

Weight of the Fox Valley



Did you know...

- 62% of Fox Cities adults were obese or overweight in 2010? (2011 Fox Cities LIFE Study)
- During 1980-2008, obesity rates doubled for adults and tripled for children in the U.S.? (Centers for Disease Control and Prevention)
- In the HBO documentary series, “The Weight of the Nation,” this statement was made, “Some experts fear this may be the first generation of American children who will have a shorter life expectancy than their parents.”

Our June conversations focus on a new initiative called **Weight of the Fox Valley** (WOTFV), a three-county initiative to address obesity and being overweight in Calumet, Outagamie and Winnebago counties.

WOTFV is the result of a two-day summit attended by more than 150 concerned community leaders, including representatives from the Community Foundation for the Fox Valley Region, in spring of 2013. The summit was held as obesity was recognized as an emerging priority for the Fox Valley HealthCare Coalition, Oshkosh and Fox Cities United Ways, ThedaCare’s CHAT Initiative, and in area LIFE studies.

The vision of the initiative is to build a community that achieves and maintains healthy weight in every age.

5 things you can do to make a difference

1. Start small. Set one or two small and simple goals that you feel are doable. For example, “I will add one fruit serving” or “I will start to walk to my grocery store every week.”
2. Start a daily routine. Combine your healthy choices in your daily routine and they will become your habit. For example: start to eat a healthier breakfast or work in the garden every week.
3. Start now. It’s never too late to start adopting a healthy lifestyle, no matter your age. [Get inspired by this research](#)
4. Commit for the long-term. Remember that it takes time to make a lifestyle change. Don’t look for magic.
5. Volunteer with Weight of the Valley. If you want to help to lead our community into a healthier future, join us!

Go Deeper



[Wisconsin Nutrition, Physical Activity & Obesity State Plan](#)

[What Works: Policies and Programs to Improve Wisconsin's Health](#)

[The Weight of The Nation – HBO Documentary](#)

Move Beyond the *Me* to Strengthen the *We*

The Community Foundation for the Fox Valley Region is supporting the Weight of the Fox Valley effort in the following ways:

- VP Community Engagement, Marti Hemwall, serves on the Weight of the Fox Valley Leadership Team.
- A \$25,000 community leadership grant helped with initial year operating costs while health systems and corporations and other significant funders secured ongoing funding.