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

(Washington, DC) As First Lady Michelle Obama's Let's Move! Campaign celebrates its one-year anniversary Wednesday, The Campaign to End Obesity Action Fund applauds a robust year of programmatic and legislative accomplishments that have been furthered by the effort.

"In the year since Let's Move! was launched, we are seeing positive changes in the way industry, Congress and the Administration are collectively responding to get America back on track to a healthy weight, and reduce the economic burden caused by America's obesity epidemic," said Steve Mulder, Government Relations Director of the Campaign to End Obesity Action Fund. "While we can all acknowledge that much work remains to be done, it is evident that the First Lady has been a champion of efforts to make good nutrition more affordable and accessible to children and families — something that's vital not only to our individual health, but also to our economy."

Obesity is one of America's costliest diseases, with two thirds of adults and nearly one in three children overweight or obese. Annually, Americans spend \$168 billion in medical costs associated with obesity, and within the next decade, it is estimated that nearly one of every five dollars we spend on healthcare will be attributable to obesity and obesity-related conditions. Additionally, Medicare is projected to payout nearly \$75 billion for diabetes care alone by 2019.

Since the 2010 launch of Let's Move!, the First Lady has shared many of the Campaign to End Obesity Action Fund's top priorities, encouraging policymakers at the national, state and local levels, as well as several private sector groups, to increase the availability and accessibility of nutritious foods, promote nutrition awareness and integrate safe places to walk and play into our nation's infrastructure.

One of the top priorities of the Let's Move! Campaign was realized in the December passage of the Healthy, Hunger-Free Kids Act, long-overdue and much needed legislation to increase funding for nutritious school meals, update nutritional standards, increase reimbursement for federal school lunches and promote overall wellness through better nutrition and increased physical activity. This measure was also strongly supported by the Campaign to End Obesity Action Fund.

Additionally, the First Lady also announced the findings of the interagency Childhood Obesity Task Force report, whose 70 specific recommendations reflect many of the Campaign to End Obesity Action Fund's top priorities, from: giving health care professionals the tools to treat obesity as a disease; to preventing and treating obesity by screening BMI and body composition in adults and children; aligning federal food programs with nutritional guidelines and making healthy foods affordable and accessible to those most at risk; and making it easier for Americans to be active and fit, including as a means of transportation.

“Without question, Let’s Move! has been a strong force in encouraging both private and public sector initiatives to turn the tide on the obesity epidemic,” said Mulder. “And while there is still a great deal of work to be done, absent such steps to raise awareness and make healthy choices more available and more accessible to more Americans, we will continue to see our children develop more than 60 related chronic illnesses, from heart disease, to diabetes, to hypertension and even cancer. The Campaign to End Obesity Action Fund applauds the First Lady and looks forward to continuing our work with our partners and the Let’s Move! Campaign to reverse this epidemic.”

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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.