

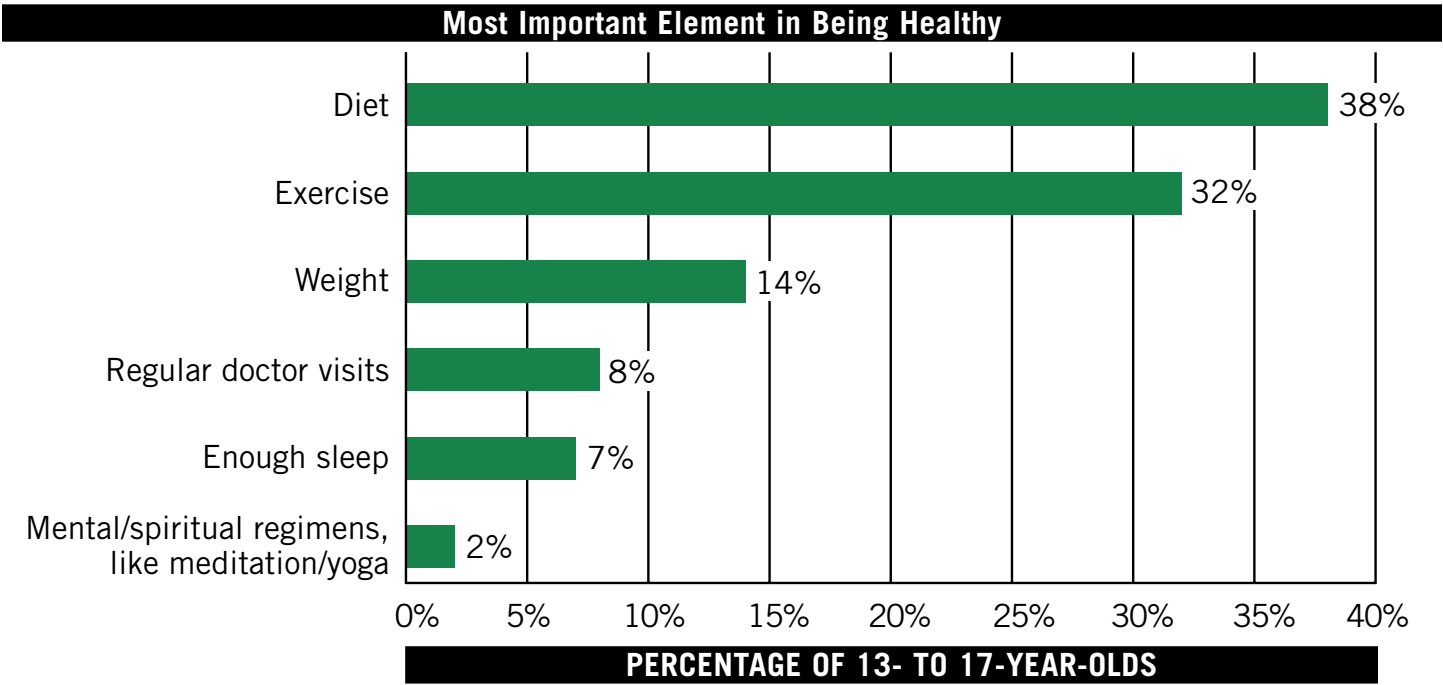
HEALTHY LIVING



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HEALTHY Teens



Source: Scarborough Research, 2009

- Almost all teens (92%) believe a healthy lifestyle is important. Slightly more think that eating well plays a more important role (38%) than exercise (32%).
- Teens are nutritionally aware. Nearly seven in 10 (69%) have discussed healthy eating habits with their parents; 64 percent believe they have a healthy diet; 54 percent pay a lot of attention to the quality of and nutritional value of the foods they eat; and 51 percent are careful about the foods they eat.
- Most teens would eat more healthy foods if they weren't so expensive (57%) and if their moms prepared the foods for them (54%).

—Scarborough Research, 2009

- Teens ages 13–18 get an average of seven hours and 26 minutes of sleep on weeknights.

