

Industry



Childhood obesity does not have one single cause, and therefore does not have one single solution. The epidemic is complex and will take all sectors—public and private—working together in order to create bold solutions that will ultimately reverse the trend and benefit our kids.

To reach its ambitious public health goals, the Alliance negotiates and implements voluntary agreements with the corporate world, industry associations, and professional groups. Each agreement addresses an aspect of children's wellbeing, and is based on solid, evidence-based research, defined by clear metrics, and verified through independent data collection and analysis.



WHY IT MATTERS

- Childhood obesity has almost tripled in children and adolescents in the past 30 years.
- Today about one out of three children and adolescents (ages 2-19) in the United States is overweight or obese, putting them at risk for serious health problems.
- There are significant racial and ethnic disparities in obesity prevalence among U.S. children and adolescents.
- Research shows a strong link between a young person's practice of healthy habits, including a good diet.

OUR REACH

Serving as a catalyst for corporations to become part of the childhood obesity solution by working with more than 120 companies to improve their individual and industry-wide business practices to more positively impact our youth.



The collaborative approach to this work has been so valuable. The Alliance for a Healthier Generation brings people together that might not be talking otherwise.



SALLY PRICE, CONSULTANT, PEPSICO

Learn how companies can establish a volunteer relationship to positively impact the health of future generations.
HealthierGeneration.org

