



# 2007-2008

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*Shape Up America!*

**Annual Report  
and Historical Highlights**



## *Foreword*

In 1994, C. Everett Koop, MD, the former US Surgeon General, founded Shape Up America! to raise awareness of obesity as a health issue. Over the years, the initiatives developed by Shape Up America! have helped to bring the health and economic consequences of obesity “front and center” in the minds of many Americans, including some of our nation’s leaders.

The Shape Up America! website – [www.shapeup.org](http://www.shapeup.org) – and our online newsletter represent a key investment of the organization. Through these media, augmented by traditional public relations strategies, we continue to communicate key messages on healthy weight management to the public and to health care professionals.

For several decades, public health organizations have been trying to convince the federal government to do a better job labeling alcohol-containing beverages. Shape Up America! is a relatively recent newcomer to this effort, having joined in 2005. In 2007 and 2008, Barbara J. Moore, PhD the President of Shape Up America!, continued to collaborate with other non-profit organizations to raise awareness of the need for labeling alcohol-containing beverages and in 2008, SUA co-hosted a press conference in Washington DC on this important issue.

As a resident of Clyde Park, Montana, in 2007 Dr. Moore began to work with the Montana Nutrition and Physical Activity Program, a statewide program funded by the Centers for Disease Control and Prevention, based at Montana State University in Bozeman. This program is spearheading innovative programs to reduce obesity in Montana. Shape Up America! has participated in one major initiative so far, conducted in the town of Shelby and known as Shape Up Shelby. This program was planned in late 2007 and executed throughout 2008. Because of these multi-year initiatives, we are combining the annual report for the years 2007 and 2008 into a single report for the two-year period.

These initiatives and other activities of Shape Up America! are described in greater detail below.

## *The Problem*

Among adult Americans, one third is obese and one third is overweight. The national rate of childhood obesity is approaching 20%. There are medical costs associated with doing nothing to arrest overweight and obesity. In addition to the costs of treating diabetes, huge sums are spent on the treatment of metabolic syndrome – a constellation of disorders including elevated abdominal fat, hypertension, abnormal blood lipids (cholesterol and triglycerides) and high fasting glucose -- heart disease and certain cancers. Even children are now being diagnosed with these “adult” diseases – all because of obesity, inactivity and poor diet.

Using one recently developed model for estimating the external (i.e., societal, rather than individual) costs of obesity<sup>1</sup>, the **lifetime costs** associated with obesity in an adult aged 20 years old were estimated to exceed \$50,000. This means that if all of the 10 million currently obese children in the United States become obese adults, it would represent lifetime, external costs of more than half a trillion dollars (in 2007 dollars).

One report from a major insurance company in Minnesota states that: “Left unchecked, nearly 31 percent of the overall increase in health care costs from 2005 to 2020 will be due to the projected increases in obesity and overweight. These projected increases will add nearly \$1 billion to Minnesota’s total annual health care costs by 2010, and \$3.7 billion by 2020.”<sup>2</sup> In yet another report, Finkelstein predicts that addressing obesity will produce greater cost savings than health care reform.<sup>3</sup> Nationwide, the most current estimate of the medical costs of obesity is \$147 billion (in 2008 dollars) annually.<sup>3</sup>

Just as they did when Shape Up America! was founded in 1994, many people continue to view obesity as a cosmetic problem rather than a costly health issue that increases disease risk. Few insurance policies are focused on prevention of obesity and most health care professionals report they are not reimbursed for obesity treatment. So the health care system is not currently addressing the fact that obesity is a major contributor to runaway health care costs. As this report is being written, the debate over U.S. health care reform rages. The need to reform health care to emphasize wellness and prevention, including obesity prevention and remediation, has never been greater.

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<sup>1</sup> McKinnon R. Abstract of dissertation, George Washington University, Obesity as market failure: Development of a model to estimate the lifetime, external costs of obesity in the United States.

<sup>2</sup> A Collaborative Report from Blue Cross and Blue Shield of Minnesota, the Minnesota Department of Health and the Minnesota State Demographer, based on research by Kenneth E. Thorpe, PhD of Emory University. *Obesity and Future Health Care Costs: A Portrait of Two Minnesotas*. January 2008. Available online at [www.bluecrossmn.com/preventionminnesota](http://www.bluecrossmn.com/preventionminnesota).

