



Washington DC, November 3, 2011 --Today, Rep. Ron Kind (WI) and Sen. Mark Udall (CO) introduced House and Senate versions of the Healthy Kids Outdoors Act, a bill that would support state, local and federal strategies to get kids moving and increase physical activity in the outdoors. The measure was introduced largely in response to increasingly sedentary lifestyles in the United States and growing rates of obesity among children and adolescents — nearly one in three of whom are now overweight or obese.

Recent studies have shown that children between the ages of 8 and 18 spend half as much time outdoors as they did 20 years ago, instead devoting nearly 8 hours to entertainment media each day. 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—including those to help get Americans moving—obesity-related medical costs could double again by 2018, according to a recent McKinsey report.

“Children today are spending less time outdoors than any other generation in history,” said Rep. Kind in a statement. “To tackle alarming childhood obesity rates and encourage healthy lifestyles, we must encourage our kids to get active, especially outdoors.”

“I introduced the Healthy Kids Outdoors Act, along with my House colleague Rep. Ron Kind, to help Americans, especially kids, connect with healthy, active, outdoor activities,” said Sen. Udall. “Connecting with the outdoors is an excellent way to promote good physical and mental health and bolster America’s conservation legacy.”

More information may be found [here](#).

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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.