—National Sleep Foundation, *Youth Markets Alert*, Vol. XXIII, No. 4

- It is recommended that children in pre-school sleep between 11 and 13 hours a night, and school-aged children between 10 and 11 hours.
- Children who are bullies or have conduct problems at school are more likely to be sleepy during the day. The sleepiness experienced by these children may be caused by sleep-disordered breathing, or by other factors like chaotic home environments, fragmented sleep, or not enough sleep because of too much electronic stimulus from TV, cell phone, or computers in the bedroom.

—Michigan Medical School
Clinical Research Program

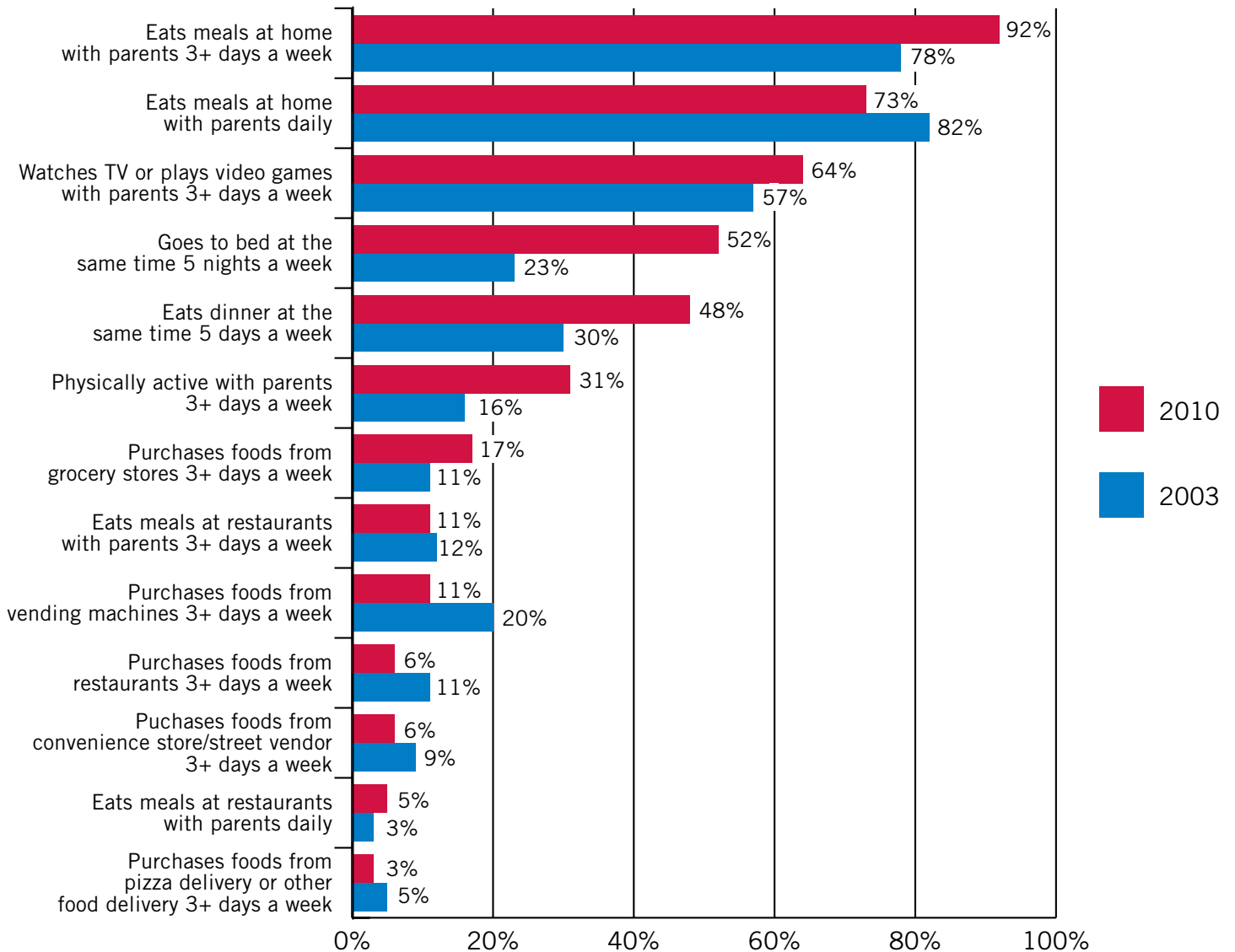


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Trends in HEALTHY LIVING

Youth Ages 8 to 17: 2003–2010



Source: *Kids Eat Right Report*, American Dietetic Association, 2010