<sup>3</sup> Finkelstein EA, Trogon JG, Cohen JW, Dietz W. Annual medical spending attributable to obesity: payer- and service-specific estimates. *Health Affairs* (2009) 28(5):w822-w831 (published online 27 July 2009;10.1377/hlthaff.28.5.w822).

## *Leadership*

Barbara J. Moore, PhD joined Shape Up America! in 1995 and has served as President and Chief Executive Officer since 1997. Dr. Moore holds a B.A. from Skidmore College and an MS and PhD in nutrition from Columbia University. Following nearly a decade in academia conducting obesity research, Dr. Moore served for four years as Chief Nutritionist and primary technical policy advisor worldwide for Weight Watchers International. In addition to being responsible for the design of the Weight Watchers program during her tenure from 1989-1993, she served as primary negotiator on technical issues with regulatory agencies at the federal, state and local level in both the United States and Canada.

Dr. Moore has several years of experience working for the U.S. government. She joined the Executive Office of the President, Office of Science and Technology Policy (OSTP) in 1993. She was involved in the process of federal policy formation and budgetary support of fundamental scientific research. As Acting Assistant Director for Social and Behavioral Sciences, Dr. Moore met with various scientific organizations to improve the visibility and funding of the social and behavioral sciences within federal agencies.

In 1994, Dr. Moore joined the National Institutes of Health (NIH), Division of Nutrition Research Coordination (DNRC). In this position, Dr. Moore focused on the development of the 1994 Progress Report to the Assistant Secretary of Health on the nutrition objectives of Healthy People 2000. She also sat on the Interagency Board for Nutrition Monitoring and Related Research (IBNMRR) and the Nutrition Policy Board.

In 2002, the Food and Nutrition Board of the Institute of Medicine of the National Academy of Sciences in Washington DC appointed Dr. Moore to serve on its committee to develop an "Action Plan to Prevent Obesity in Children and Youth." The committee's report, ***Preventing Childhood Obesity: Health in the Balance*** was published in January, 2005. This was Moore's second appointment by the Institute of Medicine, having served from 2000 to 2002 on a sub-committee to research and report on the growing problem of weight management in the U.S. armed forces.

### Scientific Advisory Committee

Shape Up America! receives technical advice and guidance from its Scientific Advisory Committee. Members of the committee provide guidance on objectives and tactics, as well as editorial review of educational materials. The membership comprises individuals who are recognized authorities in the fields of obesity, nutrition, psychology, exercise physiology, medicine, public health, and nutrition policy.

- George Blackburn, MD, PhD, Beth Israel Deaconess Hospital, Boston, MA
- Steven Blair, PED, University of South Carolina, Columbia, SC
- Patricia Choban, MD, Clinical bariatric practice, Columbus, OH
- Adam Drewnowski, PhD, University of Washington, Seattle, WA
- Johanna Dwyer, DSc, RD, Tufts University, Boston, MA
- Bess Marcus, PhD, The Miriam Hospital, Providence, RI
- Julie A. Mennella, PhD, Monell Chemical Senses Center, Philadelphia, PA
- Stephen P. Messier, Wake Forest University, Winston-Salem, NC
- Rebecca Mullis, PhD, RD, Georgia State University, Atlanta, GA
- Michael Pratt, MD, MPH., Centers for Disease Control and Prevention, Atlanta, GA
- Judith Stern, ScD, RD, University of California at Davis, Davis, CA
- Thomas Wadden, PhD, University of Pennsylvania Medical School, Philadelphia, PA
- Brian Wansink, PhD, Cornell University, Ithaca, NY

## *Education*

Dr. Moore frequently participates in symposia and conferences in order to reach health care professionals, educators and program developers with information and guidance on the health and economic consequences of obesity as well as on obesity assessment, prevention and treatment in children or adults.

In August 2007, Dr. Moore presented an invited paper to the Food Systems Leadership Institute in Moline, IL. FSLI focuses on the development of individual and institutional leadership for a 21<sup>st</sup> century food system. Her presentation was entitled: "The Food System: Current and Future Challenges in a Culture of Overweight", and invited attendees to consider the need to eat fewer calories in order to stem obesity by formulating foods to be less calorie dense and more nutrient rich. This can be accomplished by reducing sugars, fats and oils while incorporating more fruits, vegetables and whole grains into attractive and convenient products.

