The Childhood Obesity Epidemic: Poor Health Habits Threaten the Future of America’s Youth
About this Study

The Childhood Obesity Epidemic: Poor Health Habits Threaten the Future of America’s Youth is based on a survey of more than 1,130 Americans ages 18 and older and 463 healthcare providers representing a variety of specialties and disciplines. The research was conducted in collaboration with Kelton Research using an email invitation and an online survey format.

In the case of individuals, quotas were set to ensure reliable and accurate representation of the total U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.
Americans have been on the leading edge of innovations and inventions for centuries: We have always looked toward the future with developments in science and medicine that benefit generations to come. Our country has provided financial aid and healthcare to many other countries struggling to beat infection and disease. But, sadly, we have missed the boat when it comes to promoting healthy lifestyles in order to beat obesity within our own borders. Instead of better preparing our youth for the future by teaching them the benefits of healthy eating and regular exercise, we have allowed too many of our youth to develop poor lifestyle habits that have resulted in the growing childhood obesity epidemic. The most unfortunate part of this situation is that without changes, the bad habits picked up during childhood will be passed down to future generations, as our children become adults and have children of their own.
According to the Center for Disease Control, obesity has more than doubled in children and tripled in adolescents in the past 30 years. Today, more than a third of children in the U.S. are overweight or obese. This trend is frightening. Just as frightening are the health issues that are direct results of the disease. Obese youth are more likely to have pre-diabetes, high cholesterol, high blood pressure, and psychological issues that can stem from bullying because of their weight. It is time to take a stand and change the path our children are heading down.

As reported by The Childhood Obesity Epidemic: Poor Health Habits Threaten the Future of America’s Youth, healthcare providers are concerned with the overall health of American children. The majority of healthcare providers, 87 percent, believe that childhood obesity is a significant problem in the U.S. This is far more than the amount of Americans (65 percent) who said that childhood obesity is a significant problem. Most Americans attribute this problem to issues that we have control over, including diet and exercise. Eighty-nine percent of Americans believe that diet and exercise, and not genetics, are the biggest causes of childhood obesity. This number is even greater among healthcare providers, as 97 percent feel that diet and exercise are the main contributors to childhood obesity. We must take control of these issues by teaching our children to make better choices such as eating healthier and getting more exercise.

Unfortunately, one of the biggest issues stems from the lack of education provided to children about the health risks associated with obesity and ways to prevent it. Both healthcare providers and parents feel that the lack of education for our youth is contributing to the disease. Nearly four in ten healthcare providers (37 percent) and just over four in ten Americans (41 percent) felt that the lack of education for children about healthy eating choices is a significant problem in the U.S., as reported by The Childhood Obesity Epidemic. Providing this education can begin at home, with parents teaching children about making healthier choices by providing healthier options at mealtimes and for snacks. Many states are also beginning to introduce laws that implement health education in the classroom.

However, this education is not doing enough to promote healthy eating among children. The average American child eats five fast food meals per month, and nearly
one-fifth of American children eat fast food about twice a week, according to The Childhood Obesity Epidemic. With this in mind, it comes as no surprise to see our youth gaining weight. It is time for Americans to incorporate healthy foods into their daily meal plans for their families. It shouldn’t be difficult, as nearly half of Americans already admit they could do a better job of providing healthy food options for their children.

But the question remains: Why aren’t we taking these steps to make our children healthier? It shouldn’t come as a surprise that without being proactive to help our children today, the likelihood of our grandchildren and beyond picking up the same bad habits increases significantly. As reported in a recent TeleVox Healthy World Report, The Obesity Epidemic: Unhealthy Habits Result in a Growing Problem for Americans, 78 percent of Americans said they could benefit from losing weight right now, and more than half of all Americans (52 percent) currently describe their weight as overweight or obese. Adults who deal with obesity face immediate health dangers and the possibility of a shortened life due to the disease. They also risk passing poor lifestyle habits on to their children.

