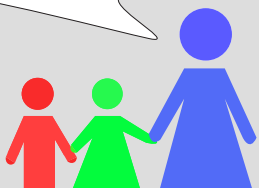


National Childhood Obesity Awareness Month

Poll: Parents Support Healthier School Food Policies by 3-to-1 Margin The vast majority of parents of school-age children support strong national nutrition standards for all foods and beverages sold to students during school, according to a poll released yesterday by The Pew Charitable Trusts, the RWJF, and the American Heart Association (AHA). Among the findings:

- 72 percent favor national standards for school meals.
- 72 percent support standards for school snacks.
- 91 percent support requiring schools to include a serving of fruits or vegetables with every meal.
- 75 percent think salt should be limited in meals.



Parents Less Likely to Recognize Overweight or Obese Children

Parents are less likely to accurately deem children overweight or obese than they were ten years ago, according to a study published by Pediatrics. Parents' ability to correctly classify their children as overweight or obese declined by 24 percent over the last decade; researchers concluded that "the declining tendency among parents to perceive overweight children appropriately may indicate a generational shift in social norms related to body weight."



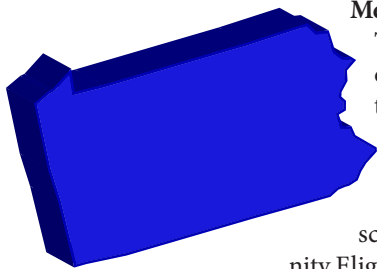
White House Proclamation Marks National Childhood Obesity Awareness Month

On August 29, President Barack Obama signed a proclamation designating September 2014 as National Childhood Obesity Awareness Month. The proclamation references a number of national childhood obesity reduction initiatives, including recently updated nutrition standards for all foods and beverages sold and served in schools, as well as an expansion of the Community Eligibility Option under which 22,000 schools in low-income communities will be able to serve free meals to all students.



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Philadelphia Schools to Provide Free Meals to all Students



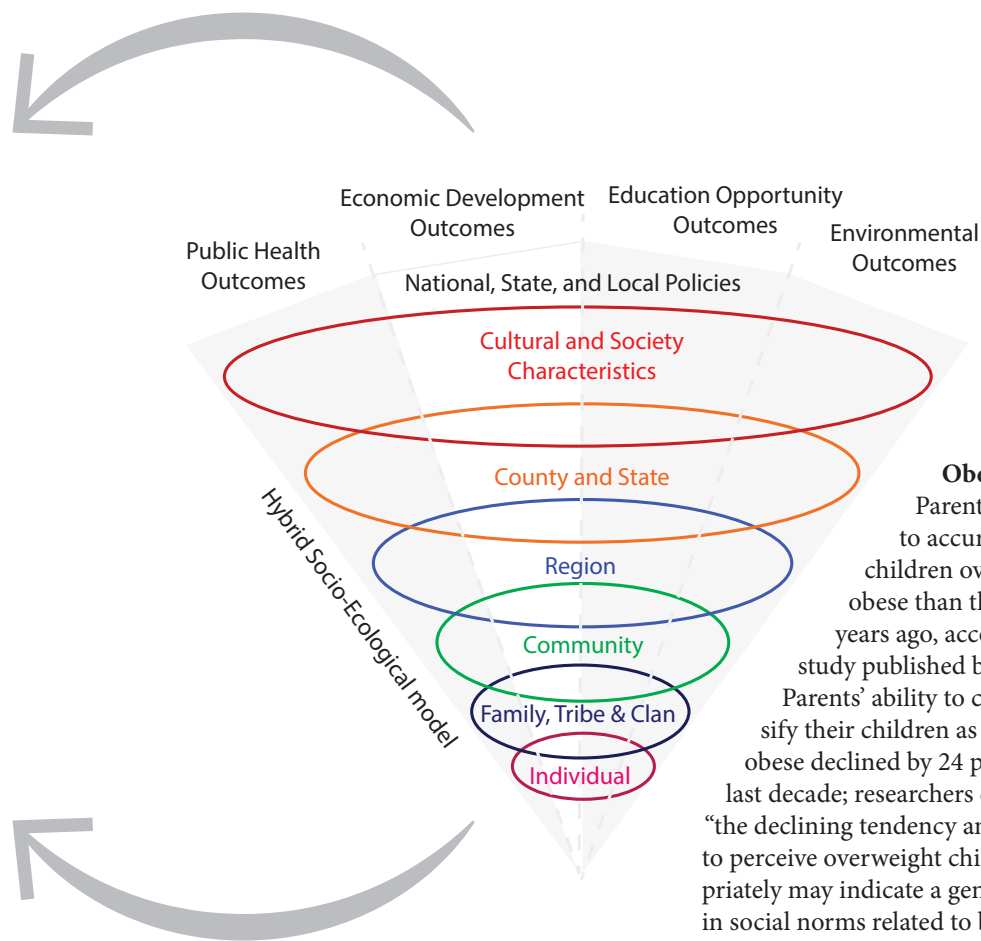
The School District of Philadelphia announced last week that all district students would be eligible to receive breakfast and lunch for free starting with the 2014-2015 school year under the Community Eligibility Provision of the Healthy, Hunger-Free Kids Act. School officials highlighted the importance of providing healthy, nutritious meals to all 143,000 students and anticipate that it will reduce administrative costs and free up additional funding to build new full-service kitchens in district schools. Philadelphia is the eighth largest school district in the country.

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Michigan Expands Public-Private Partnership to Address Obesity



Governor Rick Snyder (R), the Michigan Department of Community Health, and a series of private partners led by Blue Cross Blue Shield of Michigan announced an expansion of the Building Healthy Communities Program last week, a public-private program that provides resources for healthier school meals, nutrition education, and healthy food marketing ads. An additional 58 schools will join the program, bringing the total number of students served statewide to more than 100,000; 32 schools will receive grants to implement a breakfast in the classroom program.



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