Dear Jennifer Fleischer:

Thank you for writing to me about your interest in helping to solve the childhood obesity epidemic. Children all across this country are afflicted by poor health and a lack of nutrition in increasingly devastating numbers. Childhood obesity rates in America have tripled over the past three decades, and for the first time in our Nation's history, the current generation may be on track to have a shorter lifespan than their parents. These trends are startling, but I am encouraged because I know that individuals and organizations are already hard at work to combat this issue.

And we want to do our part as well. We recently launched the Let's Move! campaign with an ambitious national goal of solving the challenge of childhood obesity within a generation so that children born today will reach adulthood at a healthy weight. Let's Move! will engage every sector impacting the health of children to achieve the national goal, and will provide schools, families and communities simple tools to help kids be more active, eat better, and get healthy. This initiative is comprehensive, collaborative, and community-oriented, and it will specifically address the various factors that lead to childhood obesity by helping parents make healthier choices for their families, providing healthier food in schools, increasing physical activity, and increasing access to affordable food in all communities.

We are going to need everyone working together to achieve our goal, and so I urge you to join us online at www.LetsMove.gov, where you can stay updated on news and connect with our efforts. Our strength as a Nation and our ability to responsibly shape our future depends upon tackling this issue, and I hope you stay active in the fight against obesity in your home community. We need your ideas, your hands, and your heart to lead us to a brighter, healthier tomorrow.

Thank you again for writing. I wish you all the best.

Sincerely,

Barack Obama

To be a part of our agenda for change, join us at www.WhiteHouse.gov