Unfortunately, children who develop unhealthy habits now are more likely to carry on their obesity to adulthood and are at even greater risk for long-term health effects. As reported by the CDC, obese youth are more likely to have risk factors for cardiovascular disease, pre-diabetes, and bone and joint problems. Looking at the long-term effects for obese youth, healthcare providers are concerned with heart disease, Type 2 diabetes, stroke, cancer and osteoarthritis. This is primarily because overweight and obese children are more likely to be obese as adults.

The good news is that there are many steps that can be followed to prepare our children to lead healthier lives. WebMD reported that a child’s total diet and activity level play an important role in determining their weight and overall health. Unfortunately, too many young people have developed a sedentary lifestyle. Couple this with bad eating habits, and you have a recipe for disaster. In fact, the same site reported the average child spends approximately four hours each day watching television. Add into that the growth in popularity of video games and computers, and we are seeing a decline in active lifestyles among our children. As reported by The Childhood Obesity Epidemic, 37 percent of Americans said they could do a better job of encouraging their children to exercise.
In addition to encouraging children to eat better and exercise more, parents have a range of medical resources that provide tips on healthy lifestyles. The Mayo Clinic provides a list of six steps we can take to help our younger generation:

1. **Schedule yearly well-child visits.** Continual conversation—through text messages, email and traditional mail correspondence—will help healthcare providers relay current healthcare tips to their patients.

2. **Set a good example.** Eating healthy and incorporating exercise into daily schedules models positive and healthy behaviors.

3. **Avoid food-related power struggles with your child.** Allow your child choices in the snacks they get, but keep it in moderation.

4. **Emphasize the positive.** Point out the benefits of different foods—talk about the food pyramid, balancing fruits, vegetables and lean meats.

5. **Be patient.** Change can be hard, especially when you are working to change the lifestyle of both you and a child. But keep pushing through the struggle and commit to a healthier lifestyle.

6. **Be responsible about your own weight.** It is hard to encourage youth to be active and healthy when they have overweight adults as role models.

   It is important that our children are provided with positive role models so they can grow up living healthy lifestyles. By exercising and eating healthy as children, Americans will be able to provide future generations with the blueprint needed for a healthier tomorrow.
Communication with Healthcare Providers Can Help Parents Curtail Childhood Obesity

There are many factors, both positive and negative, that can influence a child’s life. These influences range from ads they see on television to their favorite professional athletes. But, ultimately, parents and caregivers are the most influential people in a child’s life. With this in mind, the habits that parents have are likely to be the same habits their children develop. These actions affect children in all aspects of life, including their exercise and eating habits.

Unfortunately, according to The Childhood Obesity Epidemic: Poor Health Habits Threaten the Future of America’s Youth, this is where many parents are not making the grade. While nearly nine out of ten healthcare providers (88 percent) feel their patients could do a better job of managing their children’s weight, just a quarter of parents (23 percent) said that they are worried about their child being or becoming overweight. Additionally, just under a third of parents (32 percent) said that their children could benefit from losing weight right now. Sadly, more than two-thirds of American parents (68 percent) believe that childhood obesity is a significant problem in the U.S. These statistics are alarming because while parents admit to seeing a growth toward obesity among American youth, few parents are concerned with their own children’s weight. This also means parents are less likely to make changes necessary to help their children.

