

Let's Move! Campaign

Introduction

Let's Move! campaign began on February 9, 2010 when First Lady Michelle Obama decided to make childhood obesity the social issue she would try to address. Her concerns became the "Let's Move" campaign, an effort designed to improve children's health in a generation by reducing the childhood obesity problem. The pledge for the initiative encapsulates the key concerns of exercise and diet. The campaign has five pillars (Sebelius et al. 2010):

- create a healthy start for kids
- empower parents and caregivers
- provide healthy food in schools
- improve access to affordable, healthy food, and
- increase physical activity

Target Population

The initiative aims to put children on a path to a healthy future, especially during their earliest months and years (Cappellano, 2011). Strategies include providing healthier foods in schools, ensuring that all families have access to healthy and affordable foods, and helping children become more physically active.

Clinical Significance

In the last three decades, the rate of childhood obesity in the United States increased threefold. Today in country almost everyone has three children is obese or overweight rating. This numbers even higher in the Hispanic and African American community i.e. almost 40 percent of children are obese overweight (Lumeng et al. 2010).

The childhood obesity in the Hispanic population is growing faster in other segmented that the population. Almost five children back of Hispanics between age 2-19, are overweight or obese. Hispanic children have a higher risk of having Overweight or obese the child is there for teens (Campos, 2011). These alarming statistics are a contributing factor to have a higher risk of health complications such as diabetes, heart disease, Hypertension, Asthma cancer there. Let's Move! is an integral program for the First Lady Created in February 2010 to solve problem of the childhood obesity within a generation (Lumeng et al. 2010).

Effect of the Campaign on Community

Through a combination of integrals strategies of Let's Move!, children are routed to a healthy future, especially during the first months and years of life. the campaign also give parents useful information and fostering environments that benefit a healthier lifestyle, offer more healthy meals in our schools, ensure that all families have access to healthy meals at low price and children do more physical activity (Cappellano, 2011).

The wife of the American president argued that one in three children is overweight or obese and that the United States spends “\$ 150 billion a year to treat diseases related to obesity. It also notes that the number of obese has tripled in the United States in 30 years, meaning that for the first time in history, young Americans could live shorter lives than their parents (Mulligan, 2011).

Effect of the Campaign on the Health Care System

Within the Let’s Move! campaign we see several of the signature elements of the CDC’s health frame, including the assertion that being overweight or obese is a problem because it is unhealthy (central claim), the assumption that individual are to blame for their weight (causes), a focus on the unhealthy outcomes of being overweight or obese (consequences), the promotion of structural-level and individual-level solutions to the twin problems of overweight and obesity (proposed solutions), and an appeal to protect our nation’s children (appeals to principal) (Wojcicki & Heyman, 2010). This high-profile campaign also powerfully illustrates that, while the CDC is a forerunner of the health frame, it is only one of many public and private organizations that promote the message that being overweight or obese is unhealthy (Mulligan, 2011).

Goals of Lets Move! Campaign

The Let’s Move’ campaign represents a nation-wide initiative to address childhood obesity. This collaborative initiative brings a variety of professionals together to improve school lunches, provide physical education, and improve nutrition across communities. Additionally, efforts have been made to educate parents about how to access healthier and more affordable meals (Obama, 2010).

Among the specifics, Michelle Obama set the objective of expanding cooperation in the Healthier US School Challenge, which perceives schools in the National School Lunch Program that have attempted to push more-healthy school situations. She likewise affirmed her aim of working with nourishment retailers to stock more-healthy admission, and tested children and grown-ups to practice five days a week (Campos, 2011). Numerous childhood obesity and nutrition masters accept that the first woman's drive is a vital venture in raising national mindfulness about childhood obesity, which in 2008 arrived at an unequalled high of 17% among children age 2 through 19, as per the government Centers for Disease Control and Prevention (Wojcicki & Heyman, 2010).

