

*Working to eliminate childhood obesity and inspire all young people in the United States to develop lifelong, healthy habits.*



Founded in 2005 by the American Heart Association and William J. Clinton Foundation, the Alliance for a Healthier Generation is leading the charge against the childhood obesity epidemic by engaging directly with industry leaders, educators, parents, healthcare professionals and—most importantly—kids. The goal of the Alliance is to reduce the nationwide prevalence of childhood obesity by 2015 and to inspire young people to develop lifelong, healthy habits.

There is no single cause and no single solution for childhood obesity. As a result, the Alliance works to positively affect all the places that can make a difference in a child's health including homes, schools, doctor's offices and communities.

By engaging and activating the leaders who can transform the environments and communities that nurture our children, the Alliance for a Healthier Generation has been able to affect change including:

- ▶ Supporting more than 15,000 schools in all 50 states to transform their environments to be places where physical activity and healthier foods are more available to more than 9 million students before, during and after school.
- ▶ Supporting more than 30 out-of-school time providers, reaching 10,000 youth, in their efforts to create healthier environments.
- ▶ Building a coalition of major health insurers, employers and national medical associations to provide more than 2.4 million children, through a network of 56,000 healthcare providers, healthcare benefits for the prevention and treatment of childhood obesity.
- ▶ Brokering voluntary agreements with the industry leaders to reduce calories and portions sold to kids in schools; agreements that have contributed to a 90 percent reduction in total beverage calories shipped to U.S. schools between 2004 and 2009/2010.