

"Dive in" to fight childhood obesity, first lady tells parents

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NEW YORK — First Lady Michelle Obama came to New York on Thursday to talk about American children who are obese. Once again, she asked parents to “dive into” the fight to help American children become healthier.

Obama spoke at an event at which the Robert Wood Johnson Foundation (RWJF) announced it would dedicate \$500 million to reduce the number of very overweight children. The event took place at Edward A. Reynolds West Side High School in Manhattan.

The foundation named three strategies that individual families can embrace. First, families can eliminate all sugar-sweetened beverages from the diets of children younger than 5. Second, parents can engage kids in physical activity every day. Third, families can ensure that children enter kindergarten at a healthy weight.

"Push the Envelope"

Obama praised the announcement by the foundation. “I want to challenge you and folks across the country to make an RWJF kind of commitment at your own scale,” she said. “I want you to really dive into this issue in your schools, your organizations, community, your company, your family, wherever you are a leader and decision-maker. Dive in.”

She added, “If Robert Wood Johnson can invest half a billion dollars ... surely we can push the envelope and aim just a little higher in our own efforts.”

While she encouraged all Americans to do more, she also praised the efforts that many are already making. Obama called parents who make healthier choices at the supermarket “unsung heroes.”