

newsworthy trends

National Health Movement Steps Out

(NAPSA)—A nationwide initiative is taking on a weighty problem by urging people to take a step in the right direction. The initiative is designed to promote active living and healthy eating in order to stop weight gain in America and reduce the many health complications that result from being overweight.

Called America on the Move™ (AOTM), it provides education, support and tools to Americans of all ages and physical limitations on how to get just 2,000 extra steps each day—the equivalent of about one mile—or eat 100 fewer calories a day. According to experts, this allows most people to achieve energy balance—the proper balance between food intake and energy expenditure.

Through AOTM's pilot, Colorado on the Move™, researchers found that by setting reasonable, customized goals, people are more likely to succeed at increasing their lifestyle physical activity. According to Dr. James Hill, AOTM founder and director of the Center for Human Nutrition at the University of Colorado, "The power of AOTM is that small changes have huge effects on health and quality of life if done consistently, and nearly everyone can make small changes without turning their life upside-down."

According to the U.S. Health and Human Services Department, America spends \$117 billion a year on obesity-related diseases. 300,000 Americans die of such diseases annually.

A recent Harris Interactive® study found that 70 percent of Americans 13 years and older are trying to lose weight and 81 percent would like to become more active. The survey reported most



According to experts, people can stop weight gain by taking 2,000 additional steps a day.

Americans (89 percent) do not know weight gain can be stopped by small changes in diet such as eating 100 fewer calories a day.

Individuals, corporations, community groups and others can register through the Web site at www.AmericaOnTheMove.org. The AOTM Web site offers step counters and provides ideas that make it easy to move more and eat less. It also helps participants track their steps and progress while organizations can download materials that provide ways to promote healthy eating and active living for their constituents.

Simple tips for taking extra steps include taking an after-dinner walk, parking farther away from buildings, and challenging others to see who logs the most steps in a week. Reducing 100 calories is as simple as leaving a few bites of food on your plate.

For more information or to find out how to get involved, visit the Web site at www.AmericaOnTheMove.org.