



Childhood obesity is one of the most serious problems facing our kids. **IT'S ALSO ONE OF THE MOST SOLVABLE.**

Today, far too many American children grow up in environments where sedentary lifestyles and an excess of nutrient-poor, calorie-dense foods are the norm. If current trends continue, our children may have shorter life expectancies than we do. It's a problem that's as serious as it is solvable – if we work together.

In the nine years since the 2001 publication of “The Surgeon General’s Call to Action to Prevent and Reduce Overweight and Obesity,” many important initiatives and research programs have been launched. However, we still have work to do. We know that our best hope for attacking the childhood obesity epidemic is to improve daily

nutritional and activity opportunities in schools and beyond.

We are very encouraged by Fuel Up to Play 60, a program launched by National Dairy Council® and the NFL. The program empowers students to make changes at school that will help them “fuel up” with nutrient-rich foods missing from their diets – such as low-fat and fat-free milk products, fruits, vegetables and whole grains – and get active and play for 60 minutes every day. In its first year alone the program has reached more than 60,000 schools and nearly 36 million students. Fuel Up to Play 60 is also supported by Action for Healthy Kids, in addition to the American

Academy of Family Physicians, American Academy of Pediatrics, American Dietetic Association, National Hispanic Medical Association, National Medical Association and School Nutrition Association.

Through Fuel Up to Play 60 the health professional community is able to partner with business leaders in an ongoing commitment to health promotion. We stand together in supporting Fuel Up to Play 60 because this program is a significant step forward against this alarming but solvable epidemic. To continue this progress we all need to join together in the fight. Learn more about getting involved at FuelUpToPlay60.com.

