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Campaign Names Children's Hospital VP to Board of Directors

WASHINGTON DC, The Campaign to End Obesity today announced the addition of Jeff Poltawsky to its Board of Directors. Poltawsky, who is vice president and the administrator for the American Family Children's Hospital at the University of Wisconsin in Madison, brings significant expertise from both public health and community perspectives.

Prior to joining American Family Children's Hospital, Poltawsky served as administrator at Peyton Manning Children's Hospital at St. Vincent Health, Indianapolis Region. Additionally, Poltawsky has served as director of community health development and advocacy at Children's Healthcare of Atlanta, where he was responsible for creating, implementing and evaluating strategy to improve the health status of Georgia's children in the areas of childhood injury, illness and obesity prevention.

"Jeff has long been on the frontlines of efforts to treat and prevent childhood obesity from the local level," said Karen Licitra, Campaign Board Chair and Company Group Chairman and Worldwide Franchise Chairman for Ethicon Endo-Surgery. "He brings invaluable insights to our Board, having worked hand-in-hand with clinicians and community members who deal every day with the dramatic physical, emotional and financial costs of childhood obesity."

"I am honored to join the Campaign to End Obesity's Board of Directors," said Poltawsky. "At a time when obesity threatens to impose shorter, sicker lives on our children than any generation before, we must actively pursue solutions to get America on track to a healthy weight. I look forward to collaborating with my colleagues in public health, academia and industry as we work to reverse this dangerous epidemic."

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About the Campaign to End Obesity

The effects of the nation's obesity epidemic are immense: taxpayers, businesses, communities and individuals spend hundreds of billions of dollars each year due to obesity, including an estimated \$168 billion in medical costs. By bringing together leaders from across industry, academia and public health with policymakers and their advisors, the Campaign to End Obesity provides the information and guidance that decision-makers need to make the changes necessary to reverse one of the nation's costliest and most prevalent diseases.