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Campaign to End Obesity Action Fund and Partners Applaud Rep. Kind on Introduction of Comprehensive Obesity Legislation

(Washington, DC) In recognition of the importance of a multi-faceted approach to combatting obesity in American children and adults, Representative Ron Kind (D-WI) today introduced legislation offering a wide-array of options to address America's obesity epidemic. The measure, the Healthy CHOICES Act of 2012, is an updated version of comprehensive legislation introduced by Rep. Kind in 2010 and adopts a needed all-of-the-above approach to addressing obesity in America.

The Campaign to End Obesity Action Fund and its many allies and partners commend the measure, which reflects many of the needed policies to combat obesity. Key elements of the proposal include facilitating access to a wide-array of preventive and interventional options for Americans with obesity or at risk of becoming obese, options to improve access to and the availability of safe places for physical activity, and other options aimed at facilitating healthy lifestyle choices in all walks of life.

"Americans recognize that obesity is an urgent health problem facing the nation and they want to see thoughtful, innovative measures to address this health crisis. The Healthy CHOICES Act recognizes what health experts have been advocating -there is no single 'silver bullet' to combatting this public health epidemic, We are thrilled that Representative Kind introduced a comprehensive bill to combat this crisis," said Action Fund Senior Advisor Stephanie Silverman. "Obesity imperils the health of adults and children and has dire consequences for our national security, competitiveness and security. The Healthy CHOICES Act provides a solid framework from which we can build upon as we continue our fight.

The Healthy CHOICES Act focuses on five different areas of impact, including:

- Prevention and Treatment of Obesity in Adults and Children;
- Improving Access to and Opportunity for Physical Activity for Adults and Children;
- Improving Access to Nutritional Information and Healthy Foods;
- Realigning Transportation Policy to Promote Healthy Lifestyles; and

- Research and Assessment Tools

The Campaign to End Obesity Action Fund along with its allies and partners strongly support this legislation and urge other Members of Congress to help advance the Healthy CHOICES Act.

“We look forward to working with Congress on this and other policy proposals to help Americans live longer and healthier lives,” said Silverman.

The following organizations have signed on to the above statement:

***Campaign to End Obesity Action Fund
American Council on Exercise
American Heart Association
American Hiking Society
American Society for Metabolic and Bariatric Surgery
American Society of Bariatric Physicians
Eisai Inc.
Healthcare Leadership Council
International Health, Racquet, and Sportsclub Association
Johnson & Johnson
National Coalition for Promoting Physical Activity
National Recreation and Park Association
Obesity Action Coalition
Sports & Fitness Industry Association
The Obesity Society
United States Soccer Foundation
University of Wisconsin American Family Children’s Hospital
Vivus, Inc.
YMCA of the USA***

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About the Campaign to End Obesity Action Fund

Today, two-thirds of U.S. adults and nearly one in three children struggle because they are overweight or have 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. In fact, because of skyrocketing rates of obesity, the current generation of U.S. children are – for the first time ever – projected to have a shorter life expectancy than their parents.

The Campaign to End Obesity Action Fund advocates for changes in federal policy that will enable more Americans to eat healthy and be active, as well as those that provide

appropriate medical treatment for patients. In its work, the Campaign to End Obesity Action Fund convenes leaders from across industry, academia, patient and disease communities and public health to speak with one voice for measures to reverse the obesity epidemic and promote healthy weight in children and adults.