



## JOIN THE MOVEMENT!

Our *Let's Move L.A.!* Program Staff  
Want to Hear from You:



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*"We like to move it, move it."*

### Let's Move L.A.!

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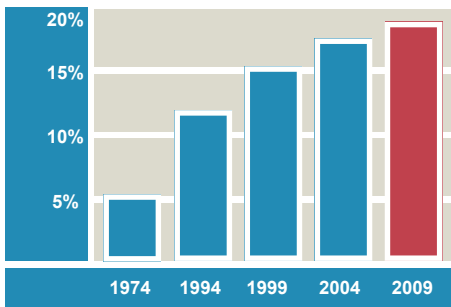
*"We like to move it, move it."*



A health and fitness initiative aligned with First Lady Michelle Obama's nationwide *Let's Move!* campaign to end the epidemic of childhood obesity in one generation.

## Did You Know...

- Today, one in three children is overweight and one in six is obese.
- One-third of all children born in 2000 or later will suffer from diabetes in their lives.
- This is the first generation of American kids whose life expectancy is *less* than their parents.
- We eat 31% more calories than 40 years ago, including 56% more fats and 14% more sugars.
- The average American child spends more than 7.5 hours per day watching TV and movies, using cell phones and computers for entertainment, and playing video games.



Percentage of U.S. Children Who Are Obese (Ages 6-19)

A partnership initiative sponsored by FAME Corporations and the First AME Church of Los Angeles

A health crisis is threatening America's youth. The good news is, together we can fix the problem! Curing childhood obesity is all about helping our kids eat healthier and be more active. Through the *Let's Move L.A.!* initiative—a comprehensive, collaborative and community-oriented campaign—we can engage at every level to make sure families, schools and communities have the simple tools they need to make sure our kids are making better choices and leading healthier lives.



## Eat Healthy Food & Nutrition

Parents and caregivers play a key role in making healthy choices for children and teaching kids to make healthy choices for themselves. But in today's busy world, this isn't always easy. *Let's Move L.A.!* gives families the tools, information and support they need to instill healthy habits that will last a lifetime.

### HEALTHY FAMILIES

Small changes in five key areas make a big difference and add up to real results:

1. More fruits and vegetables
2. Less sugar and fat
3. Healthier snacks
4. Right portion sizes
5. Eating together as a family

### HEALTHY SCHOOLS

Many children consume half their daily calories at school. Get involved with your school and make sure your child is getting the best nutrition possible.

### HEALTHY COMMUNITIES

Lack of access to proper nutrition is one reason many kids are not eating the recommended levels of fruits, vegetables and whole grains. Work with your community leaders to ensure fair access to nutritious, affordable foods and to eliminate hunger in your neighborhood.

## Take Action 5 Simple Steps to Success

**1**  
**Keep fresh fruit within your child's reach as a quick snack.**

**2**  
**Take a walk with your family after dinner.**

**3**  
**Plan a menu for the week. Get kids involved in planning and cooking.**

**4**  
**Turn off the TV and ban cell phones from the dinner table to share family time and enjoy your meal.**

**5**  
**Get involved in your school to help bring healthier food choices and more physical activity to your child's daily routine. Organize a School Health Team.**

## Get Active Daily Physical Activity

Physical activity is an essential component of a healthy lifestyle. Physical activity helps control weight, builds muscle, reduces fat, promotes development of strong bodies, and decreases risk of obesity and diabetes, and chronic diseases such as heart disease, cancer and stroke.

### DAILY ACTIVITY

Children need 60 minutes of active and vigorous play every day to grow-up to a healthy weight. Adults need 30 minutes of moderate physical activity everyday to maintain good health.

### ACTIVE FAMILIES

Kids who have the skills to be physically active are more likely to be active. Those who are surrounded by family and friends interested in physical activity are more likely to participate.

- Give children toys that promote physical activity like bikes or balls.
- Encourage children to join a sports team or try a new physical activity.
- Limit TV time and keep the TV out of a child's bedroom.
- Take the stairs instead of the elevator.
- Make a new house rule: no sitting during TV commercials.

## Join Us Let's Move Together

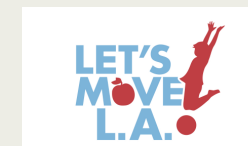
- Visit our website [www.letsmoveLA.org](http://www.letsmoveLA.org)

- Sign-up for email updates

- Take the *Let's Move* Pledge

- Join a *Let's Move* Meetup in your area

- Join The Partnership for a Healthier America



***America's Move to  
Raise a Healthier  
Generation of Kids***