



The Facts

Let's Move! is a comprehensive initiative, launched by the First Lady, dedicated to solving the problem of childhood obesity in a generation so that kids born today will grow up healthier and able to pursue their dreams. This is an ambitious goal. But it can be done.

Combining comprehensive strategies with common sense, *Let's Move!* is about putting children on the path to a healthy future starting with their earliest months and years and continuing throughout their lives. Giving parents helpful information and fostering environments that support healthy choices. Providing healthier foods in our schools. Ensuring that every community has access to healthy, affordable food. And, helping kids become more physically active.

The Issue

Over the past three decades, childhood obesity rates in America have tripled. Today, almost one in every three children in our nation is overweight or obese. The numbers are even higher in African American and Hispanic communities where nearly 40% of the children are overweight or obese. Rates are estimated to be even higher in American Indian/Alaska Native communities. If we don't solve this problem, one third of all children born in 2000 or later will suffer from diabetes at some point in their lives. Many others will face chronic obesity-related health problems like heart disease, high blood pressure, cancer and asthma.



“In the end, as First Lady, this isn't just a policy issue for me. This is a passion. This is my mission. I am determined to work with folks across this country to change the way a generation of kids thinks about food and physical activity.”

—First Lady Michelle Obama

Mrs. Obama began a national conversation about the health of America's children when she broke ground on the White House Kitchen Garden with students from a local elementary school in Washington, DC. Through the garden, she began a discussion with kids about nutrition and the role food plays in living a healthy life. That discussion grew into the Let's Move! initiative, which was launched by the First Lady in February, 2010.



“All Americans, especially young people, should be leading active, healthy lifestyles. We want everyone — regardless of age, background or ability — to get moving, eat right and stay fit for life.”

—Drew Brees, Quarterback, New Orleans Saints, Co-Chair, President’s Council on Fitness, Sports & Nutrition

Find out more
www.letsmove.gov
Learn more about how your family can make healthier choices and get moving. Find tips on healthy eating. Discover fun activities you and your family can do together. Read the latest *Let’s Move!* news. Sign up for our newsletter, and see what else you can do to fight childhood obesity in your community, or schools.

Additional resources
www.fitness.gov
www.presidentschallenge.org



The Solution

Encourage kids to eat healthier and move more. When children combine physical activity with healthy eating in their daily routine, they help prevent a range of chronic diseases, including heart disease, cancer and stroke—the three leading causes of death. Along with decreasing obesity risk, physical activity helps to control weight, build lean muscle, reduce fat and promote strong bone, muscle and joint development. Physical activity has also been shown to improve academic performance including better grades, test scores, classroom behavior, attention, and concentration. And, of course, healthy eating gives kids the proper nutrition they need to stay energized, active, and maintain a healthy weight.

Let’s Get Moving

Get kids moving and make healthier choices for your children

- Children need 60 minutes of active and vigorous play each day
- Serve fruit or veggies with every meal
- Substitute water or low-fat milk for sweetened beverages
- Pick a vegetable they like and find different, tasty ways to prepare it
- Substitute healthier ingredients such as whole wheat pasta, and lean meats in their favorite recipes
- Eat meals as a family

Earn a Presidential Active Lifestyle Award (PALA)

- When you and your kids commit to an activity five days a week for six weeks—like walking to school together, riding bicycles or taking the stairs instead of the elevator—you can each get an award from President Obama! To join visit: **www.presidentschallenge.org**

Get everyone in your family screened for obesity

- Make sure every family member gets their Body Mass Index (BMI) checked when they go in for a check-up

Support a community garden

- Find a place to grow a garden with your kids—at school, church or in an empty lot—so they can learn to eat what they grow

Help build a community playground

- Work with your community and other organizations to build a playground so that kids have a place to get 60 minutes of physical activity a day