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- Between 2003 and 2010, there was a significant increase in the percentage of kids being physically active with their parents three or more days a week (from 16% in 2003 up to 31% in 2010). However, during the same time period, there also was a significant increase (from 57% in 2003 to 64% in 2010) in the number of kids and parents spending time watching TV, viewing a movie, or playing a video game together three or more days a week.
- Family routines, including regular family meals and regular bedtimes, are positively linked to academic achievement, self-esteem and both behavioral and psychosocial adjustment. Many more children report eating dinner at or about the same time five nights a week in the 2010 Family Nutrition and Physical Activity Survey (48%) than they did in 2003 (30%). The 2010 survey also shows a significant increase in the percentage of children going to bed about the same time five nights a week; over 50 percent of kids in 2010 report regular bedtimes on all school nights compared to only 23 percent of children in 2003.
- The number of families eating at home daily has increased significantly from 52 percent of families in 2003 to 73 percent in 2010.
- African American children (61%) eat dinner with their parents at home daily significantly less often than white (72%) and Hispanic (72%) children.

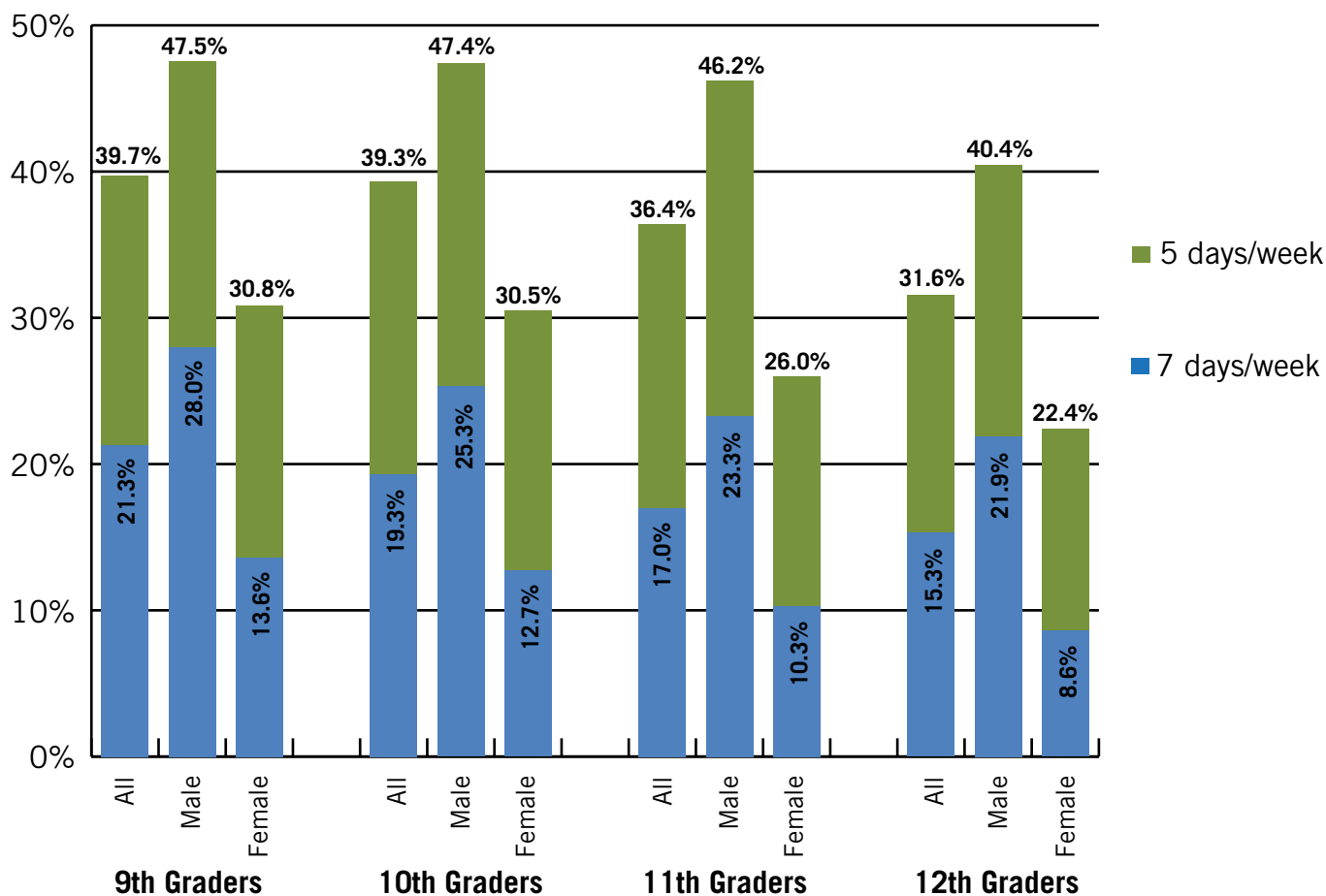
—Kids Eat Right Report,
American Dietetic Association, 2010
- ♣ Cub Scouts and Boy Scouts are more likely than boys who are not Scouts to say that on a normal school day they eat breakfast (96.1% vs. 82.0%), lunch (98.8% vs. 94.5%), and dinner (97.7% vs. 92.2%).

