



American Society for Nutrition
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AMERICAN SOCIETY FOR NUTRITION JOINS EFFORT TO END CHILDHOOD OBESITY

September 1, 2010—The American Society for Nutrition (ASN) rallies with over 70 national organizations to lead a community response to childhood obesity, during National Childhood Obesity Awareness Month this September. The theme for the month is *Healthier Kids, Brighter Futures*. This initiative educates and empowers families and youths to live healthy lifestyles, eat nutritious food, and remain physically active. ASN believes that unifying childhood obesity efforts in September will help sustain year-long momentum.

“The American Society for Nutrition is home to the country’s most preeminent obesity experts, and we will draw on their knowledge in this year-long initiative,” said ASN President Robert M. Russell, MD. “We are excited to participate in this critical effort to raise awareness about the grave problem of childhood obesity. Together we can create a healthier future for our nation’s children.”

United States Representatives Marcia L. Fudge (D-OH) and Kay Granger (R-TX) introduced the Congressional measure establishing the month, which passed the House in May. The Senate version was introduced by the United States Senators Kirsten Gillibrand (D-NY) and George Voinovich (R-OH). It passed the Senate in April. These Congressmen were propelled to action by the startling state of child wellness in America. Childhood obesity is a growing epidemic in America. An estimated 23 million children and teenagers ages 2 to 19 are obese or overweight. That rate has tripled in the past 30 years. For the first time in history, children may have shorter expectancies than their parents.

The public and private sector, communities, and public servants, including First Lady Michelle Obama, are championing a range of efforts to improve child wellness in America. ASN invites you to join them in empowering *Healthier Kids* for a *Brighter Future*.

For additional information on how you can help children live healthier lives, visit www.healthierkidsbrighterfutures.org.

ASN is the preeminent professional organization for nutrition research scientists and clinicians around the world. ASN is dedicated to bringing together the top nutrition researchers, medical practitioners, policy makers and industry leaders to advance our knowledge and application of nutrition. Founded in 1928, ASN publishes The American Journal of Clinical Nutrition (AJCN) and the Journal of Nutrition (JN), and provides a wide range of education and professional development opportunities to advance nutrition research, practice, and education. Visit ASN online at www.nutrition.org.

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