In April 2008, Dr. Moore was a speaker at the Montana Department of Health Cardiovascular Health Summit in Missoula, Montana where her topic was "Prevention of Childhood Obesity: It Takes a Nation".

In June 2008, Dr. Moore was an invited participant in the 2008 National Summit on Legal Preparedness for Obesity Prevention and Control. This conference was sponsored by the Centers for Disease Control and Prevention, the Robert Wood Johnson Foundation and the American Society of Law, Medicine & Ethics. The objective was to convene thought leaders to consider how policy, legislation and regulation can be brought to bear on the need to reduce the prevalence of obesity in America.

In August 2008, Dr. Moore was a participant in a Health & Wellness Retreat in Big Sky, Montana, an event designed to discuss ways to develop a culture of wellness in communities throughout Montana, drawing upon experiences accrued in Montana as well as other states. Preliminary findings from Shape Up Shelby were shared with an enthusiastic audience at this conference who felt the Shelby experience gave them hope that changing the culture of a community is possible.

In November 2008, Dr. Moore participated in an evaluation advisory committee meeting for the Montana Nutrition and Physical Activity Program, a CDC-funded program to address obesity in the state of Montana. This program was at the mid-point of its 5-year state plan and the committee was convened to discuss a strategy for evaluation of progress.

## *Programs*

### **Shape Up Shelby**

In the state of Montana, self-reported data collected in 2007 show the prevalence of adult obesity is 23%, which compares to 27% nationwide. Among low income Montana preschool-aged children, obesity prevalence has increased steadily to a current level of 12.4%. For some communities, the prevalence of obesity is much higher than the state average and costs associated with obesity are a growing burden on state and local budgets. Efforts have been initiated by mayors, county commissioners and other political leaders to address the problem. One such visionary mayor is Larry Bonderud. Larry has served as the Mayor of Shelby, MT for nearly 20 years.

At the request of Mayor Bonderud and other leaders in Shelby a meeting was convened at Montana State University in Bozeman to discuss the growing prevalence of obesity and diabetes and the escalating health care costs related to these conditions. As a result of this meeting that included multiple stakeholders interested in health promotion, Shape Up America! was invited to partner on a project focusing on Shelby adults. Shape Up Shelby was created in the spring of 2008. The overall goal of Shape Up Shelby is the prevention or remediation of obesity and its comorbidities, especially type 2 diabetes, in order to improve the health of Shelby residents and to reduce their associated health care costs.

Shape Up America! developed a health risk assessment (HRA) to be offered to adult volunteers recruited through worksites in Shelby. The HRA included a 72-question survey that could be completed in less than 15 minutes that asked about dietary habits, physical activity and health. The following day, the volunteer was asked to come in to work fasting (i.e. no food since dinner the night before) to have blood drawn by a trained medical professional from the Marias Medical Center in Shelby. The nurse collected the completed questionnaire and measured the height, weight, blood pressure and waist, hip and neck circumference of each individual volunteer. The blood samples were tested for:

- Fasting glucose levels
- Total cholesterol
- LDL cholesterol (the “bad” cholesterol)
- HDL cholesterol (the “good” cholesterol)
- Triglycerides

Shape Up America! designed a database to house the data and developed a complex algorithm to generate a report for each volunteer. As a benefit of participation, each volunteer was provided with his or her own personalized report with a calorie-adjusted food and activity plan designed to support healthy

weight management. The plans covered important topics such as smoking, drinking and sleeping habits but each plan was tailored to support weight loss for those who told us they wanted to take off a few pounds. All other participants were given weight gain prevention plans.

Written consent was obtained and the aggregated data were analyzed to document the prevalence of obesity, metabolic syndrome and other health issues in our population of volunteers. The data were summarized in a confidential report to the mayor.

As an important indicator of the health of the community, childhood obesity prevalence was assessed. In May 2008, the Marias medical team went into the Shelby school system to measure the height and weight of all elementary school-aged children (K-6) to determine the prevalence of obesity.

