

NAMCP joins forces with the NFL, FUTP60, SUDIA and The James Farris Foundation to address the issue of childhood obesity

The incidence of childhood obesity has more than tripled in the last 30 years, from a rate of over 6% in 1980 to over 18% today. That equals six out of every hundred children in 1980 to almost one out of every five in 2010.

For this reason, NAMCP is partnering with the the NFL, Fuel Up To Play 60 (FUTP60), the Southeast United Dairy Industry Association (SUDIA), and the James Farris Foundation with a pilot project in six Chesterfield County, Virginia elementary schools in 2011 / 2012.

This program will have all of the fundamental components of the traditional FUTP60 student driven program with the exception that there will be both subjective and objective metrics in place to measure the impact and overall success of the program. The pilot project will involve between 600–700 students with the results to be shared in the Journal of Managed Care Medicine, as well as at the National Fall Forum of NAMCP after the completion of the project in 2012. There will not be any student identifiable information shared as a result of this pilot project. The goal is to demonstrate the effectiveness of this program and expand/broaden the program based on those results.

