



# SOLVING THE PROBLEM OF CHILDHOOD OBESITY WITHIN A GENERATION

White House Task Force on Childhood Obesity  
Report to the President

MAY 2010







# Table of Contents

The Challenge We Face . . . . .	3
I. Early Childhood . . . . .	11
A. Prenatal Care . . . . .	11
B. Breastfeeding . . . . .	13
C. Chemical Exposures . . . . .	17
D. Screen Time . . . . .	18
E. Early Care and Education . . . . .	19
II. Empowering Parents and Caregivers . . . . .	23
A. Making Nutrition Information Useful . . . . .	23
B. Food Marketing . . . . .	28
C. Health Care Services . . . . .	33
III. Healthy Food in Schools . . . . .	37
A. Quality School Meals . . . . .	37
B. Other Foods in Schools . . . . .	42
C. Food-Related Factors in the School Environment . . . . .	44
D. Food in Other Institutions . . . . .	46
IV. Access to Healthy, Affordable Food . . . . .	49
A. Physical Access to Healthy Food . . . . .	49
B. Food Pricing . . . . .	55
C. Product Formulation . . . . .	59
D. Hunger and Obesity . . . . .	61

V. Increasing Physical Activity . . . . .	65
A. School-Based Approaches . . . . .	68
B. Expanded Day and Afterschool Activities . . . . .	74
C. The “Built Environment”. . . . .	78
D. Community Recreation Venues. . . . .	82
Conclusion . . . . .	87
Summary of Recommendations . . . . .	89
Endnotes . . . . .	99