The leaders of Shelby are working hard to change the community and the culture of Shelby to support and promote healthy eating and physical activity. In addition to maintaining a community pool, the town has added a new fitness facility to the Civic Center that is kept open 24/7, built and paved a 6-mile long walking trail that links schools, businesses, neighborhoods and parks, and created a beautiful community garden that is wheelchair accessible. Ongoing efforts are focusing on promoting usage of these facilities and on other environmental changes such as improving access to healthy menu options in restaurants, especially for children's menus.

But home environments are much more difficult to reach and individual lifestyle change requires ongoing support and guidance. The leadership of Shelby has hired an exercise professional who will use the Shape Up America! lifestyle change plan as a starting point to help the Shelby volunteers start to live healthier lives that will support healthy weight management. The impact of these efforts to make environmental and individual lifestyle changes on the prevalence of obesity and diabetes among adults and the prevalence of childhood obesity will continue to be monitored.

### **Alcohol Labeling**

Consumer organizations first asked the federal government to require meaningful alcohol labeling in 1972. Finally in 2003, the National Consumers League joined with the Center for Science in the Public Interest and 75 other public health and consumer organizations to submit a formal petition to the federal agency responsible for the labeling of alcohol-containing beverages, the Alcohol and Tobacco Tax and Trade Bureau (TTB). This resulted in TTB issuing an advance notice of proposed rulemaking in April 2005 and then issuing a proposed rule in 2007 that consumer advocates and public health leaders rejected as incomplete.

Concerned about the failure of the federal government to place a nutrition label on alcohol-containing beverages, since 2005 Shape Up America! has partnered with other nonprofit organizations to raise awareness of this issue. The years 2007-2008 were particularly active with the conduct by SUA of two surveys of American consumers to learn what they would like to see on a label and the co-hosting of a press conference on this issue in Washington DC.

The first survey was conducted over the internet in December 2007 by Penn, Schoen & Berland Associates, Inc. The vast majority (76%) of consumers reported that they wanted the label to include complete information on calories and other nutritional information (fat, carbohydrate and protein) as well as alcohol (both alcohol by volume and fluid ounces of alcohol). The most complete label also provided information about what constitutes a standard drink, a critical finding since that information allows consumers to follow current dietary recommendations that limit alcohol intake to only one standard drink per day for women and two per day for men.

At a press conference in Washington DC in 2008, Shape Up America! released the findings of an opinion poll, providing further evidence that the public believes government policy must change. Conducted by Opinion Research Corporation, the poll surveyed 1,003 adult Americans aged 21 and over from April 11-14, 2008 to identify the information consumers consider most important on an alcohol label. The top priority cited by more than three in four respondents (77 percent) is listing the alcohol content followed by the amount of alcohol per serving (73 percent) and the calories in each serving (65 percent). When asked about TTB's proposal, which fails to require manufacturers to list the amount of alcohol in a serving on the label, 74 percent of consumers said this information should be mandatory.

Today, the vast majority of adult Americans – an estimated 61.4% of those aged 18 years and older – consumes beer, wine and distilled spirits at least occasionally. Despite their widespread use, alcohol-containing beverages are the only category of consumable products lacking standardized labeling information about the alcohol and nutrition content. The number of calories in a beer remains a mystery and only the savviest of individuals is able to calculate the alcohol content of a glass of wine.

The mystery deepens when it comes to listing the ingredients in beer, wine and spirits products and to identifying any major food allergens present in the product. Ingredient listings on food products are relied upon by people with allergies or sensitivities to certain ingredients. But this information is currently missing on alcohol-containing products.

Policy changes are needed to insure that the labeling of alcoholic drinks supports appropriate decision-making by consumers. The label is a potentially valuable health promotion tool that can serve to inform consumers about the calorie

content of alcohol-containing beverages, the ingredients in the formulation of those beverages, the nutrient content of such beverages, the recommended intake for men and women who choose to drink, and clear guidance on what constitutes responsible drinking. Research conducted by Shape Up America! shows that consumers themselves would welcome this information on the label of alcohol-containing beverages.

