

The proven program that empowers children and teens to make healthy food choices.

\$14.3 billion

Total annual healthcare costs associated with childhood obesity.¹



1 in 3

children aged 2-19 in the U.S. have obesity or are considered overweight.²

Impact of childhood obesity

Obesity cost (child)

- \$3,700 annual healthcare costs on private insurance³
- \$6,700 annual healthcare costs on Medicaid³
- \$10,789 with type 2 diabetes⁴

Long-term impact

- New cases of type 2 diabetes growing 7% annually in children aged 10-19⁵
- 80% of youth with obesity continue to have obesity in adulthood⁷
- Average medical claims cost for adults with obesity is two times that of their healthy weight counterparts⁴

Health system stress

Compared to children without, children with obesity have:

3.7x

higher rate of hospitalization⁴

1.8x

higher rate of physician visits⁴

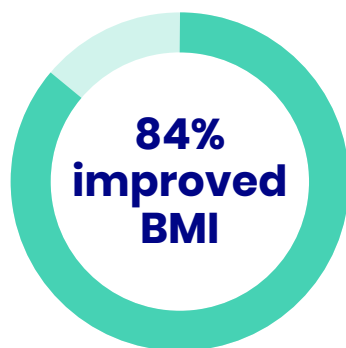
290%

more behavioral health visits⁴

2x

the amount of mental healthcare utilization⁶

Kurbo efficacy



In a study of 1,120 children (with a mean age 12 years, mean BMI percentile of 96.6, and over two-thirds with obesity), **84% of children improved their BMI percentile status** (on average, children experienced a 5.22 point drop in BMI).⁸

Upon completing the Kurbo program, **86% of parents** reported that their children/teens were confident that they would continue their positive changes.⁹

Citations

¹ Cawley J. The economics of childhood obesity. Health Aff (Millwood). 2010;29(3):364-371.

² Fryar CD, Carroll MD, Ogden CL. Prevalence of overweight, obesity, and severe obesity among children and adolescents aged 2-19 years: United States, 1963-1965 through 2015-2016. CDC National Center for Health Statistics, Division of Health and Nutrition Examination Surveys. Health E-Stats. September 5, 2018.

³ Marder WD. Childhood Obesity: Costs, Treatment Patterns, Disparities in Care and Prevalent Medical Conditions. Thompson Medstat Research Brief 2006.

⁴ Sepulveda MH, Tait F, Zimmerman E, Edington D. Impact of Childhood Obesity on Employers. Health Affairs 2010;29(3).

⁵ Mayer-Davis EJ et al. Incidence trends of type1 and type 2 diabetes among Youths, 2002-2012 N Engl J Med 2017;376:1419-1429.

⁶ Wijiga AH et al. Healthcare utilization and expenditure of overweight and non-overweight children. J Epidemiol Community Health. 2018 Oct;72(10): 940-943 Data on file. Based on survey results, 272 responders.

⁷ Simmonds M, Llewellyn A, Owen CG, Woolacott N. Predicting adult obesity from childhood obesity: a systematic review and meta-analysis. Obesity Rev 2016;17:95-107.

⁸ Result from an independent analysis by Alexandra Hanlon, PhD, Director, Center for Biostatistics and Health Data Science and Professor of Practice at Virginia Tech of the data set from Cueto V, Wang CJ, Sanders LM. Impact of a mobile app-based health coaching and behavior change program on participant engagement and weight status of overweight and obese children: retrospective cohort study. JMIR Mhealth Uhealth 2019;7(11):e14458.

⁹ Kurbo participant exit survey, completed by parents.