

# Let's Move!

Commitment to increasing physical activity is an integral part of the Dietary Guidelines and the Let's Move! campaign. Innovative Let's Move! multi-media platforms such as iPhone apps, pop music anthems, and public service announcements can engage young people and help keep kids off the couch. By involving families, teachers, school officials, and communities as a whole, Let's Move! is poised to strengthen the groundswell of public support and make an impact towards reducing childhood obesity.



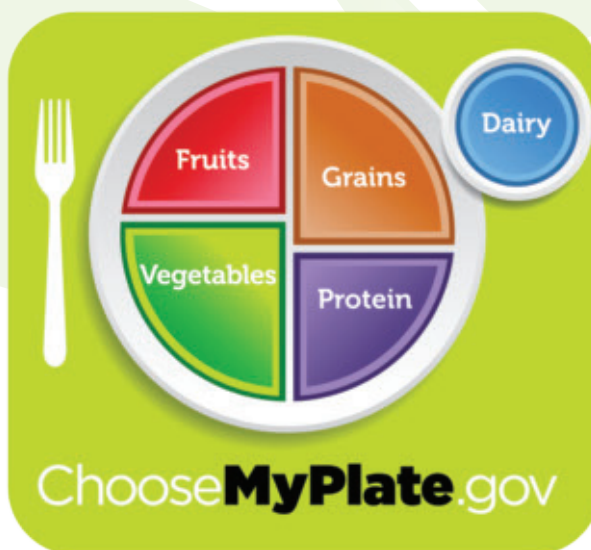
## Food For Thought: Let's Move and New Nutritional Guidelines

When First Lady, Michelle Obama launched Let's Move! she called on the nation to join in the campaign to help "solve the challenge of childhood obesity within a generation." Childhood obesity rates have tripled in the last three decades, and the Let's Move! campaign has brought the focus on helping our children make healthy choices to the forefront. By combining bedrock principals of healthy eating with the importance of keeping young people active, Let's Move! has ushered in a new era of nutrition and health awareness.

The principles of healthy eating are laid out in the recently updated 'Dietary Guidelines for Americans' and in order to help families follow these guidelines, the First Lady recently unveiled MyPlate, the new healthy eating symbol. Replacing the food guide pyramid with MyPlate makes it easy to 'build a healthy plate' and prioritize each food group at mealtimes. With its colorful sections representing the amounts of fruits, grains, vegetables, protein and dairy that should be eaten at each meal, MyPlate is an easy to understand visual reminder to 'avoid oversized portions' and 'make half your plate fruits and vegetables.' These are simple but crucial steps on the road to making healthier choices.

**The following details from the Dietary Guidelines make it easy for you and your kids to build a healthy plate at home, at school or when eating out:**

- Choose from a variety of colors: red, orange and dark green to make half your plate fruits and vegetables.
- Choose calcium rich food with less fat and calories: switch to skim or 1% milk.
- Make at least half your grains whole grains with 100% whole grain cereals, breads, crackers rice and pastas.
- Vary your protein food choices with beans and fish and keep meat and poultry portions small and lean.



**healthy**  
for life™

Healthy for life™ is a commitment to the future success of our children. ARAMARK Education offers tools and support to parents and teachers in their efforts to enable a lifetime of healthy habits. Together, we can help make Healthy for Life™ a reality.