



# CHILDHOOD OBESITY NATIONAL ACTION KIT

## NATIONAL RESULTS

	Active recess	Sugar-sweetened beverage (SSB) excise tax
<b>DESCRIPTION</b>	Program to increase physical activity through recess with structured activities, playground markings, and/or portable play equipment	Excise tax of 1 cent per ounce applied to manufacturers, bottlers and/or distributors on sugary drinks based on size of the beverage
<b>POPULATION REACH</b> <i>10-Year Reach</i>	<b>26,000,000</b>	<b>344,000,000</b>
<b>INTERVENTION EFFECT</b> <i>1-year BMI change kg/m<sup>2</sup></i>	<b>-0.021</b>	<b>-0.125</b>
<b>INTERVENTION COST</b> <i>Cost per Child/Person, \$</i>	<b>\$25.00</b>	<b>\$1.38</b>
<b>OBESITY PREVENTED (YEARS)</b> <i>Years with Obesity Prevented (10-year totals 2015-2025)</i>	<b>160,000</b>	<b>17,834,000</b>
<b>HEALTH CARE COSTS SAVED</b> <i>Costs Saved per Dollar Invested (10-year totals 2015-2025)</i>	<b>\$0.07</b>	<b>\$30.78</b>
<b>OBESITY PREVENTED (CASES)</b> <i>Cases of Obesity Prevented (Projected, 2025)</i>	<b>25,200</b>	<b>2,487,000</b>
<b>CHILD OBESITY PREVENTED (CASES)</b> <i>Cases of Child Obesity Prevented (Projected, 2025)</i>	<b>24,700</b>	<b>576,000</b>
<b>INTERVENTION COST PER BMI</b> <i>Intervention Cost per BMI Unit Reduction per Child, \$</i>	<b>\$541.00</b>	<b>\$2.49</b>
<b>NET COST PER YEAR</b> <i>Net Cost per Year with Obesity Prevented, \$</i>	<b>\$3,720.00</b>	<b>cost-saving</b>

**NOTES**

Costs are in 2014 dollars and discounted at 3% per year.