital Journal
Durango Herald
e! Science News
Earth Times
El Paso Times
Falls Church News-Press Online
Flagship News
Forbes
Hartford Courant
HealthRadio
HPC Market Watch
Huffington Post (Blog)
Hutchinson Leader
International Business Times
International Herald Tribune
Jamestown Sun
Las Cruces Sun News
Loomis News
Mckinney Messenger
MetroWest Daily News
Missouri Ag Connection
Montrose Daily Press
Plant City Courier & Tribune
Science Daily
South Bend Tribune
South Dakota Ag Connection
South Florida Times
Southeast Missourian
Sports One Source
The Louisiana Weekly
The Miami Herald
The Middletown Press
The New York Times
The Pottstown Mercury
Tri-City Herald
World News
Yahoo! Business News

COAM Media Activity for 2010

ACSM tracked and analyzed media attention for the inaugural event

Childhood Obesity Awareness Month (COAM) received a great deal of media attention beginning in August and running through October. We saw the biggest spike in media coverage in September with 398 stories. However, August and October had good showings as well with 69 and 15 stories, respectively.



Media outlets that covered the inaugural Childhood Obesity Awareness Month are too numerous to list in this report. However, to the left please note the 50 most prominent publications that covered the month. In addition, here are three examples of top-tier media coverage.

Top-Tier Media Coverage of 2010 Childhood Obesity Awareness Month

- [Childhood Obesity May Be Underreported](#)
Forbes.com – 09/01/2010
As the U.S. launches its first-ever National Childhood Obesity Awareness Month today, scientists say the problem may be even more widespread than was thought.
- [City's Efforts Fail to Dent Child Obesity](#)
The New York Times — 09/07/2010
New York City schoolchildren are as heavy, or perhaps even heavier, than the national average, despite the [Bloomberg administration's](#) dogged efforts to improve the health of city residents, according to new data from the city's health department.
- [Childhood Obesity: Fighting for the Future Health of America's Youth](#)
Huffington Post — 09/25/2010
At the start of the school year, we refocus our attention from the diversions of summer to thoughts about our children's future. This September, with the debut of National Childhood Obesity Awareness Month, the spotlight is on the future health of America's youth and the commitment we must all make to ensure our children have a fair chance at healthy lives.

COAM Partner Activities for 2010

Activities were submitted by partners prior to Nov. 15, 2010

AAHPERD

(Alliance for Health, Physical Education, Recreation & Dance)

- Made announcements through the AAHPERD website.
- Promoted and posted content through Facebook and Twitter.
- Added content to their bi-weekly e-newsletter, which is sent to all members and subscribers.

AAPA

(American Academy of Physician Assistants)

- Included three COAM-related articles in their e-newsletter.
 - Asked AAPA members to get involved with COAM at the local level.

Cleveland Foodbank

- Spoke with NPR to tout their organization's role in preventing childhood obesity. Shared that they serve 2,118 children in their community per week.
- Attempted to schedule joint media event with Congresswoman Marcia L. Fudge (OH-11).

DC Scores

- Publicized the event through various communication channels.
- Utilized their blog and social media to inform the public about the issues surrounding childhood obesity.
- Received more than 30 page views on blog posts mentioning COAM. Plus, all COAM-related Facebook posts were commented on and liked.

HealthCorps

- Promoted COAM in 41 partner schools. Some schools also included COAM in Café O Yea presentations.
- Invited public officials to visit schools.
 - Conducted media interviews with HealthRadio & "Good Day New York."
- Drew 100 students to Washington Mathematics Science & Technology Public Charter High School for walk to fight childhood obesity.

Nemours

(Office of Policy & Advocacy)

- Partnered with Delaware Children's Museum to organize two "100 Healthy Habits" events for children and their families.
- Senator Tom Carper attended the Sept. 24 event.
- Publicized the event through nine websites, blogs, radio stations and magazine articles.

The Obesity Society

- Developed a childhood obesity kit for clinicians and community health centers addressing obesity.
- The kit contains a 100+ page binder and is being distributed as a pilot to more than 100 community centers nationwide. It is scheduled to have a broader distribution over the next few months.

Safe Routes to School National Partnership

- Included announcement about COAM in August e-newsletter, which is distributed to more than 4,000 subscribers.
- Announced COAM on their Facebook page in September.

U.S. Soccer Foundation

- Held 11 events nationwide during COAM.
- Launched new Soccer for Success program in collaboration with COAM.
- Incorporated COAM in many ongoing initiatives and programs.
 - Created a COAM blog on their website to showcase relevant news stories and recaps.