



# accept the challenge

Together we will knock out childhood obesity!



**HELP PREVENT CHILDHOOD OBESITY!**

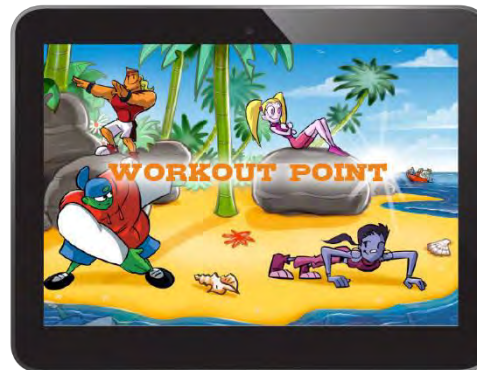
**JOIN US, as we come together to create a focused and powerful  
Prevention Coalition.**

**Our children and future need us now more than ever. Will you help?**

# Improve Whole Child Health

This FALL, YOU CAN HELP 25,000 underserved children PREVENT “childhood obesity,” by sponsoring them into Operation Tone-Up, where they become empowered with accurate nutrition and exercise knowledge and learn how to apply this knowledge to socially change the way they choose food and exercise to IMPROVE WHOLE CHILD HEALTH that can last a lifetime!

- ***Evidence-Based!***
- ***See Immediate Results!***
- ***No Extra Equipment Needed!***



EXERCISE ANYWHERE, ANYTIME  
TO KEEP FULLY ENGAGED!



LEARN TO MAKE HEALTHY MEALS!