### **Childhood Obesity**

Shape Up America! remains committed to increasing awareness, stimulating research and offering evidence-based strategies to address the growing prevalence of childhood obesity. Throughout 2003 and 2004, Shape Up America! President Barbara J. Moore, Ph.D., served on the Committee on Prevention of Obesity in Children and Youth, which was appointed by the Institute of Medicine (IOM), a division of the National Academy of Sciences in Washington, DC. As a member of this prestigious committee, Dr. Moore assisted in generating the landmark, comprehensive report, *Preventing Childhood Obesity: Health in the Balance*. This report was a blueprint for action that included recommendations for parents, schools, communities, industry, health care professionals and government leaders and policymakers to stem the tide of obesity among children and youth in America. The Institute of Medicine has continued to focus on childhood obesity and has published several reports since *Preventing Childhood Obesity: Health in the Balance*. Shape Up America! remains committed to using this scientific platform to support recommendations for prevention and other authoritative sources<sup>4</sup> for the treatment of pediatric obesity.

### **Diabetesity<sup>®</sup>**

For every individual diagnosed with juvenile or type 1 diabetes there are nearly 20 people with type 2 diabetes in the United States. The majority of persons with type 2 diabetes are overweight or obese, with a poor diet and inactive lifestyle – although not always by choice. In 2000, Shape Up America! trademarked the term “Diabetesity<sup>®</sup>” and has sponsored several national conferences on this topic. Diabetesity<sup>®</sup> denotes the connection between obesity and the development of type 2 diabetes. Shape Up America! is working to raise awareness of the growing prevalence of pediatric type 2 diabetes (which was virtually nonexistent 30 years

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<sup>4</sup> (1) Krebs NF, Himes JH, Jacobson D, Nicklas TA, Guilday P, Styne D. Assessment of child and adolescent overweight and obesity. *Pediatrics*. 2007; 120:S193-S228. Available at: [http://www.pediatrics.org/cgi/content/full/120/Supplement\\_4/S193](http://www.pediatrics.org/cgi/content/full/120/Supplement_4/S193); (2) Spear BA, Barlow SE, Ervin C, et al. Recommendations for treatment of child and adolescent overweight and obesity. *Pediatrics*. 2007;120:S254-S288. Available at: [http://www.pediatrics.org/cgi/content/full/120/Supplement\\_4/S254](http://www.pediatrics.org/cgi/content/full/120/Supplement_4/S254); (3) Davis MM, Gance-Cleveland B, Hassink S, Johnson R, Paradis G, Resnicow K. Recommendations for prevention of childhood obesity. *Pediatrics*. 2007; 120:S229-S253. Available at: [http://www.pediatrics.org/cgi/content/full/120/Supplement\\_4/S229](http://www.pediatrics.org/cgi/content/full/120/Supplement_4/S229) (4) Barlow SE and the Expert Committee. Expert committee recommendations regarding the prevention, assessment, and treatment of child and adolescent overweight and obesity: Summary report. *Pediatrics*. 2007;120:S164-S192. Available at: [http://www.pediatrics.org/cgi/content/full/120/Supplement\\_4/S164](http://www.pediatrics.org/cgi/content/full/120/Supplement_4/S164)

ago) and to drive home awareness among the public, health care professionals, leaders and policymakers that pediatric obesity is driving this newly emerging epidemic in the pediatric population. The extent to which communities and neighborhoods can be designed (or re-designed) to support physical activity and healthy eating in all age groups and thereby prevent obesity and type 2 diabetes is a major interest of Shape Up America! This is an objective of Shape Up Shelby described above.

### **Shape Up America! Newsletter**

Data collected monthly throughout 2007-2008 show that the number of subscribers, to our online newsletter has remained steadily above 20,000. Thanks to the diligence and commitment of our editor, Adrienne Forman, MS, RD, the Shape Up America! newsletter has a more professional look and includes several new features. My Story was launched in 2007 to refer readers to a repository of personal accounts of weight loss success housed on the Shape Up America! website – [www.shapeup.org](http://www.shapeup.org) -- that can serve to inform and motivate others. Throughout 2008, the newsletter included monthly recipes and menu plans at two different calorie levels: 1500 and 2000 calories.

In 2008, the Shape Up America! newsletter provided a platform for Dr. Moore to discuss an important series of articles published in the journal *Pediatrics* on the prevention and treatment of pediatric obesity. Four issues of the newsletter were dedicated to discussing these two topics and to highlighting areas in which more research is critically needed to inform effective prevention and treatment of childhood obesity.

