

**LET'S  
MOVE!**



# Get Involved

## 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 obese or overweight. The numbers are even higher in African American, Hispanic, and American Indian/Alaska Native communities, where nearly 40% of the children are overweight or obese. 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 may face chronic obesity-related health problems like heart disease, high blood pressure, cancer and asthma.

## The Solution is Moving Together

In February 2010, First Lady Michelle Obama launched *Let's Move!* to solve the problem of childhood obesity in a generation, so that all children will grow up healthier and able to pursue their dreams. This is an ambitious goal. But with your help, we can do it.

Everyone has a role to play in reducing childhood obesity, including elected officials from all levels of government, schools, health care professionals, faith-based and community-based organizations, and private sector companies. Your involvement is key to ensuring a healthy future for our children.

## How To Get Moving

### Mayors and Local Officials

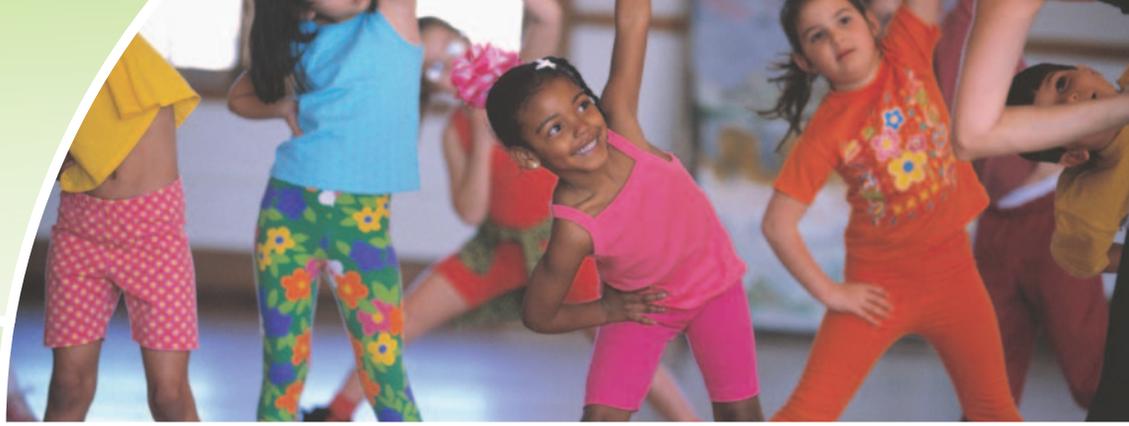
- Start a conversation about childhood obesity. Bring together everyone who has a role — city departments, faith-based and community-based organizations, schools, parks and recreation departments, businesses, childcare facilities and hospitals. Then, work together to make neighborhoods healthier by creating opportunities for physical activity and access to healthy, affordable food.
- Become a *Let's Move!* City or Town. Every city and every town is different, and each requires a distinct approach to this issue. *Let's Move Cities and Towns* emphasizes the unique ability of communities to solve the challenge locally, aided by the crucial leadership of mayors and elected officials to provoke action. To learn more and to access tools and resources visit:

<http://www.letsmove.gov/officials-step-1.php>

**“We’re going to need you to add your energy and your passion to this cause. We need you to go back home and start the conversation, to roll up your sleeves and get more people involved. We need you to once again raise your voices on behalf of our children.”**

—First Lady Michelle Obama

*Let's Move! combines comprehensive strategies with common sense. It's 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.*



**Find out more**  
**[www.letsmove.gov](http://www.letsmove.gov)**  
**Discover what other**  
**organizations and**  
**communities are doing.**  
**Learn how to incorporate**  
**ideas and information into**  
**your own community, and**  
**see what else you can do to**  
**fight childhood obesity.**

**Additional resources**  
**[www.fitness.gov](http://www.fitness.gov)**  
**[www.presidentschallenge.org](http://www.presidentschallenge.org)**

#### **Schools**

- Principals, teachers, and parents can help make schools healthier places to learn by providing quality food and teaching children about the importance of nutrition and embracing a healthy, active lifestyle.
- Join *Chefs Move to Schools* to match your schools with a local chef to incorporate new techniques and healthy recipes into your school meals and show kids that eating right is delicious and fun. Learn more at: **<http://www.letsmove.gov/chefs-step-1.php>**
- Sign up for the HealthierUS School Challenge – a program that has spurred schools all across the country to transform their environments into places where healthy eating and physical activity is learned and experienced. Schools that are doing the very best work to keep kids healthy will be recognized, and even receive monetary incentives. To sign up for the HealthierUS School Challenge visit: **<http://www.fns.usda.gov/tn/healthierus/index.html>**

#### **Faith-based and Community-based Organizations**

- As trusted community members, faith-based and community-based organizations are critical partners in solving childhood obesity. Many lessons on healthy living and well-being are learned in faith- and community- based settings.
- Join *Let's Move Faith and Communities* to inspire healthy eating, physical activity, and respond to hunger. To learn more about how you can further awareness and prompt action in communities across the country, visit: **<http://www.whitehouse.gov/sites/default/files/microsites/Lets-Move-Toolkit-Faith-Communities.pdf>**

#### **Health Care Professionals**

- Health care professionals directly impact children's health and can make a real difference in solving the problem of childhood obesity. Each encounter with a parent or caregiver is an opportunity to help families understand the importance of optimal nutrition and physical activity from the earliest moments of life through adulthood. Make BMI screening a standard part of your care, talk to your patients about first foods and breastfeeding, and consider sharing your expertise with community groups or organizations that support childhood health and wellness.
- To learn more about how you can support *Let's Move!* visit: **<http://www.letsmove.gov/healthcareproviders.php>**

#### **Private Sector Companies**

- Look for ways in your community to improve access to healthy, affordable foods and increase physical activity. Consider building or revitalizing playgrounds, providing transportation for children to safe play areas, particularly after school and on weekends, or partnering with a youth organization to expand programming and increase capacity.