The effort seeks to draw children, parents, schools, local officials, community leaders, chefs, and healthcare providers into the campaign. For instance, there is an eleven-page action plan just for parents. Parents are urged to set an example for healthy eating and to encourage fresh fruit as snacks (Sebelius et al. 2010). The initiative sought to be comprehensive and more than a simple slogan designed to get children to play more.

Let's Move in School provides tools to support instructional physical education and enhanced opportunities for physical activity. It also offers sources of funding: recognition for outstanding physical education teachers and programs: and information on federal, state, and local policy efforts (Lumeng et al. 2010). The brochure "Active Kids and Academic Performance: The Positive Impact of School-Based Physical Education and Physical Activity" (available at www.aahperd.org/Lets-move-in-school), designed for parents and administrators, details the importance of daily physical activity (Nsiah-Kumi et al. 2012).

Carrying out of the Goals

The Let's Move! Campaign has used technology (e.g., website, YouTube videos) to promote messages and to provide resources on various topics including healthy eating and

movement. Additionally, “taking 5 steps to success” targets kids and parents as well as schools, community leaders, chefs, elected officials, and health care providers (Cappellano, 2011). Finally, the Let’s Move website offers an opportunity for citizens to take a pledge for health. At the time of this publication, 312 cities across the United States had organized and posted “Let’s Move” face-to-face meetings to address childhood obesity at a community level. To personalize the obesity issue, Michelle Obama created a video to address the need to make behavioral changes and launch this initiative: www.letsmove.gov/videos-and-photos (Campos, 2011).

Involved Organizations

Individuals and groups responsible for children’s welfare have an equal responsibility to protect them from rhetoric that promotes the negative, cycle that plagues many people. If Michelle Obama is working fervently to help obese children lose weight and to prevent further childhood obesity, the Food and Drug Administration (FDA) is protecting consumers from misleading weight loss advertisements and, subsequently, from themselves or, at least, their desires to get thin rapidly and easily (Cappellano, 2011). In December, 2011, the Food and Drug Administration (FDA) sent warning letters to the marketing firm and eight associated clinics in Los Angeles, California (FDA). These clinics, which perform gastric banding procedures, were warned about misleading consumers in advertisements for the Lap-Band, a surgically implanted silicone device that reduces the size of one’s stomach (Wojcicki & Heyman, 2010).

To support Michelle Obama’s campaign, NASPE launched the Let’s Move in School initiative. This initiative urges parents, school administrators, policy makers, and concerned citizens to take action steps to help schools implement the major components of comprehensive school physical activity program (Cappellano, 2011).

Conclusion

The plan would provide optimal coordination between federal agencies to combat obesity, but also increase the level of physical activity of American children, and to allow consumers to better choose their diet. Important asset for the first time, the heavy weight of the food industry have said in an open letter that they support the work of Michelle Obama, and they would promote a healthy food.

References

- Campos, P. (2011). Michelle Obama's Let's Move campaign is helping bullies. *The Daily Beast*, 16.
- Cappellano, K. L. (2011). Let's Move-Tools to Fuel a Healthier Population. *Nutrition Today*, 46(3), 149-154.
- Lumeng, J. C., Castle, V. P., & Lumeng, C. N. (2010). The role of pediatricians in the coordinated national effort to address childhood obesity. *Pediatrics*, 126(3), 574-575.
- Mulligan, J. (2011). First lady Michelle Obama announces collaboration with Walmart in support of Let's Move! campaign.
- Nsiah-Kumi, P. A., Kang, L. Y., & Parker, J. R. (2012). Let's move our next generation of patients toward healthy behaviors. *Journal of multidisciplinary healthcare*, 5, 115.
- Obama, M. (2010). First Lady Michelle Obama Launches Let's Move: America's Move to Raise a Healthier Generation of Kids. *The White House*.
- Sebelius, K., Donovan, H. S., & Solis, L. S. (2010). First lady michelle obama launches let's move: America's move to raise a healthier generation of kids.
- Wojcicki, J. M., & Heyman, M. B. (2010). Let's move—childhood obesity prevention from pregnancy and infancy onward. *New England Journal of Medicine*, 362(16), 1457-1459.