The topics subscribers are most interested in learning more about include healthy eating and nutrition, exercise and fitness, weight-control information and support, and analysis of recent research and news on obesity. Certain issues of our newsletter have generated many responses from our readers. We are indebted to the National Association for Sport and Physical Education (NASPE) for their valuable contributions of timely articles and analysis that have strengthened the appeal and usefulness of our newsletter.

## *Website Activities*

The Shape Up America! website ([shapeup.org](http://shapeup.org)) has provided clear and authoritative information to a diverse audience for over 10 years. During the 2007-2008 period we introduced new services and improved existing ones to keep them current with evolving web technology.

The Shape Up America! website offers guidance on weight management through the Cyberkitchen – which permits an individual to calculate his or her daily calorie target and corresponding daily menu plan – as well as the Shape Up & Drop 10<sup>®</sup> program. The Fitness Center permits a personalized fitness assessment followed by a step-by-step improvement plan.

The Resource Center is stocked with downloadable materials that are suitable for a number of different purposes: daily food and activity diary-keeping, assessing body mass index (BMI), promoting family-oriented physical activity and much more. The pediatric BMI calculator uses a child's height, weight and age to calculate his or her BMI and automatically plots the BMI on a growth chart to permit assessment of that child's growth pattern in comparison to a standard population of children of the same age and sex.

The Story Center was officially rolled out in January 2007 to offer newsletter readers and site visitors the chance to read real success stories and submit their own. At the end of 2008, Shape Up America! introduced a recipe submission system to allow visitors to offer their favorite recipes for inclusion in a forthcoming web cookbook database. Some familiar site features received an upgrade as well, including the BMI calculator, the Fitness Center, and the portion control tutorial. In May 2008, the SUA website was prominently featured in the Women's Health Expo sponsored by Revolution Health (now a unit of Waterfront Media). For 2009-2010, we expect to introduce exciting new features for the site which will include a new version of our classic Cyberkitchen application.

## *Looking Ahead*

Shape Up America! has re-dedicated its mission to raise awareness of obesity as a health issue and to combating childhood obesity in the United States. Shape Up America! will seek to partner with mayors and other political leaders seeking to make their communities a healthier place to live and work and to help people of all ages manage their weight.

In the years ahead, Shape Up America! will continue to provide guidance to adults on healthy weight management via its website, [www.shapeup.org](http://www.shapeup.org). It will combat misperceptions about the health issues of obesity and fraudulent weight-management practices through timely press releases and newspaper ads, and will seek opportunities to communicate to health care professionals, educators, consumers and policymakers on the health consequences of obesity in adults and children.

Shape Up America! looks forward to a busy and productive future.

## *Highlights of the First Fourteen Years*

Below are Shape Up America!'s key accomplishments, from its founding in 1994 up to the 2007-2008 highlights described above.

- In December 1994, Shape Up America! was founded by former U.S. Surgeon General C. Everett Koop, MD, at a ceremony co-hosted by Dr. Koop and First Lady Hillary Rodham Clinton at the White House Rose Garden in Washington DC.
- In 1995, Shape Up America! launched the *Know Your BMI* campaign and partnered with Kellogg Corporation to publish a Shape Up America! BMI chart on Kellogg's *Special K*<sup>®</sup> cereal boxes.
- Spring 1995: The first edition of the consumer brochure, *On Your Way to Fitness*, was published by Shape Up America! The celebrated Diabetes Prevention Program used 5000 copies of the brochure in its successful nationwide program to prevent diabetes in high risk overweight Americans.
- In 1996, Shape Up America! launched its website, [www.shapeup.org](http://www.shapeup.org), expanding the reach of its messages to millions of people annually.
- In 1996, Shape Up America! published *Guidance for Treatment of Adult Obesity*, the first comprehensive, evidence-based, medical guide for treating adult obesity. In 1997, *Guidance for Treatment of Adult Obesity* was distributed to every practicing family physician in America. It was updated and republished in print in 1998 and in CD-ROM format in 2001.
- In 1997, Shape Up America! launched its online Cyberkitchen, to help users better understand calories and how to balance the food they eat with physical activity. Celebrated Portland, OR chef Lisa Schroeder designed the meals and recipes.
- In 1999, Shape Up America! launched its online Fitness Center, offering users a validated interactive fitness assessment plus a personalized physical activity plan.
- In 2000, Shape Up America! launched Shape Up & Drop 10<sup>™</sup>, a web-based weight management program.
- In 2001, Shape Up America! organized the first national conference on Diabetesity<sup>®</sup>. Highlights of the conference were published in *Nutrition Today* later that year.
- In 2001, Shape Up America! launched its online Professional Center to help professional users assess obesity risks and treatment strategies.
- In 2002, Shape Up America! President Dr. Moore completed a national lecture tour of US medical schools, delivering more than two dozen lectures on the assessment and treatment of obesity.
- In 2003, Dr. Moore was appointed to the Institute of Medicine committee to develop a congressionally mandated "action plan" to address childhood obesity.

