

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	
<ul style="list-style-type: none"> • 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	<p>Multisectoral leadership and collaboration, with businesses directly involved in the funding and implementation of Child Obesity 180’s:</p> <ul style="list-style-type: none"> • Breakfast Initiative • Active Schools Acceleration Project • Restaurant Initiative • Healthy Kids Out of School
Impact	<ul style="list-style-type: none"> • Breakfast Initiative: <ul style="list-style-type: none"> ○ 450,000 children participating in breakfast in the classroom • Active Schools Acceleration Project: <ul style="list-style-type: none"> ○ \$1 M in grants awarded to 1,000 schools nationwide, and each school will launch a new physical activity program next year

	<ul style="list-style-type: none"> ○ 400,000 children participating in school physical activity programs • Restaurants Initiative: <ul style="list-style-type: none"> ○ 20 industry leaders convened to develop and execute strategies so the restaurant industry can be part of the solution to childhood obesity.
Reports/Case Studies	Committed to evidence-based approach, library includes links to peer-reviewed journals and videos http://www.childobesity180.org/library
Social Media Sites	https://twitter.com/ChildObesity180
Website and Contact Information	http://www.childobesity180.org/ Phone: 617.636.3563