



805 15th Street, NW, Suite 650, Washington, DC 20005
202-466-8100 • www.obesitycampaign.org

For Immediate Release

March 13, 2013

Media Contact

Jon Sender: (202) 466-8700 or (608) 235-3705 (cell)

Campaign Applauds Legislation To Regularly Update Physical Activity Guidelines for All Americans

Bipartisan Bill Aims to Help Americans Increase Physical Activity in Daily Life

WASHINGTON DC – The Campaign to End Obesity today applauded bipartisan legislation to regularly update physical activity guidelines based upon evidence from medicine and science. Senators Tom Harkin (D-IA) and Roger Wicker (R-MS) introduced the “Physical Activity Guidelines for Americans Act” late Tuesday. Harkin chairs the Senate Health, Education, Labor and Pensions Committee. The legislation establishes a ten-year cycle for review and publication of guidelines based on the most recent and best scientific evidence and medical knowledge. Midway through each cycle, a second report would highlight “best practices and continuing issues in the physical activity arena.” Currently, Congress is required to update nutritional guidelines every five years. This legislation creates a process for regularly updating guidelines regarding physical activity depending on the most recent and best evidence-based data.

Late last week, a new mid-course report from the President’s Council on Fitness, Sports & Nutrition and the Office of Disease Prevention and Health Promotions compiled evidence demonstrating that the levels of physical activity among all Americans remains low and declines dramatically during adolescence. Congress does not require reports similar to last week’s findings.

“This legislation could not come at a more vital time, said Stephanie Silverman, co-founder of the Campaign to End Obesity Action Fund and a member of its Board of Directors. Silverman noted that the Campaign has been a longtime supporter of policies that expand opportunities for Americans to live physically active lifestyles. Among the strategies advocated by the Campaign is to present daily physical activity similar to that of the food pyramid used for federal nutritional guidelines.

“We know that the benefits of a physically active lifestyle help children and adults live healthier lives and consequently, endure lower health care costs,” said Silverman. “Providing Americans with the information and tools they need to reverse the obesity epidemic is essential to instill the lifelong benefits of physical activity.”

###

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.