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United Neighborhood Centers of Milwaukee One of 41 Sites Selected for National Program to Fight Childhood Obesity

Milwaukee Childhood Obesity Prevention Project Receives Robert Wood Johnson Foundation Major Grant to Develop Policy Change, Promote Physical Activity and Access to Healthier Foods.

Milwaukee, January 12, 2010 – The United Neighborhood Centers of Milwaukee’s Childhood Obesity Prevention Project (UNCOM) has been awarded a \$360,000 grant from the Robert Wood Johnson Foundation (RWJF) to improve opportunities for physical activity and access to affordable healthy foods for children and families in Milwaukee. Based on a rigorous selection process that drew more than 500 proposals from across the country, Milwaukee is one of 41 sites selected for the RWJF *Healthy Kids, Healthy Communities* initiative.

In Milwaukee, where 29 percent of low-income children ages 2 to 5 and 27,400 youth are overweight or obese, UNCOM partners will focus on implementing policy development related to food and beverage vending, sustainable urban agricultural practices and stewardship of land use, and culturally-appropriate physical activity and active living across the lifespan.

“The Milwaukee Childhood Obesity Prevention Project grant will help empower UNCOM member agencies and the Milwaukee community to prevent childhood obesity,” said Dr. David E. Nelson, Fellow and Instructor at the Center for Healthy Communities at the Medical College of Wisconsin who will serve as the project director. “With our partners in Milwaukee, we’re committed to making a difference in the lives of our most vulnerable youths.”

“To reverse this epidemic, communities are going to have to rally around their kids and provide the opportunities they need to be healthy,” said Risa Lavizzo-Mourey, M.D., M.B.A., president and CEO of the Robert Wood Johnson Foundation. “Through this project, UNCOM and its partners are doing what it takes to make sure children lead better lives.”

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Healthy Kids, Healthy Communities is a \$33 million national program and RWJF's largest investment to date in community-based solutions to preventing childhood obesity. With nine Leading Sites chosen in late 2008, the program now spans 50 communities from Seattle to Puerto Rico. All are targeting improvements in local policies and their community environment—changes that research indicates could help children eat healthier and be more active, and thereby prevent obesity. Healthy Kids, Healthy Communities is a cornerstone of RWJF's \$500 million commitment to reverse the country's childhood obesity epidemic by 2015.

The 40 other cities and regions just announced as Healthy Kids, Healthy Communities sites are:

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| Benton County, OR | Kane County, IL |
| Boone and Newton Counties, AR | Kansas City, MO |
| Buffalo, NY | Kingston, NY |
| Caguas, PR | Knox County, TN |
| Charleston, WV | Lake Worth, Greenacres and Palm Springs, FL |
| Chattanooga, TN | Milledgeville, GA |
| Cook County, GA | Moore and Montgomery Counties, NC |
| Cuba, NM | Multnomah County/Portland, OR |
| Denver, CO | Nash and Edgecombe Counties, NC |
| Desoto, Marshall and Tate Counties, MS | New Orleans, LA |
| El Paso, TX | Omaha, NE |
| Fitchburg, MA | Philadelphia, PA |
| Flint, MI | Phoenix, AZ |
| Grant County, NM | Rancho Cucamonga, CA |
| Greenville, SC | Rochester, NY |
| Hamilton County, OH | San Antonio, TX |
| Houghton County, MI | San Felipe Pueblo, NM |
| Houston, TX | Spartanburg County, SC |
| Jackson, MS | Watsonville and Pajaro Valley, CA |
| Jacksonville, FL | |
| Jefferson County, AL | |

All were selected because of strong vision, partnership and a commitment to make lasting change in their communities. The new program grants will continue through June 2013.

Visit www.healthykidshealthycommunities.org to learn more about these communities' work and plans.

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About United Neighborhood centers of Milwaukee (UNCOM)

United Neighborhood Centers of Milwaukee (UNCOM) is Milwaukee's preeminent collaborative partnership supporting healthy, wholesome, and empowered Milwaukee neighborhoods. UNCOM Agencies include: Agape Community Center, COA Youth & Family Centers, Journey

House, Milwaukee Christian Center, Neighborhood House of Milwaukee, Next Door Foundation, Northcott Neighborhood House and Silver Spring Neighborhood Center. Our efforts include intimate partner violence prevention programs, city-wide nutrition and physical activity programs, a year-round innovative youth employment programs as well as cultural and visual arts programs. For more information visit us at www.uncom-milw.org.

About Healthy Kids, Healthy Communities

Healthy Kids, Healthy Communities, a national program of the Robert Wood Johnson Foundation (RWJF), advances community-based solutions that will help reverse the childhood obesity epidemic. It focuses on changing policies and environments to support active living and healthy eating among children and families. The program places special emphasis on reaching children who are at highest risk for obesity on the basis of income, race/ethnicity and geographic location. It will support RWJF's efforts to reverse the childhood obesity epidemic in the United States by 2015.

The Healthy Kids, Healthy Communities national program office is housed at Active Living By Design, part of the North Carolina Institute for Public Health at the Gillings School of Global Public Health at the University of North Carolina in Chapel Hill. Established in 2001 as an RWJF national program, Active Living By Design now serves funders and partnerships across the country that are fostering community-led change to build a culture of active living and healthy eating.

About the Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change. For more than 35 years, the Foundation has brought experience, commitment, and a rigorous, balanced approach to the problems that affect the health and health care of those it serves. When it comes to helping Americans lead healthier lives and get the care they need, the Foundation expects to make a difference in your lifetime. For more information, visit www.rwjf.org.