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Fit For LIFE Act Targets Childhood Obesity *Campaign Applauds Measure to Serve At-Risk Communities*

(Washington D.C.) Taking on a key culprit of poor health and mounting health care costs in underserved communities, Representative Marcia Fudge (D-OH) today introduced the Fit for LIFE Act. The measure—strongly supported by the Campaign to End Obesity Action Fund—improves access to nutritious foods; advances obesity prevention and treatment in adults and children; and encourages physical activity in low income and minority populations, which are disproportionately affected by the obesity epidemic.

“The longer our children go without the tools they need to get healthy and stay healthy, the more costly and cumbersome our road will be to managing the nation’s health care spending,” said Stephanie Silverman, a founding director and senior advisor to the Campaign Action Fund. “Reforms like those in the Fit for LIFE Act will help us attack this epidemic from both a prevention and treatment standpoint, giving our kids—particularly those most at risk—a fair shot at a long and healthy life and our nation a better chance of fiscal recovery.”

In just one generation, childhood and adolescent obesity rates have almost tripled, and today one in seven low-income, preschool-aged children is obese according to the CDC. Additionally, among the nearly one third of U.S. children and adolescents who are overweight or obese, several populations suffer disproportionately. For example, 38 percent of Mexican-American children and 34.9 percent of black children ages 2 to 19 are overweight or obese, compared with 30.7 percent of white children in the same age bracket, according to the Robert Wood Johnson Foundation.

Meanwhile, overweight adolescents have a 70 percent chance of becoming overweight or obese adults. Currently, America faces \$168 billion in annual medical costs associated with obesity—more than twice what it was paying only a decade ago. Absent reforms, obesity-related medical costs could double again by 2018, according to a recent McKinsey report.

This legislation takes aim at reversing these trends by eliminating food deserts, creating structures for nutrition counseling, expanding Medicare, Medicaid and SCHIP coverage for obesity prevention and treatment services, revitalizing community spaces that can be used for physical activity programs, and promoting active lifestyles by creating safe routes for walking and biking, among other provisions.

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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.