



Overview

Childhood obesity is one of our nation's leading health threats. Today there are nearly 25 million children in the U.S. who are overweight or obese. The obesity epidemic is clearly taking its toll, as more and more kids are developing conditions and diseases typically associated with adults. According to the U.S. Centers for Disease Control and Prevention (CDC), 1 in 3 individuals born in the year 2000 will develop type 2 diabetes. In vulnerable populations that number increases to 1 in 2 individuals. If obesity among kids continues to increase, many believe this current generation of young people will become the first in American history to live shorter lives than their parents. To combat this growing epidemic, in May 2005, the American Heart Association and the William J. Clinton Foundation joined together to form the Alliance for a Healthier Generation. The goal of the Alliance is to stop the nationwide increase in childhood obesity by 2010 and to take bold, innovative steps to help all children live longer and healthier lives. The Alliance is having a positive impact on the places that can make a difference to a child's health: homes, schools, restaurants, doctors' offices, and the community. To ensure that future generations won't struggle with illnesses associated with poor food choices and lack of physical activity, the Alliance is taking preemptive measures against obesity focusing on its four key initiatives, the Healthy Schools Program, Food and Beverage Industry Outreach, Healthcare Industry Outreach, and Kids Movement.

Healthy Schools Program

Everyday in the United States, 53 million people go to a school to work or to learn. As a result, schools are a powerful place to shape the health, education and well-being of its students, teachers and staff. All schools in the United States are eligible to participate in the Alliance for a Healthier Generation's Healthy Schools Program and take advantage of the tools and resources provided by the online Healthy Schools Builder and 1-888-KID-HLTH line. In addition, the Alliance is providing hands-on technical support to 229 schools in 14 states through a Relationship Manager who is guiding these schools through a six-step process for developing a healthy school.

Food and Beverage Industry Outreach

The Alliance is working with restaurants, food manufacturers and beverage companies to make substantially healthier meals, drinks, and snacks available to kids. The School Beverage Guidelines, created with Cadbury Schweppes, Coca-Cola, PepsiCo, and the American Beverage Association, are accelerating the shift to lower-calorie and nutritious beverages that children consume during the regular and extended school day. The Alliance Competitive Food Guidelines, created with Campbell Soup Company, Dannon, Kraft Foods, Mars and PepsiCo, are the first-ever voluntary guidelines for snacks and side items sold in schools that are providing healthier food choices for our nation's children.

Healthcare Industry Outreach

The healthcare industry and its providers play an important role in advocating for and ensuring the health of our children. Understanding the value they lend to promoting healthy lifestyles for children, the Alliance has convened a panel of healthcare industry experts to provide insight and help guide our healthcare strategy. The Alliance is collaborating with healthcare organizations to improve the way healthcare providers recognize, prevent, and treat overweight and obesity in children.

Kids Movement

At the forefront of the Alliance's Kids Movement is the Go Healthy Challenge, a multi-faceted TV, online and grassroots program designed to empower kids across the U.S. to take charge of their health and lead their own movement to make their schools, families and communities healthier. Nickelodeon, the NBA and the Channel One Network are key national partners in the Kids Movement, providing tools and



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resources to kids, and raising awareness about the importance of making healthy eating and physical activity a part of their everyday lives. In communities across the country non-government organizations, schools, community-based organizations and elected officials are engaged in the movement and helping to make a difference in their local communities including reaching kids in at-risk and low income populations. In April 2007, the Alliance launched a new kid's website, www.lgoHugo.org, where kids can connect with other kids and can track their own progress as they work to eat healthier and incorporate more physical activity into their daily lives.

For more information about the Alliance for a Healthier Generation, please visit www.HealthierGeneration.org.