— YouthBeat 2010, *C&R Research*



High School STUDENTS and EXERCISE

**Percent of High School Students Who Get the Recommended Amount of Physical Activity
7 Days a Week and 5 Days a Week**



Source: CDC, 2009 Youth Risk Behavior Survey



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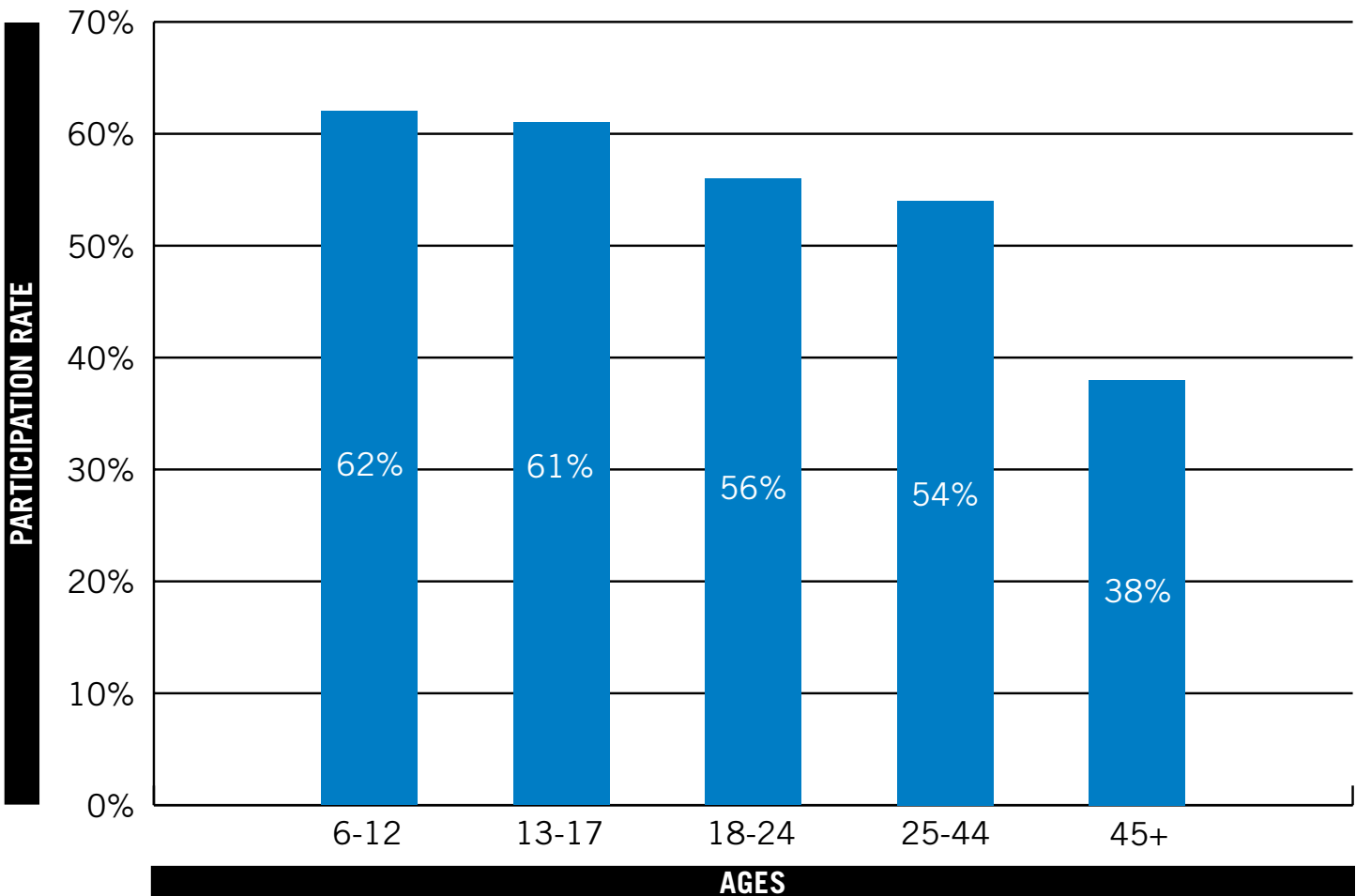
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- According to the U.S. Department of Health and Human Services, children and adolescents should have 60 minutes or more of physical activity daily.
 - Nationwide, fewer than one in five (18.4%) high school students participates in the recommended amount of physical activity seven days a week. Nearly four in ten (37.0%) students participate in the recommended amount of physical activity five days in a week. Nearly one quarter of students do not participate in the recommended amount of physical activity at least one day a week.
 - Nationwide, more than half (56.4%) of high school students attend physical education (P.E.) classes on one or more days a week. One-third (33.3%) of students attend P.E. five days a week.
—*CDC, 2009 Youth Risk Behavior Survey*



OUTDOOR Recreation

2010 Participation in Outdoor Recreation



Source: *Outdoor Recreation Participation Report 2011, Outdoor Foundation*

- In 2010, almost half of all Americans ages six and older participated in an outdoor activity. In total, there were 137.9 million outdoor participants, or 48.6 percent of the population.
 - At least once a week in 2010, 40 percent of Americans participated in outdoor activities; only 24 percent got outside two times per week or more.
 - On average, outdoor participants rate their fitness levels at 6.4 on a 10-point scale versus 5.1 for non-participants.
 - ♣ Almost 60 percent of adult outdoor participants took part in outdoor activities from ages 6 to 12, compared to only 21 percent of non-outdoor participants—a nearly 40 percent gap.
- Outdoor Recreation Participation Report 2011, *Outdoor Foundation*

