| **Overview** | Experts and leaders from business, academia, nonprofit, and science are coming together, generating urgency, and finding solutions to the childhood obesity epidemic. |
| **Primary Goal/Mission** | Reach 80% of U.S. children between the ages of 5 and 12 and reverse the trend of the childhood obesity epidemic in a generation’s time. |
| **Coalition Members** | • David M. Cordani, President and CEO, **Cigna Corporation**  
• Joseph A. Curtatone, Mayor, City of Somerville, Massachusetts, National League of Cities  
• William H. Dietz, M.D., Ph.D., Retired Director, Division of Nutrition, Physical Activity, and Obesity, Centers for Disease Control and Prevention  
• David Dillon, Chairman and CEO, **The Kroger Company**  
• Peter R. Dolan, Chair, ChildObesity180  
• Christina D. Economos, Ph.D., Vice-Chair and Director of ChildObesity180, New Balance Chair in Childhood Nutrition, and Associate Professor at the Friedman School of Nutrition Science and Policy at Tufts University  
• Bob Kocher, M.D., Partner, Venrock; Former Special Assistant to the President, National Economic Council  
• A.D. David Mackay, Retired President and CEO, **Kellogg Company**; Chair Emeritus, Healthy Weight Commitment Foundation  
• Anne C. MacMillan, Deputy Chief of Staff, United States Department of Agriculture  
• James S. Marks, M.D., M.P.H., Senior Vice President and Director, Health Group, Robert Wood Johnson Foundation  
• H. Melvin Ming, President and Chief Executive Officer, Sesame Workshop  
• Denise Morrison, President and Chief Executive Officer, **Campbell Soup Company**  
• Miriam E. Nelson, Ph.D., Professor, Friedman School of Nutrition, Tufts University; Co-Founder and Senior Advisor, ChildObesity180  
• Neil Nicoll, President and CEO, **YMCA of the USA**  
• Dwayne Proctor, Ph.D., MA, Director, Childhood Obesity Team Director and Senior Program Officer, Robert Wood Johnson Foundation  
• Maya Rockeymoore, Ph.D., President and CEO, Global Policy Solutions  
• Mary Story, Ph.D., RD, Professor, Division of Epidemiology and Community Health; Associate Dean, School of Public Health, University of Minnesota; Adjunct Professor, Department of Pediatrics, University of Minnesota  
• Dawn Sweeney, President and CEO, **National Restaurant Association and National Restaurant Association Educational Foundation**  
• Arturo Vargas, Executive Director, National Association of Latino Elected and Appointed Officials  
• Jake Winebaum, Founder and CEO, **Brighter.com**  
• Matthew Yale, Vice President, Corporate Communications, **Laureate Education**; Former Deputy Chief of Staff, United States Department of Education |
| **Programs/Campaigns** | Multisectoral leadership and collaboration, with businesses directly involved in the funding and implementation of Child Obesity 180’s:  
• Breakfast Initiative  
• Active Schools Acceleration Project  
• Restaurant Initiative  
• Healthy Kids Out of School |
| **Impact** | • Breakfast Initiative:  
  o 450,000 children participating in breakfast in the classroom  
• Active Schools Acceleration Project:  
  o $1 M in grants awarded to 1,000 schools nationwide, and each school will launch a new physical activity program next year |
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<tr>
<th>Reports/Case Studies</th>
<th>Committed to evidence-based approach, library includes links to peer-reviewed journals and videos <a href="http://www.childobesity180.org/library">http://www.childobesity180.org/library</a></th>
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<td>Social Media Sites</td>
<td><a href="https://twitter.com/ChildObesity180">https://twitter.com/ChildObesity180</a></td>
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| Website and Contact Information | http://www.childobesity180.org/  
Phone: 617.636.3563 |

- 400,000 children participating in school physical activity programs
- **Restaurants Initiative:**
  - 20 industry leaders convened to develop and execute strategies so the restaurant industry can be part of the solution to childhood obesity.