

Let's Move! and Partnership for a Healthier America

Opportunities for employers

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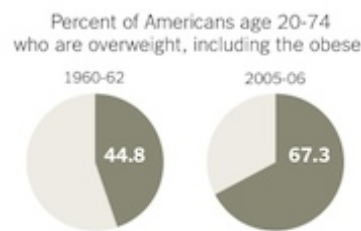
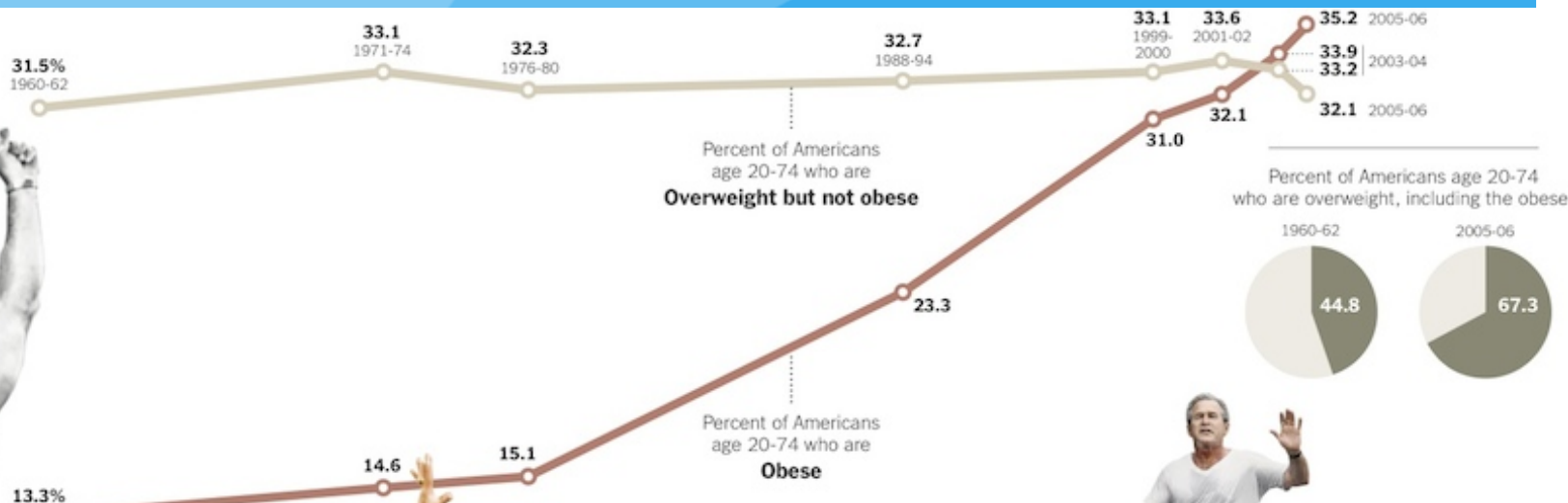
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1950s

1960s

1970s

1980s

1990s

2000s

2010s

1951: "The Jack LaLanne Show" begins. ▶

1961: The Kennedy administration organizes a conference on physical fitness and revamps the President's Council on Youth Fitness. (Above: LaLanne with students, early 1960s.)

1968: Kenneth H. Cooper publishes "Aerobics," which promotes running, swimming and other such exercises to improve the heart and lungs.

1974: Richard Simmons opens the Slimmons exercise studio.

1981: Olivia Newton-John releases the sexually suggestive exercise-themed song "Physical."

◀ 1977: James F. Fixx publishes "The Complete Book of Running," which helps popularize competitive running.

1982: Jane Fonda releases her first exercise video, "Jane Fonda's Workout."

1996: Madonna takes up yoga to get back in shape following the birth of her daughter.

2002: George W. Bush tells Runner's World magazine that his running times became "faster right after the war began."

2006: Nintendo introduces the Wii, ushering in "lounge fitness." ▶

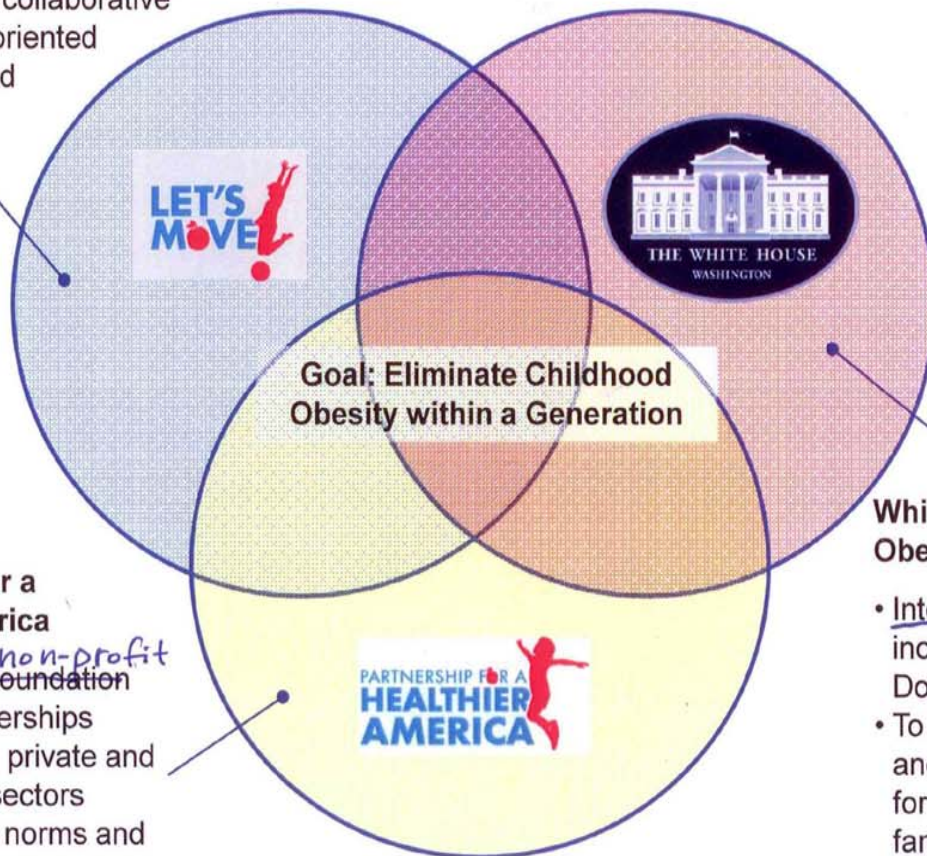
2010: Michelle Obama introduces Let's Move, a campaign to fight childhood obesity.