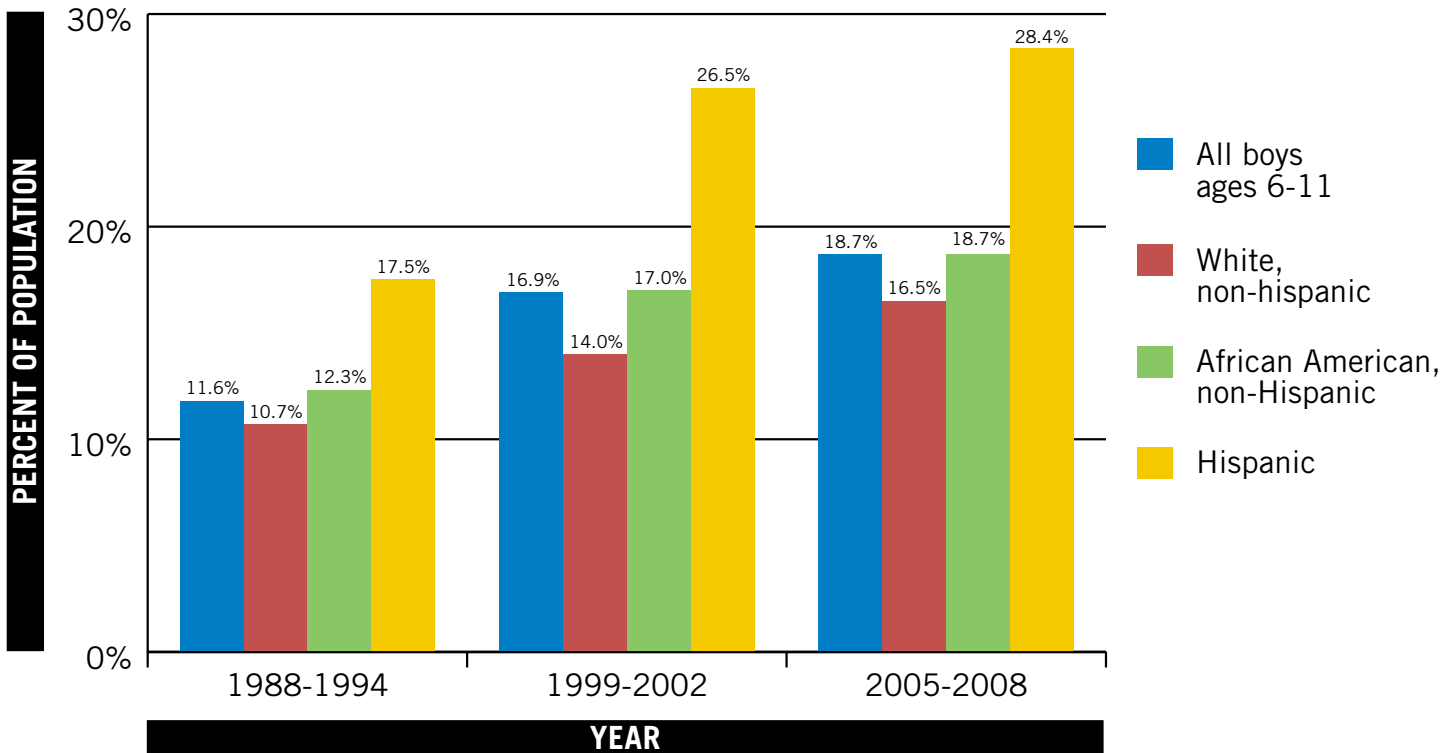


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OVERWEIGHT BOYS

6–11 Years Old by Race, Ethnicity



Source: *Health, United States 2010*, National Center for Health Statistics

- Overweight children are more likely to be overweight as adults. Successfully preventing or treating obesity in childhood may reduce the risk of adult obesity. This may help reduce the risk of heart disease. —*American Heart Association, 2010*
- Obesity among children and teens 2–19 years of age is defined as a body mass index for age and sex at or above the 95th percentile of the CDC growth charts.
- The percentage of boys who are overweight has risen from 11.6 percent in the 1988–1994 survey period to 18.7 percent in the most recent survey period.
- Nearly one in three (28.4%) Hispanic, one in five (18.7%) African American, and one in six (16.5%) Caucasian boys ages 6–11 are overweight. —*Health, United States 2010, National Center for Health Statistics*



