



First Lady Michelle Obama Launches Let's Move: America's Move to Raise a Healthier Generation of Kids

"Childhood obesity threatens the healthy future of one third of American children." Letsmove.gov

On February 9, 2010, the White House and the Office of the First Lady announced the development of a new campaign to combat childhood obesity called *Let's Move* that will focus on solving the epidemic of childhood obesity within a generation. The task is being broken down into four main categories as described below.



Healthy Choices: The place with the greatest influence over a child's health is the family home. If children see parents enjoying nutritious foods and physical activity, they're more likely to do the same. Letsmove.gov will have resources for families to use together to help create an environment that supports the health of the whole family.

Healthier Schools: Many children consume at least half of their daily calories at school. As families work to ensure our kids eat right and have active play at home, we also need to ensure our kids have access to healthy meals in their schools.

Physical Activity: In [Generation M²](#), a Kaiser Family Foundation study, the research indicated that 8-18 year-olds devote an average of 7 ½ hours a day, seven days a week to using entertainment media including TV, computers, video games, cell phones and movies. Providing opportunities for kids to be active, both in and out of school and reducing screen time at home will get everyone moving together.

Accessing Healthy & Affordable Food: A recent USDA report titled "[Household Food and Security in the United States, 2008](#)" showed that in 2008, an estimated 49.1 million people, including 16.7 million children, lived in households that experienced hunger multiple times throughout the year. These same school age children are too often not eating the recommended level of fruits, vegetables, whole grains, and low fat dairy products. The *Let's Move* campaign is working to change these figures.

Photos courtesy of www.nhlbi.nih.gov and www.letsmove.gov

Sheboygan County Health Rankings and Community Health Needs Assessment show obesity is a concern in our area.

The data spelled out in the *Let's Move* campaign are mirroring the same issues seen in Sheboygan County. The Sheboygan County Division of Public Health recently completed the [2009 Community Health Needs Assessment](#) which demonstrates that obesity and food security are areas of concern. The Robert Wood Johnson Foundation in conjunction with the University of Wisconsin recently published the [2010 County Health Rankings](#) report. Both of these resources are available for review on our website at www.sheboygan.co.wi.us. Sheboygan County ranked 19 of 72 Counties. Despite the high ranking, the percentage of obese adults in Sheboygan County is 27%, slightly above the state average of 25%.

Obesity increases the risk for health conditions such as heart disease, type 2 diabetes, cancer, high blood pressure, stroke, liver and gallbladder disease, sleep apnea and respiratory problems, and arthritis. Taking the initiative to change lifestyles and habits for yourself and your family can lead to numerous health benefits now and in the years to come.

It's not too late to vaccinate! H1N1 vaccine is available for everyone older than 6 months.

FREE

H1N1 Vaccine Clinics at Public Health
Sheboygan County Health & Human Services Building
1011 N. 8th Street, Sheboygan

Wednesday, March 3rd 2:30 – 4:30 PM

Friday, March 5th 10 - Noon

Wednesday, March 10th 4 - 6 PM (later hours)

Friday, March 12th 10 - Noon

Wednesday, March 17th 2:30 – 4:30 PM

Friday, March 19th 10 - Noon

Wednesday, March 24th 2:30 – 4:30 PM

Friday, March 26th 10 - Noon

Wednesday, March 31st 2:30 – 4:30 PM

No appointments necessary