



Conclusion

Taken together, the strategies and tactics outlined in this report should achieve the goal of solving the problem of childhood obesity within a generation. It will not be easy, and it will take action on all of our parts — parents and teachers, leaders in government and industry, and communities large and small. But at the core of this endeavor is a simple concept we all embrace, which is that children should have good, nutritious food to eat and the chance to be physically active every day, so that they grow up into healthy adults.

The next step is to turn these ideas into action. Many partners stand ready to make this happen, and have already volunteered to be part of this effort by joining the First Lady's *Let's Move!* campaign. Philanthropies will play a critical role in cementing private sector commitments to make concrete steps towards our shared goal, including but not limited to the action steps recommended in this report. And the Federal government must play a leadership role as well. The Task Force on Childhood Obesity and its 12 member agencies stand ready to take up that charge. Every day, approximately 11,000 children are born in America. We owe them our very best effort.

