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FOR IMMEDIATE RELEASE

CONTACT: Supervisor Keith Carson (510) 272-6695

ALAMEDA COUNTY JOINS FIRST LADY MICHELLE OBAMA'S LET'S MOVE! CAMPAIGN TO FIGHT CHILDHOOD OBESITY

Alameda County on Wednesday, October 31, 2012 became one of the first counties in California to sign on with First Lady Michelle Obama's Let's Move! campaign to fight childhood obesity. Top County officials joined representatives of Oakland-based Revolution Foods at an Oakland school to push the new initiative focusing on healthier food choices and exercise as the keys to wiping out the epidemic of childhood obesity.

"We are thrilled to be one of the first counties in the state to adopt the First Lady's Let's Move! Challenge," Alameda County Supervisor Keith Carson said in a conversation with students and faculty at Oakland's Lighthouse Community Charter School. "I look forward to enlisting leaders from California's 57 other counties to develop a state-wide approach to providing children with greater access to healthy food choices."

At the event, children worked with the staff of Revolution Foods to make healthy fruit snacks during the school lunch hour. Alameda County is partnering with Revolution Foods, a company that showcases healthy food choices in serving more than 600 school lunchrooms and more than 120,000 school meals across the country each day.



Alameda County Supervisor Keith Carson, County Administrator Susan S. Muranishi and a representative of Revolution Foods at Wednesday's launch of the Let's Move campaign to fight childhood obesity

Let's Move! is a comprehensive initiative that was launched by the First Lady in 2010 and is dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and better equipped to pursue their dreams.

In the United States, more than 72 million people – and 16% of children—are obese. Since 1980, obesity rates for adults have doubled and rates for children have tripled. Here in Alameda County, 53.2% of adults are either overweight or obese and 29.1% of school aged children are considered overweight or obese.

Alameda County's Let's Move! campaign has many goals, including:

- To provide children with a healthier start by incorporating best practices for nutrition, physical activity and screen time into early care and education programs.
- To provide healthy food in schools by increasing participation in the School Breakfast Program and the School Lunch Program.

- To improve access to healthy, affordable foods by implementing healthy and sustainable food service guidelines in all County venues that serve food.

Susan S. Muranishi, Alameda County Administrator, touted the County's Let's Move! campaign as the latest in a string of opportunities the County has seized to partner with local business to support youth, healthy eating and local workforce development.

Muranishi is the founder of Alameda County's New Beginnings program, in which the County and private industry have partnered on several café operations and other enterprises that provide paid employment and job training to at-risk youth in the community.

Alameda County also has been working with Revolution Foods to place vending machines stocked with healthy food options in County buildings. Some of the proceeds from these food sales go to the New Beginnings program.

Muranishi said Alameda County has worked for years to adopt and promote policies to address health disparities and improve the health of our communities. Over the years the County has helped families have access to healthier foods at affordable prices through initiatives such as: community farmer's markets that accept food stamps efforts to convince corner stores to stock milk, fruits and vegetables; promoting innovative school and community gardening programs.

"Today's launch of our Let's Move! campaign represents a bold new step in our ongoing efforts to improve the lives of young people," Muranishi said. "Through this innovative partnership with Revolution Foods, Alameda County is showing communities across California and indeed the rest of the country that we have the tools right here at home to help young people adopt healthier living habits that can take them a long way toward building happier and more fulfilling futures."

Carson said he hopes to use his position on the Executive Board of the California State Association of Counties (CSAC) as a platform to persuade other California counties to join the Let's Move! campaign to build a comprehensive plan to decrease rates of childhood obesity.

More information about the Let's Move! campaign can be found at <http://www.letsmove.gov/>.

From: Ashley, Guy, Auditor Agency
Sent: Wednesday, October 31, 2012 3:16 PM
To: Ashley, Guy, Auditor Agency
Subject:

Guy Ashley
Alameda County Auditor-Controller's Office
(510) 272-6569