

THE ALLIANCE FOR A HEALTHIER GENERATION

The Alliance for a Healthier Generation is a partnership between the American Heart Association and the William J. Clinton Foundation. We have come together to fight one of our nation's leading health threats – childhood obesity. The Alliance provides a four-pronged approach that works with schools, children, families, the food and beverage industries, healthcare insurers, and pediatricians. Together these approaches will transform kids' schools, homes, and communities into healthier places to learn and play.

The Alliance's goals are to halt the nationwide increase in childhood obesity by 2010, reverse the trend by 2015, and inspire young people and their families to develop lifelong healthy habits. Without immediate intervention, this generation of children stands to be the first in history to have a shorter life span than that of its parents. Please visit our website, <http://www.healthiergeneration.org>.