The Center for Disease Control reports that the terms overweight and obese are the results of a “caloric imbalance,” where too few calories are expended in relation to the amount of calories consumed. The CDC also reported that childhood obesity has more than doubled in children and tripled in adolescents in the past 30 years. The spike in childhood obesity rates is a trend that leads to higher risk factors for cardiovascular disease, pre-diabetes, and bone and joint problems. Additionally, The Partnership for a Healthier America—a nonprofit group that brings together public, private and nonprofit leaders to broker meaningful commitments and develop strategies to end childhood obesity—reports that childhood obesity trends could mean that for the first time in history, American children may face a shorter life expectancy than their parents.
While there is a large discrepancy between healthcare providers and parents in the concern over childhood obesity, there is agreement on the cause of obesity: Both healthcare providers and parents agree that poor diet and exercise habits are leading to the decline of our youth's health. *The Childhood Obesity Epidemic* found that 97 percent of healthcare providers and 89 percent of parents believe that poor diet and exercise, and not genetics, are the biggest causes of childhood obesity. Coupling the increase of meals on-the-go in our fast-paced, convenience-driven society with sedentary lifestyles that result in part from advancements in technology, it is no surprise that obesity is a growing problem.

Helpguide.org, a non-profit resource that aims to help Americans resolve health challenges, provides a series of tips to help parents and their families fight obesity, starting at home:

1. **Get the whole family involved.** The best way to fight a battle is with a team. Set a positive example starting with the top of the hierarchy and blend it through the entire family, encouraging everyone else to buy into the healthy lifestyle.

2. **Encourage healthy eating habits.** Make breakfast a priority, cut back on fat, eat dinner at the dinner table and limit dining out. These healthy eating “traditions” will encourage a lifetime of healthy eating.

3. **Be smart about snacks and sweets.** Skip out on soda, fatty lunch meats and ice cream, but keep fresh fruit, low-fat dairy products and fat-free frozen yogurt on hand in a refrigerator or pantry.

4. **Watch portion sizes.** Use smaller dishes, read food labels, and downsize orders when eating out. Each of these will allow you to retrain your appetite and avoid oversized servings.

5. **Get your kids moving.** Play active indoor games, get outside with your child, do chores together, or enroll in sports and activities.

6. **Reduce screen time.** Limit the amount of time children spend in front of a screen—watching television, playing video games, and surfing the internet. Encourage children to develop new hobbies that steer clear of the screens.

7. **Get involved.** Talk to your children, know what is being served in the lunch programs at school, spend time with your children and overcome busy schedules. If children see their parents maintaining healthy lifestyle habits, they will be more likely to successfully follow them.

Following these tips can encourage a healthy lifestyle, but keeping in touch with healthcare providers between check-ups should also be at the top of the list. According to *The Childhood Obesity Epidemic*, 53 percent of parents said they would be interested in and/or happy to receive personalized communication from their children’s doctor between office visits. Additionally, 31 percent of American parents said personalized communications from their children’s doctor between office visits would help them better manage their children’s weight.

Healthcare professionals can help to shine light on the causes of childhood obesity, as well as solutions to aid in reversing and preventing the disease—a common struggle for many Americans. As reported by *The*
Childhood Obesity Epidemic, more than four in ten Americans (42 percent) feel that the lack of education for children about healthy foods is the biggest cause of obesity. Additionally, 34 percent of parents are concerned about their children’s unhealthy eating habits. Still, too many parents have not taken the steps of communicating with healthcare providers to alter this growing trend.

One of the biggest problems reported in The Childhood Obesity Epidemic by American parents is that it has become common for families to eat meals from fast food restaurants. With the on-the-go lifestyle so many Americans live, the quicker the meal, the better. Many times this means pulling through a drive-thru between practices and PTA meetings. In fact, the average American child eats five fast food meals per month, and more than a fifth of American parents (21 percent) said that their children eat fast food about twice per week.

And while this is a quickly becoming the norm, nearly four in ten Americans (39 percent) said that not eating enough healthy foods is the biggest cause of obesity. Because of the lack of healthy options available at fast food restaurants, increased consumption among children is likely to only further increase childhood obesity rates.