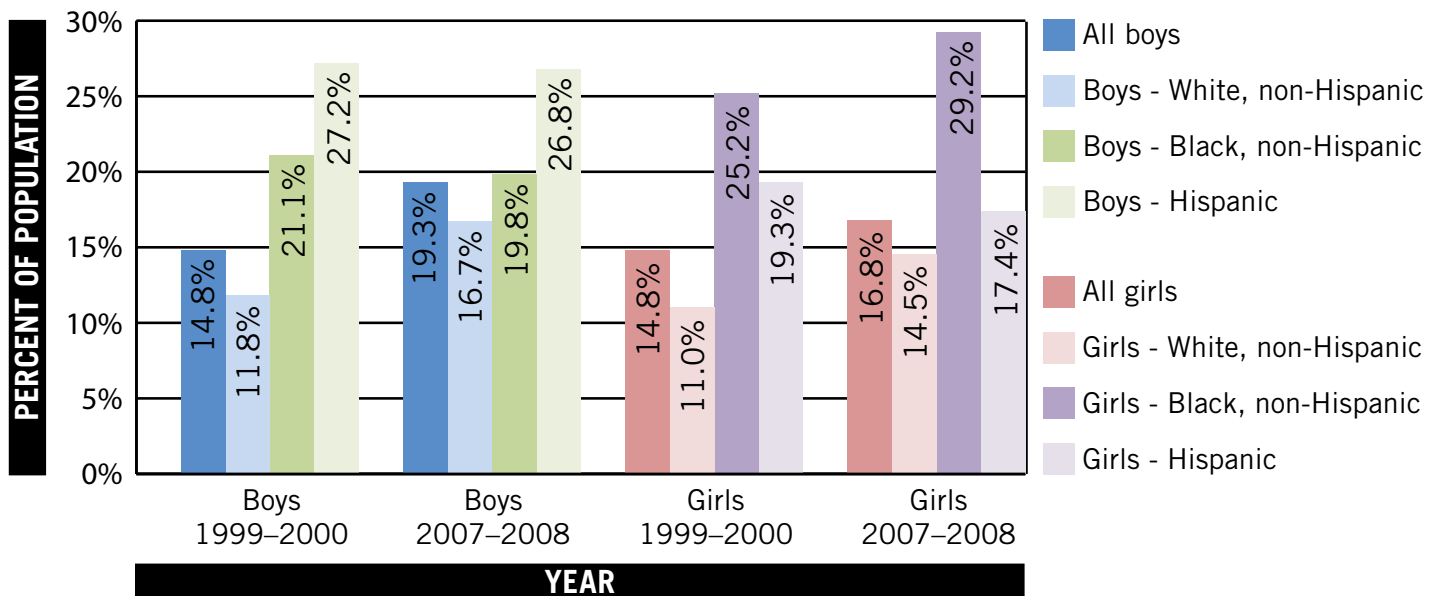
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OVERWEIGHT YOUTH

12–19 Years Old by Race, Ethnicity, and Gender

Percentage of Youth Ages 12–19 Who Are Overweight



Source: CDC, National Center for Health Statistics, 2010

- Obesity among children and teens 2–19 years of age is defined as a body mass index for age and sex at or above the 95th percentile of the CDC growth charts.
- Overall, since 1999–2000, the percentage of boys ages 12 to 19 who are overweight has grown from 14.8 percent to 19.3 percent, an increase of 4.5 percentage points. The rate of increase for girls is lower—2 percentage points, from 14.8 percent to 16.8 percent.
- Overweight white boys have shown the greatest increase in percentage points (4.9) from 11.8 percent to 16.7 percent.
- The percentage of overweight Hispanic girls, African American boys, and Hispanic boys has declined slightly (-1.9, -1.3, and -0.4 percentage points, respectively).

—CDC, National Center for Health Statistics, 2010



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- Looking at dietary behaviors of high schools students, 22.3 percent had eaten fruits and vegetables five or more times per day during an average week. One-third (33.9%) ate fruit or drank fruit juice two or more times per day, and 13.8 percent ate vegetables three or more times per day during an average week.

—*CDC, 2009 National Youth Risk Behavior Survey, Overview*

- Researchers find children, regardless of race/ethnicity, experience a sharp decline in physical activity between ages 11 and 12. Children ages 6–11 engage in twice as much physical activity than those ages 12–19.
- Boys are also significantly more likely than girls to be physically active. In fact, normal weight girls are less active than their obese boy counterparts.