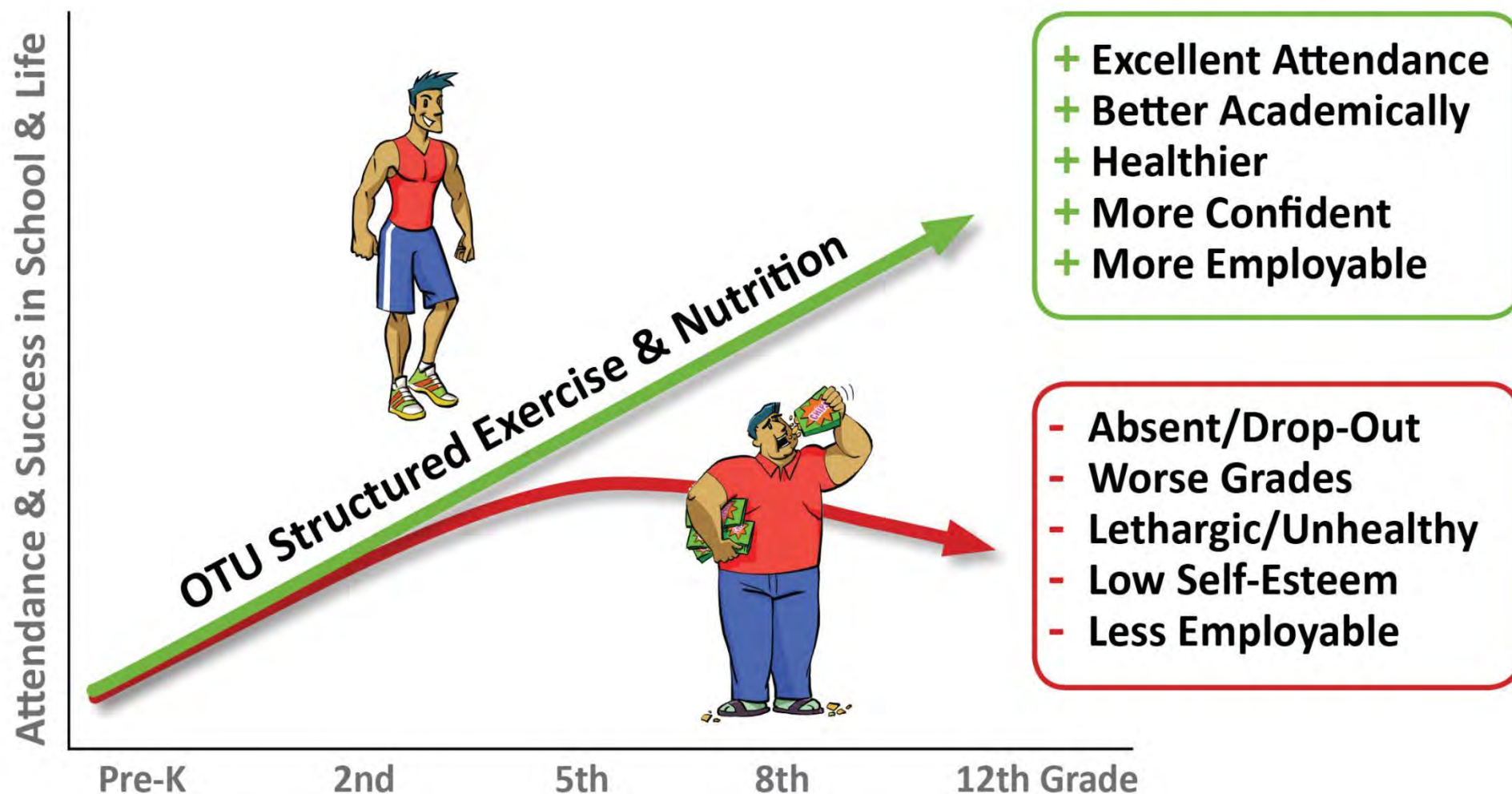


DAILY BUDDY  
MESSAGES TO KEEP  
YOU ON TRACK!



