

LET'S MOVE!



The Facts for Hispanics

Let's Move! is a comprehensive initiative, launched by the First Lady, dedicated to solving childhood obesity in a generation so that kids born today will grow up healthier and able to pursue their dreams. This is an ambitious goal. But it can be done. Combining comprehensive strategies with common sense, *Let's Move!* is about putting children on the path to a healthy future during their earliest months and years. Giving parents helpful information and fostering environments that support healthy choices. Providing healthier foods in our schools. Ensuring that every community has access to healthy, affordable food. And, helping kids become more physically active.

Obesity in the Hispanic Community

Childhood obesity in the Hispanic population is growing faster than all other population segments with nearly two in five Hispanic children ages 2-19 being overweight or obese. The obesity rate among Hispanic preschoolers is higher than their white or African American peers. Hispanic children are at great risk of being overweight and obese throughout all stages of their childhood and adolescence. These numbers have significant health consequences. Childhood obesity is a contributing factor to higher risks for health complications such as diabetes, heart disease, high blood pressure, cancer and asthma.

“In the end, as First Lady, this isn’t just a policy issue for me. This is a passion. This is my mission. I am determined to work with folks across this country to change the way a generation of kids thinks about food and nutrition and physical activity.”

—First Lady Michelle Obama

Mrs. Obama began a national conversation about the health of America’s children when she broke ground on the White House Kitchen Garden with students from a local elementary school in Washington, DC. Through the garden, she began a discussion with kids about nutrition and the role food plays in living a healthy life. That discussion grew into the Let’s Move! Campaign, which was launched by the First Lady in February, 2010.





“Latinos have the highest childhood obesity rates in the country, which will only lead to greater rates of diabetes and heart disease in our community. As parents, teachers and community leaders, we need to help our Latino children become healthier and more able to build a successful future for our families by teaching them healthy habits now.”

—Elena Rios, MD, MSPH, President & CEO,
National Hispanic Medical Association

Find out more
www.letsmove.gov

Learn more about how your family can make healthier choices and get moving. Find tips on healthy eating. Discover fun activities you and your family can do together. Read the latest *Let's Move!* news. Sign up for our newsletter and see what else you can do to fight childhood obesity in your community or schools.

Additional resources
www.fitness.gov
www.presidentschallenge.org



What You Can Do

Start with your family. Encourage kids to eat healthier and to move more. When children combine physical activity with healthy eating in their daily routine, they help prevent a range of chronic diseases, including heart disease, cancer and stroke—the three leading causes of death. Physical activity also helps to control weight, build lean muscle, reduce fat and promote strong bone, muscle and joint development. Physical activity has also been shown to improve academic performance, including better grades, test scores, classroom behavior, attention, and concentration. And, of course, healthy eating gives kids the proper nutrition they need to stay energized, active and maintain a healthy weight.

Let's Get Moving

Get kids moving and make healthier choices for your children

- Children need 60 minutes of active and vigorous play each day
- Serve fruit or veggies with every meal
- Substitute water or low-fat milk for sweetened beverages
- Pick a vegetable they like and find different, tasty ways to prepare it
- Substitute healthier ingredients such as whole wheat pasta, and lean meats in their favorite recipes

Take your family to see the doctor for a check-up

- Make sure every family member gets their Body Mass Index (BMI) checked when they go in for a check-up

Earn a Presidential Active Lifestyle Award (PALA)

- When you and your kids commit to an activity five days a week for six weeks—like walking to school together, riding bicycles or climbing stairs—you can each get an award from President Obama! To join, visit:
www.presidentschallenge.org

Support a community garden

- Find a place to grow a garden with your kids at home, or in your community—so they can learn to eat what they grow

Help build a community playground

- Work with your community and other organizations to build a playground so that kids have a place to get 60 minutes of physical activity a day