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ASN SUPPORTS FIRST LADY'S CHILDHOOD OBESITY INITIATIVE

February 9, 2010– The American Society for Nutrition (ASN) strongly supports First Lady Michelle Obama's initiative called "Let's Move," aimed at reducing childhood obesity, and especially her promotion of the concept that small changes can result in significant improvements. *The American Journal of Clinical Nutrition*, an ASN journal, published a paper in January 2009 addressing exactly how small changes can lead to big rewards.

"By making small efforts to ratchet down some of the lifestyle factors that have contributed to excessive energy intake and the declining rates of physical activity, we can be successful in reducing obesity rates," said James Hill, PhD, Past President of ASN and author of the paper. "Small, achievable changes are more realistic and more likely to be sustained. ASN supports the First Lady's collaborative, national approach, as we need to involve government, businesses, nonprofits, communities and families in this effort to improve children's health" he added.

A copy of the paper authored by Dr. Hill is available at: <http://www.ajcn.org/cgi/content/full/89/2/477>.

To speak with an ASN spokesperson about the small changes approach to reducing obesity, please contact sprice@nutrition.org.

The American Society for Nutrition (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). Visit ASN online at www.nutrition.org.

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