Parents need to take an active role in altering the lifestyles of their children. As The Childhood Obesity Epidemic reported, a third (34 percent) of American parents are currently concerned about their children’s unhealthy eating habits, and 32 percent of parents said their child could benefit from losing weight right now. By making a conscious effort and taking an active role, parents can encourage healthier children and a healthier future.
Mothers and Fathers Have Different Roles in the Obesity Battle

One of the greatest gifts in life is becoming a parent. It provides many happy memories: from experiencing the birth of a child, to seeing them light up a stage in a school play and succeed through graduation. However, being a parent also comes with many responsibilities, which differ for mothers and fathers. While fathers are often seen as the disciplinarians and coaches, mothers are often viewed as nurturers. However, both mothers and fathers are responsible for the health of their children, and this is something that needs more attention from many parents as childhood obesity becomes more prevalent.

But the rise in obesity rates among children cannot be attributed to a lack of concern among parents. According to The Childhood Obesity Epidemic: Poor Health Habits Threaten the Future of America’s Youth, 66 percent of mothers and 64 percent of fathers believe that childhood obesity is a significant problem in the U.S., and 34 percent of fathers and 30 percent of mothers feel that their child could benefit from losing weight. Additionally, 34 percent of parents said they are currently concerned with their children’s eating habits. Something has to be done to turn this concern into an active, healthy change in children’s lives.

While both parents are obviously concerned with their children’s health, more times than not it is the mother that holds more responsibility for managing a child’s health. Mothers typically are responsible for managing the healthcare for their families. It is also common for mothers to handle the grocery shopping and meal preparation—both for school lunches and dinner times. However, many women must balance these responsibilities with full-time jobs and other commitments. Since The Childhood Obesity Epidemic reports that 20 percent of mothers feel they could do a better job of providing healthy food options for their children, this balancing act continues to be a struggle in today’s society.
But this doesn’t mean that fathers have no impact on their children’s health. According to a study done by Texas AgriLife Research, fathers’ decisions on food—whether healthy or unhealthy—tend to have a more lasting effect on their children than a mother’s decision. The study, which was conducted over a 15-month period, found that when fathers choose to feed their children unhealthy foods—or eat out at restaurants—it is often seen as a treat. On the contrary, when mothers feed their children on the run, or swing through a drive-thru, it is because they are trying to balance a hectic schedule.

And *The Childhood Obesity Epidemic* supports this theory, as 93 percent of healthcare providers feel that fast food consumption is a significant contributor to childhood obesity. Additionally, 22 percent of fathers (and 21 percent of mothers) feed their children fast food twice per week. Choosing a healthy alternative—packing a lunch ahead of time or making time for healthier meals at home—has to be a conscious effort on the part of parents.

So where can parents turn to get additional help in promoting healthier lifestyles for their children? More men than women feel that communications from their doctor and healthcare provider would help in managing their children’s weight, as reported by *The Childhood Obesity Epidemic*. Fifty-eight percent of fathers, compared with 48 percent of mothers, said they would be happy and/or interested to receive communications from their doctor between visits with tips on managing their child’s weight. Information that healthcare providers can provide include some of the reminders found on the Lets Move! Child website:

1. Provide 1-2 hours of physical activity throughout the day, including outside play when possible.
2. Strive to limit the amount of screen time to just 1-2 hours per day for children over the age of two, including that at child care. Children under age two should not see any screen time.
3. Serve fruits and vegetables at every meal and eat as a family at the dinner table as often as possible.
4. Provide water during meals and throughout the day. Turn to 1% and low-fat milk instead of sugary drinks whenever possible.

22% of fathers

&

21% of mothers

feed their children fast food twice per week.

88% of fathers

&

91% of mothers

believe that poor diet and exercise habits, and not genetics, are the biggest causes of childhood obesity.
The good news is that both fathers and mothers attribute this growth in children’s waistlines to controllable influences: diet and exercise. As *The Childhood Obesity Epidemic* reported, the vast majority of American parents—91 percent of mothers and 88 percent of fathers—believe that poor diet and exercise habits, and not genetics, are the biggest causes of childhood obesity. The sad part about this is that parents aren’t doing enough to help their children out. Forty-seven percent of mothers and 45 percent of fathers report that not eating enough healthy foods is the biggest cause of childhood obesity, and four in ten parents (41 percent of mothers and 40 percent of fathers) said they could do a better job of providing healthy food options for their children. Parents are admitting that they should and could do a better job, but it just isn’t happening often enough.

