

WFIT Poised to Get California to “Move” – Posted 10.27.10

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A World Fit For Kids! (WFIT) Executive Director Normandie Nigh recently met with First Lady Michelle Obama’s Let’s Move! team in Washington DC to discuss setting the stage for California as a leader in the nationwide Let’s Move campaign. Ms. Nigh shared WFIT’s exemplary practices and breakthrough results with Dr. Shale Wong, Policy Fellow, and Robin Schepper, Executive Director of Let’s Move!

Under Normandie’s leadership, WFIT’s current efforts to get kids and families moving in Los Angeles County is being brought to a new level through an expanded partnership with two key associates—Andi Fletcher of the Center for Collaborative Solutions and Kellee McQuinn of KidTribe—in the Healthy Behaviors - Changing Lives, Saving Lives Initiative.

The Initiative combines WFIT’s proven teen mentoring/internship model with state-of-art professional development and inter-disciplinary curriculum to lead the way in combating childhood obesity. In an unprecedented effort to change the eating habits and physical activity levels of millions of children, the partnering organizations are building on the platform of comprehensive afterschool programs that become local learning centers in rural, suburban and urban communities.

To put these plans into motion, the three partner organizations have recently met with the leading officials in the Let’s Move campaign, as well as other top state and federal decision-makers. The Initiative drew increased interest from many leaders dedicated to reversing the childhood obesity epidemic, including:

- **Steve Robinson** - the President’s Special Assistant for Domestic Policy Council
- **Dana Carr** - Director of Health, Environmental Health and Physical Education for the U.S. Department of Education
- **Michael Robbins** – Department of Education’s Director for Faith-Based and Neighborhood Partnerships
- **Shellie Pfohl** – Executive Director of the President’s Council on Fitness, Sports and Nutrition
- **Andrea Cernich** – Director of Strategic Partnerships for the President's Council on Fitness, Sports and Nutrition
- **Steve Muldar and Chris Fox**– Vice President and Assistant Vice President of the Campaign to End Obesity
- **Saif Khan** – Deputy Director and Senior Advisor of Mission: Readiness – Military Leaders for Kids
- **Amy Rogers** – Vice President of Resource Development for America’s Promise