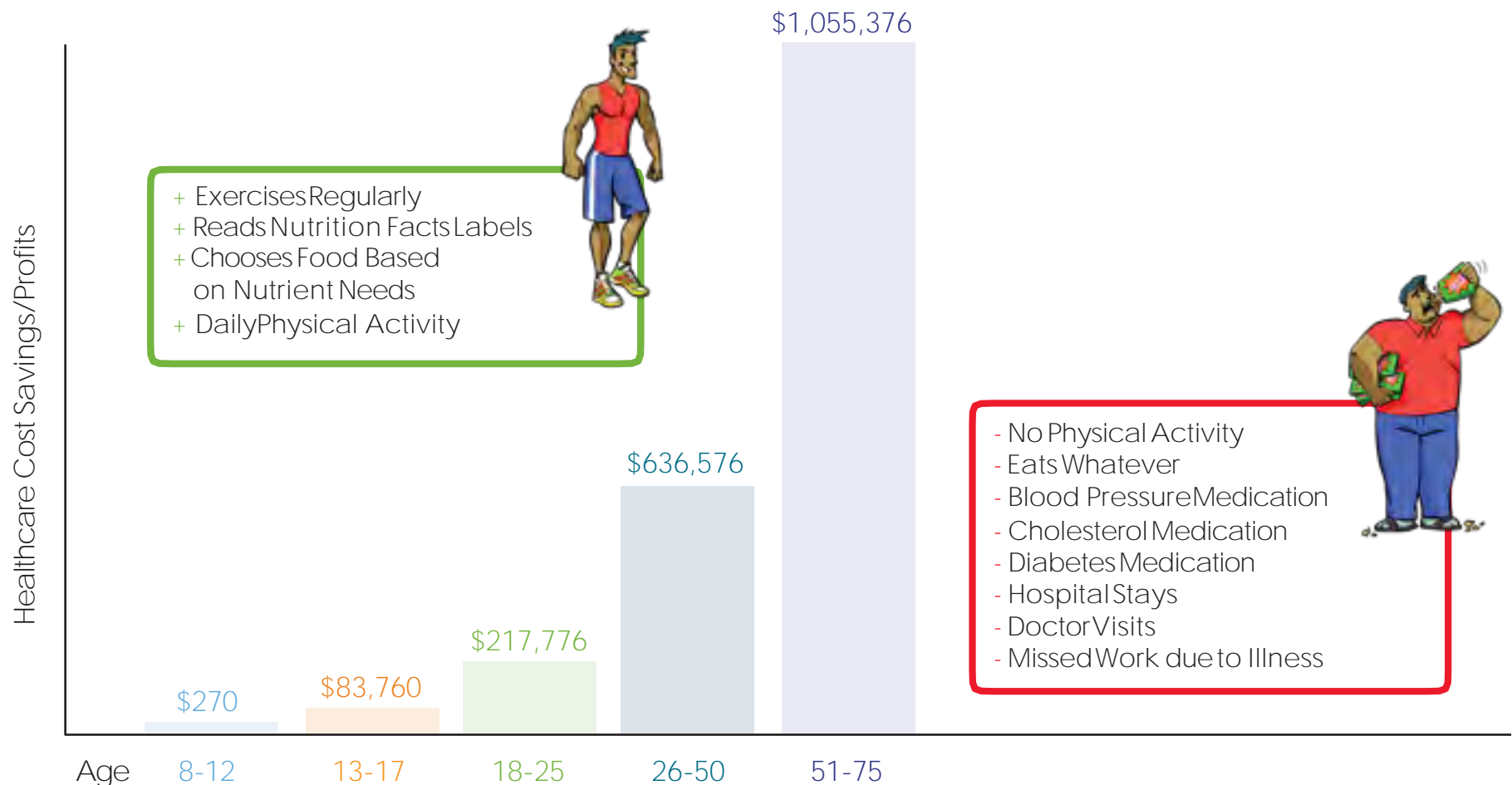
# Likelihood of Adult Obesity

**If Obese by 10-13 years old, 80% Chance of Adult Obesity**



# Healthcare Cost Savings

Prevent Childhood Obesity by Age 13 and Benefit from Healthcare Cost Savings/Profits



Based on a per student investment of \$40/year, over four years, ages 8-12, in grades 3-6 (1 student = \$160 over 4 years).  
Healthcare cost savings grow exponentially the longer you put off the onset of obesity.

# RETURN ON INVESTMENT

(\$40 INVESTMENT / ROI \$1,055,376 PER CHILD)

With a **\$40** investment PER STUDENT, PER YEAR, during the most impressionable years of a child's life, (ages 8-12 / grades 3-6) we can help Illinois save, **\$1,055,376** in healthcare costs over the course of a child's lifespan.

Statistically, if you are obese by age 13, you have an 80% chance of being obese the rest of your life! With obesity, comes secondary disease (diabetes, heart disease, hypertension and asthma) and it is common to acquire at least one secondary disease, which means more doctor visits, trips to the emergency, hospital stays, lost work, and constant medication that all adds up to costing more money!

PREVENT Childhood Obesity to help PREVENT diabetes and poor health outcomes in the future and save! Annual costs when diagnosed with Diabetes is **\$16,752** and it adds up fast!

## AGE INVESTMENT

Ages 8-12: \$40 investment per year, per child (3-6 grades) over 4 years

Ages 13 -75: ROI = **\$1,055,376** per child

- Age 8 -12 ROI = 150% - 500% annually  
(8/9-\$30, 9-\$40, 10- \$60, 11-\$80,12-\$100)
- Age 13 -17 ROI = 1,000% - 3,000% annually  
(\$16,752 - \$83,760)
- Age 18 -25 ROI = 4,000% - 6,000% annually  
(\$100,512 – 217,776)
- Age 26 -50 ROI = 7,000% - 10,000% annually  
(385,296 - \$636,576)
- Age 51 -75 ROI = 11,000% - 15,000% annually  
(\$804,096 - \$1,055,376)

Immediate ROI is 150% and grows exponentially as you age.

AGE	ROI /PER STUDENT	ROI /PER 10,000 STUDENTS
8-9	\$30	\$300,000
10	\$130	\$1,300,000
11	\$210	\$2,100,000
12	\$310	\$3,100,000
13	\$16,752	\$167,520,000
14	\$33,504	\$335,040,000
15	\$50,256	\$502,560,000
16	\$67,008	\$670,080,000
17	\$83,760	\$837,600,000
18	\$100,512	\$1,005,120,000
19	\$117,264	\$1,172,640,000
20	\$134,016	\$1,340,160,000
21-25	\$217,776	\$2,177,760,000
26-35	\$385,296	\$3,852,960,000
36-45	\$552,816	\$5,528,160,000
46-50	\$636,576	\$6,365,160,000
51-60	\$804,096	\$8,040,960,000
61-75	\$1,055,376	\$10,553,760,000

The numbers in the above chart are based on the most modest ROI. Actual ROI may be 10x higher.



# THE END RESULT

## IMPROVED HEALTH & QUALITY OF LIFE



**INVEST IN OUR FUTURE WITH OPERATION TONE-UP  
IMPROVE WHOLE CHILD HEALTH TODAY!**