Taking time to communicate with healthcare providers can help parents tackle childhood obesity. As reported by *The Childhood Obesity Epidemic*, 32 percent of healthcare providers believe that emails with personalized tips from doctors between visits would help their patients better manage their overall life. Healthcare providers can play a big part in helping parents curtail childhood obesity by providing regular feedback and advice necessary to help parents and their children make healthy lifestyle choices.

When fathers choose to feed their children unhealthy foods—or eat out at restaurants—it is often seen as a treat.
There was a time when obesity in children was rare. It was more common to see a child being pried away from outdoor pick-up activities to eat dinner than from a video game. And the Midwest is no exception when looking specifically at the health effects and increase in childhood obesity because of changes in lifestyles and habits among children. As reported by the Center for Disease Control, nearly every state in the Midwest has obesity rates between 10-14 percent for school-aged children.

Something has to be done to control this disease, which is quickly becoming an epidemic. According to *The Childhood Obesity Epidemic: Poor Health Habits Threaten the Future of America’s Youth*, 66 percent of Midwesterners believe that childhood obesity is a significant problem in the U.S. In the same breath, 43 percent of Midwesterners said they could do a better job of providing healthy food options for their children and 37 percent said they could do a better job of encouraging their children to exercise.

The fact that parents are showing a desire to encourage better eating and exercise habits is a step in the right direction. In fact, *The Childhood Obesity Epidemic* reports that 92 percent of Midwesterners—higher than any other region—believe that poor diet and exercise habits, and not genetics, are the biggest causes of childhood obesity. By taking steps to provide healthier food options and encouraging more of an active lifestyle, Americans can help combat childhood obesity.

10–14% obesity rate for school-aged children in the Midwest

Luckily, the Midwest is taking steps to fight childhood obesity. According to *The Council of State Governments*, new state laws have been enacted to combat this growing problem at the school level. Every state in the Midwest requires health education in elementary schools, thanks to comprehensive laws enacted first by Minnesota and Ohio. Additionally, Illinois, Indiana, North Dakota and Ohio require physical activity and recess. Illinois, Indiana and Nebraska also reduce access to unhealthy foods (such as vending machines). These simple steps, which are now government-mandated, are helping to reduce obesity rates in the Midwest.

66%

Midwesterners who believe that childhood obesity is a significant problem in the U.S.

43%

Midwesterners who say they could do a better job of providing healthy food options for their children
And as *The Childhood Obesity Epidemic* reported, Midwesterners lead all regions with 50 percent saying that text messages with personalized tips from doctors between visits could help manage children’s weight. In addition, the region also leads the U.S. with 45 percent of Midwesterners saying that the lack of education for children about healthy eating choices is a significant problem. Education from healthcare providers, including feedback and tips sent between visits, can provide an advantage to Americans working to combat this disease.

**50%**
Midwesterners who say that text messages with personalized tips from doctors between visits could help manage children’s weight

**45%**
Midwesterners who say that the lack of education for children about healthy eating choices is a significant problem

Education from healthcare providers, including feedback and tips sent between visits, can provide an advantage to Americans working to combat obesity.
The South

According to ABC News, Southeastern youngsters are the most likely out of any region to be overweight or obese. This can be attributed in part to Southern comfort foods, which often contain a high amount of calories and saturated fat. It can also be attributed to sedentary lifestyles, which are becoming more prevalent across the entire country. Furthermore, 54 percent of Southerners describe their weight as obese or overweight, a number second only to the Midwest, as reported in the TeleVox Healthy World Report, The Obesity Epidemic: Unhealthy Lifestyle Habits Result in a Growing Problem for Americans. If parents are living unhealthy lifestyles, how can we expect children not to follow their example?