—*Medicine & Science in Sports & Exercise, Youth Markets Alert, Vol. XXIII, No. 5*

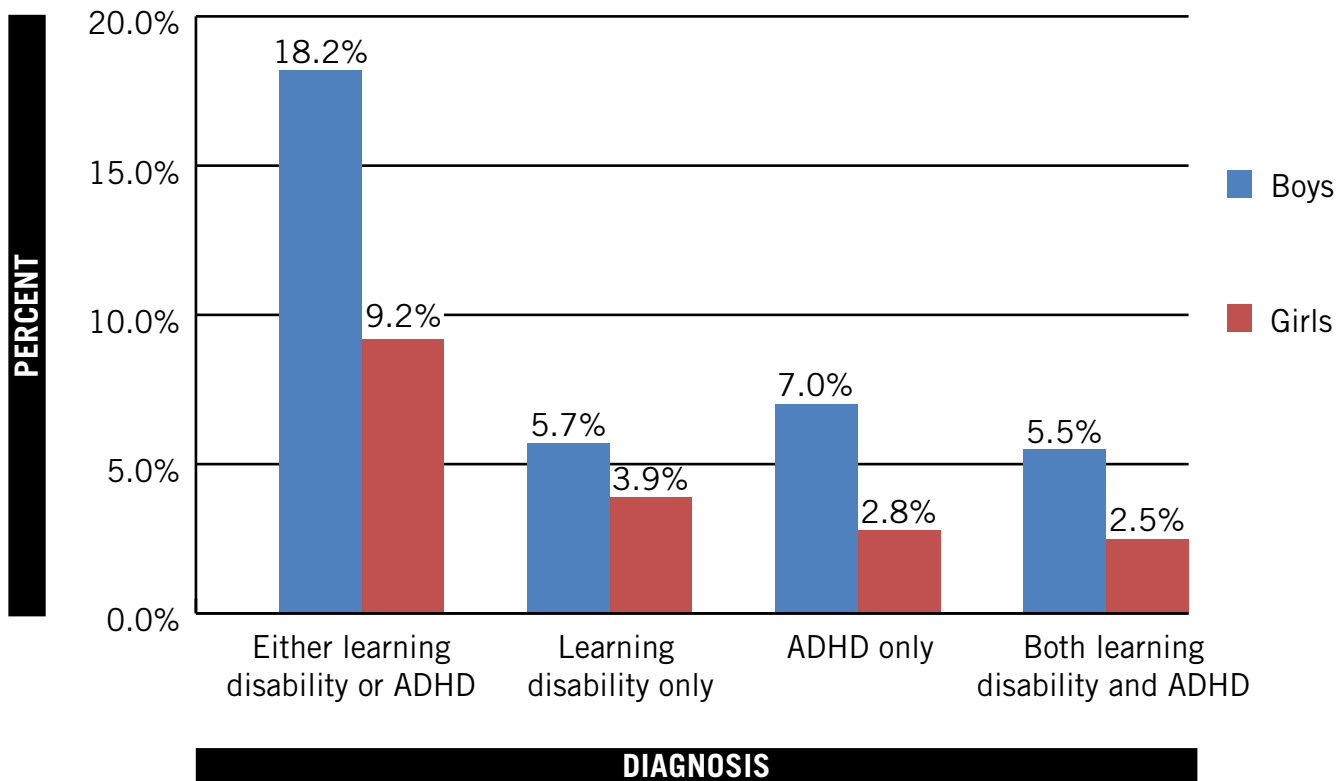


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ADHD and Learning Disabilities

**Percent of Youth Ages 5 to 17 Years Old Who Have Ever Been Diagnosed
With a Learning Disability or ADHD**



Source: CDC, National Health Interview Survey, United States, 2006–2009

- Boys are twice as likely as girls (18.2% vs. 9.2%) to have been diagnosed with either a learning disability or attention deficit hyperactivity disorder (ADHD).
- Nearly one in 10 (9.5%, 5.4 million) U.S. children has ADHD, an increase of about 1 million (22%) from 2003. Government scientists think the increase might be explained by growing awareness and better screening.
- The increase in diagnoses was seen in kids of all races and family income levels, and across all regions of the country except the West.
—CDC, National Health Interview Survey, United States, 2006–2009



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