Over the last several generations, this country has changed dramatically. We’ve engineered physical activity out of our daily lives and to a large extent removed it from our schools. Unhealthy foods are being sold in larger portion sizes and at lower prices, while it remains difficult for many families to buy healthy, affordable foods and beverages.

In short, we’ve created a culture in which the healthiest choice isn’t always the easiest one, and that culture is having an impact on our kids.

Today, more than 23.5 million kids and teens in the United States — nearly one in three young people — are overweight or obese, putting them at risk for serious, even life-threatening, health problems.

In order to raise healthy kids and reverse the childhood obesity epidemic, we must ensure that the places where our children live, learn and play make the healthy choice the easy choice.

We’re calling for change. Will you add your voice?

Our work will unite the voices of moms, dads, sisters and brothers in communities across America. The changes demanded by these voices will be backed by the best science and amplified by the leadership and resources of the American Heart Association and the Robert Wood Johnson Foundation, as well as the expertise and skills of a vast coalition of our nation’s leading advocacy organizations.

Voices for Healthy Kids will focus our efforts in states and communities hardest hit by the epidemic and prioritize six issues:

- improving the nutritional quality of snacks and drinks in schools;
- reducing consumption of sugary drinks;
- protecting children from marketing for unhealthy foods and drinks;
- increasing access to affordable healthy foods;
- increasing access to safe spaces for physical activity; and
- helping schools and youth programs increase children’s physical activity levels.

Voices for Healthy Kids aims to reverse the childhood obesity epidemic by 2015. To succeed, we need involvement at every level, from partnerships with national organizations and grassroots groups to individual participation.