

National Campaigns Targeting Physical Activity and Obesity



Richard E. Killingsworth, Active Living by Design Molly
White, Nike Caryn Altman, Gatorade
Tim McDonald, General Motors

National Campaigns Promoting Physical Activity

Active Living

America on the Move

Choose to Move

Eat Smart. Play Hard

Get Kids in Action

Girl Power!

Go Red For Women

Hearts N' Parks

KaBOOM!

NikeGO

Operation FitKids

P.E. 4 Life

President's Challenge

Shape Up America!

Shaping America's Youth

Small Steps. Big Rewards

VERB



Scope of Panel Discussion

Program Goals
Interventions
Desired Outcomes
Lessons Learned
Applications

