



For Immediate Release:
January 8, 2013

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ACCLAIMED CONSORTIUM RELEASES INNOVATIVE BLUEPRINT FOR CHILDHOOD OBESITY PREVENTION IN CHICAGO OVER THE NEXT DECADE

Consortium to Lower Obesity in Chicago Children spent 10th anniversary year creating comprehensive plan for Chicago to accelerate progress in childhood obesity prevention

Today, the Consortium to Lower Obesity in Chicago Children (CLOCC) has released a comprehensive ten-year plan for Chicago to promote childhood obesity prevention in the city. ***Blueprint for Accelerating Progress in Childhood Obesity Prevention in the Chicago: The Next Decade*** was created after a year of strategic planning with national and local experts to create goals, objectives, and strategies for Chicago to undertake to make a substantial difference in childhood obesity rates in the city. This innovative and comprehensive plan is the first of its kind, placing nationally identified best practices in a coordinated framework specific to Chicago.

The planning process took place throughout 2012, CLOCC's tenth anniversary year. CLOCC is recognized as a national model for childhood obesity prevention by such organizations as the Centers for Disease Control and Prevention, the American Medical Association, and the Institute of Medicine. Experts who participated in the planning process come from organizations including Prevention Institute, Rudd Center for Food Policy and Obesity at Yale University, Robert Wood Johnson Foundation's Active Living by Design, and the Institute of Medicine Committee to Accelerate Progress in Obesity Prevention.

The blueprint is divided into six focus areas:

- **Food and Beverage Access**
- **Physical Activity and the Built Environment**
- **Schools**
- **Early Childhood**
- **Business Sector and Industry Practices**
- **Health Promotion and Public Education**

These areas were specifically chosen for their ability to have the greatest impact on childhood obesity. "We have had ten years as a consortium to view the landscape and see what was working," said Dr. Adam Becker, CLOCC Executive Director. "With our knowledge

and the assistance of local and national experts, we were able to craft a plan for Chicago that can make a real difference for Chicago children and families in the decade ahead.”

Within each area, there are goals and objectives, with specific strategies identified to move them forward. These recommendations are concrete steps that can be taken by CLOCC and other organizations and institutions in Chicago to reverse the trend of childhood obesity in the decade ahead.

There is already considerable support for the blueprint, with organizations such as the Chicago Department of Public Health, Active Transportation Alliance, Girls in the Game, El Valor, and Logan Square Neighborhood Association endorsing it. “The opportunity for health begins in our homes and neighborhoods, at schools and in the workplace,” said Dr. Bechara Choucair, Commissioner of the Chicago Department of Public Health. “This blueprint is a great supplement to CDPH’s existing Healthy Chicago Agenda because it recognizes that being healthy starts long before we need medical care and outlines bold, new strategies that will help make Chicago one of the healthiest cities in the world. We applaud CLOCC for their city-wide, collaborative efforts to reduce childhood obesity here in Chicago.”

An Executive Summary of the blueprint and the full document can be found at www.clocc.net/blueprint.html. CLOCC will be sending updates on a regular basis chronicling the progress the city is making on the blueprint recommendations. They will also be posted on their website: www.clocc.net.

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About CLOCC

The Consortium to Lower Obesity in Chicago Children (CLOCC) is a nationally recognized childhood obesity prevention program housed at Ann & Robert H. Lurie Children’s Hospital of Chicago. Its mission is to confront the childhood obesity epidemic by promoting healthy and active lifestyles for children throughout the Chicago metropolitan area. CLOCC creates and sustains the types of multi-sector collaboration recommended by our nation’s health leaders. Currently, CLOCC has over 3,000 participants representing over 1,200 organizations. For more information, visit www.clocc.net.