



Alliance Healthcare Initiative: Participating Organization Statements

Aetna

Ronald A. Williams, Chairman and CEO

Current medical efforts to combat childhood obesity are incomplete because it is rarely recognized as a standalone diagnosis. As a result, children only receive medical treatment for obesity if a health complication – such as diabetes – occurs. Aetna is pleased to work with a broad group of partners, and our employer clients, to create a comprehensive approach that addresses childhood obesity *before* health complications occur. Focusing on prevention is key to improving long-term health outcomes and lowering the cost of care.

The American Academy of Pediatrics

More than nine million children between the ages of 6 and 19 years of age are overweight or obese. This alarming statistic underlines the need for a comprehensive approach to manage this crisis. That is why the American Academy of Pediatrics is proud to be a participant in the Alliance for a Healthier Generation's Healthcare Initiative.

Dr. David T. Tayloe, Jr., President

Stemming the tide of childhood obesity is a critical priority for America's children. Obesity in childhood becomes a lifelong issue. This initiative will provide pediatricians, families and dietitians with more opportunities to work together to ensure children experience healthy, active lifestyles, now and in the future.

American Dietetic Association

Martin M. Yadrick, President

The Alliance Healthcare Initiative is a landmark effort in the prevention and treatment of childhood obesity. For the first time in many cases, children and families throughout our country will have access to the unparalleled nutrition therapy services provided by registered dietitians. RDs will collaborate with physicians to address the childhood obesity epidemic and children and families receive nutrition counseling they need without financial worry. This is exactly the type of collaborative effort that ADA believes is needed to combat the childhood obesity epidemic.

Blue Cross Blue Shield of Massachusetts

Dr. John Fallon, Chief Physician Executive

At Blue Cross Blue Shield of Massachusetts, we know that the growing epidemic of childhood obesity poses not only an immediate threat to the health of today's young people, but may also jeopardize their health long into adulthood. For over ten years, we have worked hard to engage children and their families in Massachusetts to implement healthy lifestyle changes and create a support system in the community, schools, doctors' offices, and the home to help maintain those changes. The Alliance Healthcare Initiative provides the opportunity to expand our focus and become part of a national effort to improve the health of our younger generations, working in collaboration with like-minded partners from around the country.



Alliance
for a
**Healthier
Generation**

American Heart
Association



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Blue Cross and Blue Shield of North Carolina

Dr. Don Bradley, Chief Medical Officer

Blue Cross and Blue Shield of North Carolina is very pleased to sign the memorandum of understanding with the Alliance for a Healthier Generation and other signatories to form the Alliance Healthcare Initiative. As BCBSNC has been involved for years in the efforts to impact the growing crisis of childhood obesity and one of the first in the nation to pay for nutrition counseling visits, we are proud to be a committed partner in this groundbreaking initiative. We thank The Alliance for a Healthier Generation for their ongoing commitment to children's health, and we are confident that this new partnership will make a significant difference in keeping future health care costs in check and helping improve the health and well-being of children.

PepsiCo

Mehmood Khan, MD, FACE, PepsiCo Chief Scientific Officer

As one of the world's largest food and beverage companies, we take very seriously our global responsibilities to address diet and nutrition – and we have never been more committed to deploying our expertise and leveraging our scale to help individuals and communities achieve a healthier diet. Our work with the Alliance is matched by our broader global efforts to respond to the World Health Organization's calls for actions by food companies to address chronic diseases in general and diet and physical activity more specifically.

PepsiCo is pleased to partner with the Alliance since efforts like the Healthcare Initiative reflect our corporate commitment to be a force for greater good in the communities we serve. This Initiative fulfills an absolute critical need for innovative solutions that straddle the gap between prevention of life-threatening medical conditions and treatment for those conditions. We will make progress against obesity when we address prevention and treatment together -- and in a way in which we avoid stigmatizing those who need support.

WellPoint, Inc.

Dr. Sam Nussbaum, Chief Medical Officer

Childhood obesity is a public health crisis that requires a multi-disciplinary approach for a solution. We believe public/private partnerships are a vital approach to finding solutions that provide children a healthy start in life. WellPoint is excited to collaborate on this compelling public health initiative with the Alliance for a Healthier Generation to address this epidemic. Through our pilot programs in Georgia and California, along with the efforts of all of the organizations involved in this initiative, we can help decrease the incidence of childhood obesity through early identification and intervention.