



### **Campaign to End Obesity Recognizes September as Childhood Obesity Awareness Month**

**(Washington, DC)**-- As beach towels are being traded in for text books, September marks not only the end of the dog days of summer but the **4<sup>th</sup> Annual Childhood Obesity Awareness Month**. With nearly one in five children and teens suffering from obesity, this month highlights the significant role our nation plays in ensuring that youth across the country develop life-long healthy living habits.

In July, the Campaign to End Obesity was encouraged by a report released by the Centers for Disease Prevention (CDC) which demonstrated progress in reducing rates of obesity in preschool aged children in 19 states, after decades of rising obesity rates. This progress can be credited, in part, to the work of policymakers like Representative Marcia Fudge (D- OH) who are working tirelessly to establish federal policy to improve access to nutrition and physical activity for our children, particularly those in underserved communities.

In recognizing September as Childhood Obesity Awareness Month, Rep. Fudge said, "When children have greater access to whole grains, fresh fruits and vegetables, they are much more likely to include more healthy foods in their diets. When children can exercise during the school day or run, jump and play in safe neighborhoods, they are developing habits that can lead to healthier lifestyle choices," said Rep. Fudge. She went on say, "Few things are more important than giving our children, our future, the building blocks they need to be the best they can be. I am confident that if we remain committed to working with community partners to- raise awareness and engage our families we can reverse the tide of childhood obesity in a generation."

Despite recent progress, however, there is still much work to be done. School-aged children consume 10 percent more calories per day than their peers did three decades ago and less than 15 percent of them walk or bike to school compared to 41 percent in 1969. As a result, an increasing number are being diagnosed with chronic diseases such as Type 2 diabetes, hypertension and cardiovascular disease. It is our hope that policymakers, doctors, educators and parents, take this month to reaffirm their commitment to work more broadly, more consistently, and more aggressively to continue to combat childhood obesity.

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### **About the Campaign to End Obesity Action Fund**

By bringing together leaders from across industry, academia and public health with policymakers and their advisors, the Campaign to End Obesity Action Fund advocates for policies needed combat obesity and to reverse one of the nation's costliest and most prevalent diseases.

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