



National “Let’s Move” Campaign

Your health is important.

Because the Youens and Duchicela Clinic believes this, the following is brought to you in an effort to provide wellness information that you can use to help manage and maintain your health.

This week, the focus is on awareness and prevention of childhood obesity.

This February, first lady Michelle Obama brought childhood obesity to the forefront of national discussion by creating a campaign dedicated to solving the epidemic. The “Let’s Move” campaign targets several audiences in order to overcome the challenge of childhood obesity.

Furthered propelled by President Obama’s establishment of a Childhood Obesity Taskforce, the campaign is off to an impressive start. Highlighted on the campaign website, www.letsmove.org, are some statistics about obesity and its effects, including that childhood obesity or excess weight affects one third of American children. Additionally noted is that obesity rates have tripled in the past thirty years, which means “for the first time in our history, American children may face a shorter expected lifespan than their parents.”

In addition to statistics and informational links, “Let’s Move” offers practical resources for parents that can be immediately used such as physical activity logs, shopping guides, recipe finders, and meal planners. Online and interactive “toolkits” are also being offered soon, which will help families design contracts to set healthy lifestyle goals, choose activities to support those goals, and track their successes.

Other informational links and a host of suggestions and government initiatives complete the site.



"I'm thrilled to see this initiative by First Lady Obama," says Dr. Olga Duchicela from the Youens and Duchicela Clinic. "I have fought locally to educate those in our community about the dangers of childhood obesity, and the 'Let's Move' campaign is going to reach out in additional ways to aid people on the road to better health."

Obesity in children places them at greater risk for such conditions later in life as diabetes, heart disease, high blood pressure, cancer, and asthma. Because of this, "prevention and treatment are key," says Dr. Duchicela.

Getting children "moving" is also a big part of the prevention and treatment equation and figures prominently into "Let's Move." Children need 60 minutes of "active and vigorous play every day to grow up to a healthy weight," according to a Center for Disease Control and Prevention citation on the site. To help achieve this, the site offers a multitude of suggestions, including

- making "family time" active "play time" together
- reducing screen time (i.e. television and computer)
- developing a community play place
- locating safe routes for walking to school or other community activities
- engaging in healthier and more active play in school

This campaign also compliments the local Healthy High/Healthy Choices program begun by Dr. Duchicela for the Schulenburg/Weimar community in 2002, which aims to educate children about wellness and the dangers of obesity. The program continues in a strong capacity today, thanks to the commitment from community volunteers, school personnel, and students.

"As a gesture of support for both Healthy High/Healthy Choices and the 'Let's Move' campaign, I hope parents and other caregivers will use the resources available to fight for better health and become involved in these beneficial campaigns," concludes Dr. Duchicela.

The information provided here is not to be used as a substitute for medical attention. Remember that, should you have specific medical questions or desire more information, contact your doctor.