



FOR IMMEDIATE RELEASE  
June 13, 2005

CONTACT:  
Bobby Peña, 916-440-0980  
[bpena@bpcubed.com](mailto:bpena@bpcubed.com)

## **Health Plan Association Hosts Second Obesity Seminar**

*Industry experts address innovations in obesity management and prevention*

- WHO:** The California Association of Health Plans (CAHP) is pleased to present their second Technical Seminar on Obesity. The seminar will include a wide array of presentations from many organizations including the Surgical Review Corporation, the California Food Policy Advocates, Latino Health Access and from health plan representatives from Blue Cross, Blue Shield and Chinese Community Health Plan. The event is part of CAHP's 2005 Technical Seminar Series, and is sponsored by American Specialty Health.
- WHAT:** Health care professionals throughout the state will convene to learn about statewide obesity management projects and weight management programs. Additionally, CAHP staff will present an overview of the CAHP Obesity Initiative, which includes the development of consensus guidelines for bariatric surgery treatment created in a collaborative effort with bariatric surgeons and centers from throughout California and a user friendly provider tool kit.
- WHEN:** Tuesday, June 14, 2005  
8:00 a.m. to 4:30 p.m.
- WHERE:** Sheraton Grand Sacramento  
1230 J Street  
Sacramento, CA 95814
- WHY:** Obesity is one of the fastest growing diseases in the country. The latest data from the National Center for Health Statistics shows that 30 percent of U.S. adults 20 years of age and older, over 60 million people, are obese. Additionally, the percentage of young people who are overweight has more than tripled since 1980. Among children and teens aged 6-19 years, 16 percent (over 9 million young people) are considered overweight. Overweight and obese Americans are at risk of developing many diseases and health conditions including: Hypertension, Dyslipidemia, Type 2 diabetes, Coronary heart disease, Stroke, Gallbladder disease, Osteoarthritis, Sleep apnea and respiratory problems, and some cancers (endometrial, breast, and colon). Obesity is seen as one of the driving factors in diminishing health care and health care costs for an individual.

\*\*For more information on the CAHP Obesity Initiative contact Bobby Pena at (916) 440-0980.

###

Established in March 1985 in Sacramento, CA, the California Association of Health Plans is a statewide trade association representing 35 Knox-Keene licensed health plans that provide health coverage to more than 21 million Californians. The Association's mission is to improve the health of California's communities by promoting the growth of health plans dedicated to providing high quality, affordable, accessible health care to their members.