Children's®
Healthcare of Atlanta

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Joseph Nadglowski
Pamela R. Davis
Obesity Action Coalition
4511 North Himes Avenue, Suite 250
Tampa FL 33614

Joseph and Pamela,

Thank you for reaching out to Children's Healthcare of Atlanta. We are happy to continue the dialogue again; as I recall, we had communication around this time last year as Children's was launching our pilot Strong4Life awareness campaign.

I want you to know that we understand your position and that of the parties you list in your letter. And we agree with your statement that it's critical to raise awareness of the issue of childhood obesity.

In your letter you claim that, "the Strong4Life campaign may very likely add to the torment and harassment that children affected by obesity have to confront, often daily, at school." However, Children's most recent Atlanta market research survey, conducted on January 20, shows that 4% of parents who saw the ads believe that bullying has decreased as a result of the ads; 4% believe bullying has increased as a result of the ads and 92% believe that there has been no change.

You also reference a "public survey" you conducted via your website. We conducted recent market research in Atlanta with sound methodology that showed 80% of Atlantans who recalled seeing the ads had a positive reaction and nearly half took a further step and talked about the childhood obesity with others.

Raising awareness was the first critical step of the Strong4Life movement, and it worked. Our research shows that 96% of Atlantans agree that childhood obesity is an issue in Georgia. Having successfully reached this level of awareness, the Strong4Life movement has shifted its focus to help Georgians take a step beyond

general awareness to consider how childhood obesity affects them. Again, the ads did their job and paved the way for parents and caregivers in our state to continue the much-needed conversation about childhood obesity.

Like you, we believe in—and take very seriously—the health of children and the health of families. For the past year, we've had Strong4Life programs on the ground across the state including our Strong4Life healthcare provider training, daycare staff training and school training programs – which have already reached more than 579,700 kids in Georgia. We are also continuing to grow our partnerships in the community, so that we can strengthen our Strong4Life offerings and make them available to even more Georgians.

Thank you for your invitation to openly discuss the Strong4Life movement. No one organization can stop the cycle of childhood obesity alone. It requires the community coming together to take a stand. Everyone must play a role, and we are open to discussing this movement with any organization committed to helping Georgians achieve real change, for the sake of our kids.

Best,

Linda Matzigkeit
Chief Administrative Officer and Childhood Obesity Leader
Children's Healthcare of Atlanta