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## **Campaign to End Obesity Applauds Bicameral Introduction of the FIT Kids Act**

**Washington, D.C.** (May 23, 2013) – The Campaign to End Obesity today applauded the introduction of the Fitness Integrated with Teaching (FIT) Kids Act. The legislation, introduced in the Senate by Chairman Tom Harkin (D-IA) and Congressmen Aaron Schock (R-IL) and Ron Kind (D-WI) in the House of Representatives, aims to combat childhood obesity and promote physical education and activity. The legislation’s introduction coincides with the release of a new Institutes of Medicine (IOM) report, *Educating the Student Body: Taking Physical Activity and Physical Education to School*, highlighting the value of physical activity in schools.

Nearly one in five children or adolescents have obesity and the lack of physical activity is one of the main drivers for skyrocketing rates of obesity in the United States. Contributing to the problem is that only 4 percent of elementary schools, 8 percent of middle schools, and 2 percent of high schools offer daily physical education during the school year. The FIT Kids Act would provide states the tools to measure levels of physical education and activity during the school day as well as develop comprehensive, evidence-based programs to enhance students’ health and well-being.

“Too few children achieve the recommended levels of physical activity. Shockingly, parents oftentimes have little or no knowledge that students receive almost no physical activity in schools,” said Stephanie Silverman, founding board member of the Campaign to End Obesity. “To help address skyrocketing rates of child and adolescent obesity in the United States, the FIT Kids Act would provide for the development and implementation of physical education and activity programs in schools. We applaud Senator Harkin and Representatives Schock and Kind for their leadership in introducing legislation to serve this vital need.”

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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. For more information about the Campaign's work, visit [www.obesitycampaign.org](http://www.obesitycampaign.org) or call 202-466-8100.