The good news is that Southerners are prepared to do something about the growing childhood obesity problem. As reported by The Childhood Obesity Epidemic: Poor Health Habits Threaten the Future of America’s Youth, 88 percent of Southerners believe that poor diet and exercise habits, and not genetics, are the biggest causes of childhood obesity. And Southerners believe there are ways to work through this. Forty-four percent of Southerners, the highest of any region, said they could do a better job of providing healthy food options for their children. In addition, 42 percent of Southerners, again the highest of any region, said they could do a better job of encouraging their children to exercise.

For many, this is going to require a dramatic change in lifestyle. According to The Childhood Obesity Epidemic, 40 percent of Southerners feel the lack of education for children about healthy eating choices is a significant problem. By putting money and resources into funding programs that educate children about obesity and how to prevent it, Americans will be better preparing children for
Additionally, the U.S. Department of Health and Human Services suggests ways that neighborhoods and communities can help parents reduce the prevalence of obese and overweight youth:

- Provide increased opportunities for physical activity by improving trail systems and creating bike paths, playgrounds, and recreational facilities.

- Increase development of grocery stores and farmers’ markets that provide healthy alternatives at reasonable prices.

- Enhance program resources to help monitor and prevent obesity.

Since *The Childhood Obesity Epidemic* reported that 62 percent of Southerners believe that childhood obesity is a significant problem in the U.S., it is time to start taking these steps to protect our children and their futures.

88% of Southerners believe that poor diet and exercise habits, and not genetics, are the biggest causes of childhood obesity.
The Northeast

The Northeast region is known for its climate: varying between beautiful summers and frigid winters. Exercise is promoted throughout the region thanks to the numerous trails and bike paths that wind through nature. Not only does this make the beautiful scenery more accessible, but it provides the cheapest form of exercise for Northeasters. Couple this with numerous seafood ports and the accessibility to fresh food, and it is no surprise that Northeasters sit among the lowest of any region in childhood obesity rates.

As reported by The Childhood Obesity Epidemic: Poor Health Habits Threaten the Future of America’s Youth, more than half of Northeasters (65 percent) believe that childhood obesity is a significant problem in the U.S. Eighty-nine percent of the region believes that diet and exercise, controllable factors, are the biggest causes of childhood obesity. And since Northeasters are surrounded with many environmental resources, parents and adults in the region can help lower childhood obesity rates by simply encouraging their children to be outside more often.

Just over a third of Northeasters—37 percent—said they could do a better job of encouraging their children to exercise. And The Childhood Obesity Epidemic reports that 38 percent of Northeasters said they could do a better job of providing healthy food options for their children. Mixing in plenty of fruits, vegetables, and lean meats into children’s diets is a good way to stay on the right track. Unfortunately, Northeasters lead all regions with 22 percent of children in the region eating fast food twice per week. Since most options at these restaurants are not healthy, consuming less fast food meals could have a drastic impact on lowering childhood obesity rates.
Unfortunately, Northeasterners lead all regions with 22% of children in the region eating fast food twice per week.

This is where healthcare providers can help. *The Childhood Obesity Epidemic* reports that 22 percent of Northeasterners feel that text messages with personalized tips from doctors between visits could help them manage their children’s weight. Receiving this support from healthcare providers can help both young and old in their fight against obesity.
The West

Healthy, and non-healthy, food choices have consequences. When Americans eat healthy, our body runs like a well-oiled machine. Unfortunately, when we put the wrong types of food in our body, and don’t exercise on top of that, we face issues. These can run from obesity, to sleepless nights, or even significant ailments, such as heart disease. Teaching children healthy lifestyle habits must be a concern of adults in all regions. However, according to *The Childhood Obesity Epidemic: Poor Health Habits Threaten the Future of America’s Youth*, 67 percent of Westerners, the most of any region, feel that childhood obesity is a significant problem in the U.S.

