

Let's Move!

First Lady Michelle Obama's campaign to solve the epidemic of childhood obesity

This information is being put together for the CCU Health and Wellness team in response to a question about what Michelle Obama's "Let's Move" campaign will be focusing on with the idea of piggy-backing on what they're doing at the federal level.

Let's Move! has an ambitious but important goal: to solve the epidemic of childhood obesity within a generation. The "Let's Move" website is www.letsmove.gov. This effort puts together a task force with the following goals in mind:

- Provide optimal coordination with groups from the private, not-for-profit, governmental sectors and others to:
 - Inform parents about nutrition and exercise
 - Improve the quality of food in schools
 - Make healthy foods more affordable and accessible for families
 - Focus on more physical education
 - The American Academy of Pediatrics, in collaboration with a broader medical community, will educate doctors and nurses across the country about obesity, ensure they regularly monitor your child's [Body Mass Index](#).
- Reauthorize the Child Nutrition Act (<http://www.schoolnutrition.org/Content.aspx?id=2402>) that would affect the following programs:
 - Summer Food Service Program
 - Child and Adult Care Food Program
 - State Administrative Expenses
 - Special Nutrition Programs for WIC
- **Let's Move start up tools** – scheduled to be available this spring

Facts:

- 1 in 3 kids in the U.S. are overweight or obese. (The closest measure we have for Carroll County is 33% in the Mount Washington Valley.)
- This results in the expense of \$150 billion a year treating obesity-related illnesses.
- This effort would result in the expense of \$10 billion over 10 years to completely eliminate obesity in a generation.
- There are 23.5 million people who live in food deserts – not near supermarkets or have no access to good, fresh food. (Visit <http://maps.ers.usda.gov/FoodAtlas/> to help answer that question for Carroll County.)