



805 15th Street, N.W., Suite 650 Washington, DC 20005
202-466-8100 - www.obesitycampaign.org

For Immediate Release

Contact: Penny Lee
Phone: 202-466-8100

Campaign Praises House Introduction of Bipartisan Child Nutrition Measure

Washington, D.C. (June 11, 2010) – The Campaign to End Obesity applauds the introduction in the U.S. House of Representatives of H.R. 5504, the “Improving Nutrition for America’s Children Act of 2010.” The measure, introduced by Education and Labor Committee Chairman George Miller (D-CA) and the bipartisan leadership of the Healthy Families and Communities Subcommittee – Representatives Carolyn McCarthy (D-NY) and Todd Platts (R-PA) – reauthorizes several major federal food programs, including the National School Lunch and Breakfast Programs, the Special Supplemental Program for Women, Infants and Children (WIC) and the Child and Adult Care Food Program (CACFP).

“We are pleased to see the action taken in the House as this represents a continued step forward for increasing access to more nutritious meals for millions of American children and is a vital component for helping Americans maintain a healthy weight and begin to reduce our rate of obesity and end this epidemic,” said the Campaign’s Executive Director, Penny Lee. “The Campaign is encouraged to see that both the Senate and House provisions have received bipartisan support and look forward to working with all members to secure passage of this critical legislation.

The legislation includes a number of provisions the Campaign has long supported, including:

- Improving the quality of school meals through enhanced nutritional standards;
- Increased reimbursement for federal school lunches;
- Establishing minimum nutritional standards for all foods sold on school campuses; and
- Promoting overall wellness through better nutrition and increased physical activity.

The Campaign is also encouraged to see several important provisions of the “Healthy CHOICES Act,” which was recently introduced by Congressman Ron Kind (D-WI) and which specifically focus on improving nutrition and wellness of participants in the Child and Adult Care Food Program, are included in the Child Nutrition reauthorization measure. In addition, a strong “Farm-to-school” grant program is included in the Education and Labor Committee measure, as well as important provisions aimed at improving the program administration. The Campaign looks forward to working with Chairman Miller and all Members of the Committee as the bill moves forward to ensure these important programs provide healthier food for the millions of Americans that rely on federal food assistance programs.

“This is a crucial time in our fight against America’s costliest medical condition,” said Lee. “The reauthorization of the Child Nutrition Act is an opportunity Congress must take advantage of to implement policies and programs that can begin to reverse the rates of overweight and obesity in America.”

About the Campaign

The Campaign to End Obesity is dedicated to reversing America’s costliest disease. Right now, two-thirds of adults and 1 in 3 children struggle with overweight and obesity. Taxpayers, governments and businesses spend billions on obesity-related conditions each year, including an estimated \$147 billion in medical costs.

Ending this epidemic requires change – in individuals, institutions and communities. The Campaign convenes leaders from industry, academia, public health and associations to speak with one voice for federal policies to reverse the obesity epidemic and promote healthy weight in children and adults.

###