Early-life Origins of Obesity

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3 Key Points

1. Adult disease is not just due to genetics & lifestyle.
2. In utero and early life factors set the stage.
3. Significant risk for obesity and adult disease is established by age 5.

3 Recommendations

1. Maternal care: avoid smoking and excessive weight gain during pregnancy,
2. Infant feeding: breast feed for at least 6 months when feasible.
3. Promote healthy choices early & often: diet, physical activity, sleep-hygiene.

3 Resources

1. UW Pediatric Fitness Clinic: uwhealthkids.org/fitness
2. UW Pediatric Type 2 Diabetes: uwhealthkids.org/type2diabetes
3. Dane County 5-2-1-0: healthykidsdane.org/5-2-1-0-resources/
Additional Resources For Families:

**United Way** 2-1-1 Line: 2-1-1 or 608-246-4357 (HELP)
   Also 24/7: Resources to help with bills, housing, food, etc.
   https://www.unitedwaydanecounty.org/2-1-1/

**Wisconsin Maternal and Child Health Hotline**: 1-800-722-2295
   Available 24 hours/day, 7 days/week

**Dane County Pregnancy Services**: (608) 266-4821
   https://www.publichealthmdc.com/family/pregnancy/

**Dane County Breastfeeding hotline**: (608) 243-0449
   https://www.publichealthmdc.com/family/breastfeeding/support.cfm

**Women, Infant & Children Nutrition program** (WIC): (608) 267-1111
   A lot more than just breast pumps and/or formula!
   https://www.publichealthmdc.com/family/wic/

**Wisconsin Tobacco QuitLine**  http://ctri.wisc.edu/quitline.htm
   1-800-QUIT-NOW (1-800-784-8669) / Spanish 1-877-266-3863

**Dane County and UWHealth** 5-2-1-0 Resources
   http://healthykidsdane.org/5-2-1-0-resources/
   http://www.uwhealth.org/healthinfo/get-healthy-go-5-2-1-0/42965