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Campaign to End Obesity Action Fund Congratulates First Lady on Second Year of 'Let's Move!'

(Washington, DC) As First Lady Michelle Obama's Let's Move! Campaign celebrates its anniversary today, the Campaign to End Obesity Action Fund applauds a second year of accomplishments in the effort to reverse the obesity epidemic.

"Since Let's Move! launched two years ago, we've seen positive changes in the way that communities, industry, Congress and the Administration work together to get America on track to a healthy weight," said Stephanie Silverman, cofounder of the Campaign to End Obesity Action Fund. "These efforts come at a most urgent time. As obesity's costs to our health care system continue to mount, Let's Move! is a critical leader in working to give our kids and our economy a better shot at long-term health."

Today, nearly a third of children are overweight or obese, and rates of childhood obesity have more than tripled in the past 30 years, according to the Centers for Disease Control. Additionally, obesity-related health care spending stands to create a legacy of crippling costs for the next generation. In 2009, obesity-related conditions accounted for 9.1 percent of all medical spending, up from 6.5 percent in 1998 — a 40 percent increase.

The Campaign to End Obesity Action Fund has long-shared several key priorities of the Let's Move! initiative, including making more nutritious foods more accessible and affordable for our nation's families. One significant step towards achieving this goal can be seen in the passage of the Healthy, Hunger-Free Kids Act—a measure the Campaign Action Fund strongly and actively supported.

As a result of this achievement, real change is now occurring: Healthier foods are being made more available throughout school campuses and less nutritious options are being reduced for 32 million U.S. schoolchildren daily. As the U.S. Department of Agriculture (USDA) works to implement the changes, children throughout the U.S. will benefit from the first major upgrade in school meal standards in more than 15 years.

Additionally, the Campaign to End Obesity Action Fund has shared the First Lady's support for screening for body mass index (BMI). BMI screening and tracking allows parents to know if their children are at a healthy weight — a needed first step in preventing or reversing obesity. The Campaign to End Obesity Action Fund has continually urged Congress to support BMI and body composition screening through all

available measures and supported provisions in the Affordable Care Act to require new health insurance plans to cover screening for childhood obesity and counseling from doctors. Also, through the efforts of Let's Move!, the American Academy of Pediatrics and the American Academy of Family Physicians have pledged to have 100% of their doctors screen for BMI.

“Unless concrete changes—such as those championed by the First Lady—are realized at every level of our society, the obesity epidemic will follow our children throughout their lives,” added Silverman. “The Campaign to End Obesity Action Fund looks forward to continuing to work with the Administration to create a better future for the next generation.”

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About the Campaign to End Obesity Action Fund

The Campaign to End Obesity Action Fund is dedicated to federal policy changes that can reverse one of America's costliest diseases. The Campaign convenes leaders from industry, academia, public health and associations to speak with one voice for measures to reverse the obesity epidemic and promote healthy weight in children and adults.