Let's Move! Campaign

- First Lady's Initiative
- Comprehensive, collaborative and community-oriented
- Organized around four pillars



White House Childhood Obesity Task Force

- Interagency mandate, including HHS, USDA, DoED and White House
- To synthesize research and provide guidelines for policymakers, families and individuals

Partnership for a Healthier America

- Independent *non-profit* foundation building partnerships across public, private and not-for-profit sectors
- Catalyze new norms and accelerate existing efforts

The foundation strives to support the four pillars of the First Lady's Initiative:

- 1 Offering parents the tools and information they need – and that they've been asking for – to make healthy choices for their kids.
- 2 Getting healthier food into our nation's schools.
- 3 Ensuring that all our families have access to healthy, affordable food in their communities.
- 4 Increasing opportunities for kids to be physically active, both in and out of school.



Vision

To serve as a nonpartisan catalyst to link and mobilize the private sector, foundations, thought leaders, media, and communities around the specific goals outlined in the First Lady's Initiative to substantially reduce childhood obesity within a generation.

Mission

- The Partnership will serve as a nonpartisan convener across the private, non-profit and public sectors to accelerate existing efforts addressing childhood obesity and to facilitate commitments towards the First Lady's national target of solving childhood obesity within a generation
- Core activities will include:
 1. Developing a strong membership network of leaders across sectors with commitment to scaling meaningful and measurable solutions.
 2. Convening members annually to affirm, align and announce commitments.
 3. Promoting broad understanding among all sectors about the role healthy food, physical activity and the environment play in reversing the childhood obesity epidemic.
 4. Facilitating and measuring the impact of members' commitments against clear and transparent targets.
 5. Connecting potential partners in the private and non-profit sectors to each other and to the correct points of contact in government to ensure efficient leveraging of actions, sharing of knowledge and lessons learned both at the community, state and national levels.

First Meeting of Partnership for a Healthier America Board with First Lady



Let's Move! Faith and Communities



America's Move to Raise a Healthier Generation of Kids

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RAISING HEALTHIER KIDS

Eat Healthy

FOOD & NUTRITION

Get Active

PHYSICAL ACTIVITY

Take Action

SIMPLE STEPS TO SUCCESS

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LET'S MOVE TOGETHER

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LET'S MOVE **BLOG**

The First Lady Launches Let's Move Faith and Communities

Posted by Joshua DuBois, Executive Director of the White House Office of Faith-based and Neighborhood Partnerships on November 30, 2010

Yesterday, I had the pleasure of joining First Lady Michelle Obama as she launched the newest effort within the *Let's Move!* initiative, *Let's Move Faith and Communities*. *Let's Move!* is the First Lady's initiative to solve the challenge of childhood obesity within a generation. We launched this special effort in a conference call with over 4,500 people, including faith-based and community leaders representing more than 50 organizations that have already committed to *Let's Move Faith and Communities*. At the launch, the First Lady emphasized the critical role that faith-based and neighborhood leaders play in ending childhood obesity in their communities. The First Lady pointed out that these groups know "how to empower folks... how to inspire them to take charge of their lives and



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LET'S MOVE WITH
Michelle Obama





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“Musical
Pews” IR
break

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Congregational Church
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www.LetsMoveInSchool.org

National Association for Sport and Physical Education of the
American Alliance for Health, Physical Education, Recreation and Dance



Why *Let's Move* at Work?

- Obesity top driver of employee healthcare costs (\$400/\$670 per employee/year), followed by high blood sugar (\$150/670)
- Obesity accounts for 27% of the increase in workers' compensation claims rose from 1998 -2008, \$63B in direct medical costs & \$56B indirect (incl. lost workdays)
- Childhood obesity affects employer health care costs! For one large employer, average per capita health insurance claims costs in 2008 as high as \$2,907 for an obese child & \$10,789 for a child with type II diabetes -- average claims cost for children with type II diabetes actually exceeded level of average claims cost for adults with type II diabetes (\$8,844) (Sepulveda et al., 2010)

Why Worksites?

- Proportion of time spent at work high & expanding
- Changes made at work spill over to home & other leisure settings - must address critical position of parents as kids' 1^o role models (Yancey et al., 2006; Lucove et al., 2007)
- Growing realization of need for “push” / “active by default” interventions to change the physical & socio-cultural environment—work is important context for such influence
- Recognition of cultural assets available to build upon, e.g., centrality of dance and music in ethnic minority populations
- Little “leisure time” for activity among ethnic minority/low income populations who may work longer hours or multiple jobs, have longer commutes, and be single parents

How Employers Can Get Involved

- Improve employee health (increase physical activity, improve diet) - spillover effect on children
- Improved health benefits for child obesity treatment
- Addition of family-focused wellness programs and education on child obesity/family health
- Philanthropic opportunities focused on child health
- Most important - Keep NBGH updated on activities!!