It is well known that obesity contributes to many health conditions. The United States Center for Health Affairs reports overweight and obese children face numerous health conditions because of the excess weight they carry on their bodies. Chronic conditions including diabetes, asthma and certain types of cancer predominately affect adults; however, in recent years, more and more children have been diagnosed with these diseases.

The good thing is that Westerners are ready and willing to take the steps necessary to combat these unhealthy issues. As reported by *The Childhood Obesity Epidemic*, 27 percent of Westerners feel that text messages with personalized tips from doctors between visits could help manage their children’s weight. Additionally, looking at the diet that we are feeding our children can assist in this fight. Thirty-four percent of Westerners said they could do a better job of providing healthy food options for their children, and 31 percent of Westerners said they could do a better job of encouraging their children to exercise.

Many Westerners believe that healthy food options, and the exercise that children get, are the keys to combating childhood obesity. Ninety percent of Westerners, second most to Midwesterners, feel that diet and exercise and not genetics are the keys to childhood obesity. Unfortunately, 38 percent of Westerners do not feel that youth have the proper education about healthy eating choices, making it a significant problem in the U.S.

In addition to turning to healthcare providers for answers, children can also benefit from curriculum that aids in helping them make healthy choices. The Leadership
for Healthy Communities, an organization dedicated to advancing support for healthy eating and active living, reports three steps to help children control their weight by increasing access to healthy foods and incorporating nutrition into school curriculum:

- Ensure that students have appealing, healthy food and beverage choices in schools.
- Support farm-to-school and school garden programs.
- Implement a standards-based health education program taught by teachers certified specifically in health education.

Incorporating these steps into our children’s everyday lives will help win the fight against childhood obesity, both in the West and across the nation.

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A healthy world, while global by definition, actually happens one person at a time. It is driven by forward-thinking healthcare practitioners who understand their involvement is critical to ensuring a healthy population.

The Healthy World initiative, launched by TeleVox, aims at helping people — young and old — be healthy!

Three imperatives for creating a healthy world — one person at a time

1. Touch the hearts and minds of patients to drive positive behavior change.
2. Engage patients with information and encouragement between visits.
3. Activate patients to make positive behavior changes for a healthier life.

The driving force behind the goal of creating a healthy world are the healthcare professionals who take the time to engage patients with personalized, thoughtful, ongoing communications that encourage and inspire them to embrace and follow ongoing treatment plans.

They know every communication with a patient — including those that take place between office visits — is an opportunity to help that person understand the importance of good habits like nutrition, physical activity, taking their medications as prescribed and following new treatment recommendations. Engaging patients and their families between visits through proactive, relevant communications helps them to wake up and stay focused on positive behavior changes is the way to create a healthy world — one patient at a time.
About TeleVox

TeleVox is a high-tech Engagement Communications company, providing automated voice, email, text and web solutions that activate positive patient behaviors through the delivery of technology with a human touch.

Since 1992, TeleVox has been creating a comprehensive approach that breaks through and motivates people to live healthy lives. At TeleVox, we understand that touching the hearts and minds of patients by engaging with them between healthcare appointments will encourage and inspire them to follow and embrace treatment plans. We know personalized, ongoing patient engagement will activate positive lifestyle changes. TeleVox helps healthcare professionals touch, engage and activate every unique patient to lead healthy lives.

TeleVox. High-tech, human touch to create a healthy world — one patient at a time.
Our Healthy World Initiative utilizes ethnographic research to uncover, understand and interpret the patient point-of-view when it comes to managing their health. We focus on studying how people interact with healthcare providers and how they behave between doctor visits. As part of this program, TeleVox delivers research reports that provide healthcare professionals with timely insight for helping patients make healthy changes in their lives, follow treatment plans, and take accountability for improving their personal health.