- In December 2003, Shape Up America! sponsored *Preventing Childhood Obesity: A National Conference Focusing on Pregnancy, Infancy, and Early Childhood Factors*. The conference included nationally and internationally renowned speakers from North America and the United Kingdom. In October 2004, the scientific proceedings of the conference were published as a supplement to the journal *Pediatrics*.
- In 2005, the Institute of Medicine published the landmark report, *Preventing Childhood Obesity, Health in the Balance*. Shape Up America! conducted a publicity campaign and supported national distribution of this report.
- In 2005, Shape Up America! partnered with the Cumberland Packing Company, makers of Sweet 'N Low, to develop a poster series of free Family Fitness Fun tips. The tips were printed and distributed via the Shape Up America! and Sweet 'N Low websites.
- Throughout 2005, Dr. Moore presented a lecture series on *Diabetes*<sup>®</sup>, obesity treatment, and the prevention of childhood obesity. This included presentations at the *Conference on Childhood Obesity: Challenges and Solutions* at Rutgers University, NJ; *Children's Health, the Nation's Wealth*—held in Los Angeles, CA; and *Diabetes*<sup>®</sup> *Management* at The Cleveland Clinic in Cleveland, OH.
- In June 2005, in response to confusing reports published by the CDC on overweight, obesity and mortality, Shape Up America! developed and published a full page ad that appeared in the *Washington Times* reminding the public that obesity is a health issue and that losing extra pounds is a step that promotes good health.
- By mid-year 2005, subscribers to the Shape Up America! online monthly newsletter exceeded 20,000.
- In October 2005, under Shape Up America! stewardship, the Partnership for Essential Nutrition joined forces with US Surgeon General Dr. Richard Carmona to promote the basic principles of healthy and lasting weight loss.
- In October 2005, Dr. Barbara Moore spoke at the *Risk & the Media Symposium: Communicating Children's Health Risks*, sponsored by the National Consumers League. Dr. Moore addressed communicating the health risks of obesity and Type 2 diabetes in children.
- In December 2005, Diageo, a leading international alcoholic beverages corporation, partnered with Shape Up America! to produce a video news release that tied in avoiding holiday weight gain with responsible drinking during the holiday season.
- In January 2006, Dr. Barbara Moore participated in several radio interviews addressing the safety of artificial sweeteners. This included an interview with Martha Stewart Living and WTOP in Washington, DC.
- In February 2006, Dr. Barbara Moore participated in a satellite media tour on public misperceptions about the safety of artificial sweeteners.

- In June 2006, Dr. Barbara Moore spoke on childhood obesity at a national symposium on *Obesity and Weight Expectations: Managing the Problem and its Co-morbidities with Interventions that are Realistic and Safe*, held at Columbia University in NY.
- In October 2006, Dr. Barbara Moore spoke about pediatric obesity at the 2006 Obesity Congress in Cleveland, OH.
- In October 2006, Dr. Barbara Moore participated in a press event at the annual meeting of NAASO, The Obesity Society, in Boston, MA. The event highlighted the fact that consumers spend roughly one billion dollars a year on useless weight-loss products. Dr. Moore was a member of a group of experts that researched and wrote "Help Not Hype: Getting Real About Weight Loss."
- The editor of the *Journal of Consumer Health on the Internet* (JCHI) selected the online Shape Up America! Fitness Center as one of several noteworthy "health care sites" that contain "high quality health care information."
- In October 2006, Dr. Barbara Moore participated in the first stakeholder meeting for healthfinder.gov, the consumer health information website coordinated by the Office of Disease Prevention and Health Promotion at the U.S. Department of Health and Human Services. Shape Up America! was one of 35 organizations invited to participate in a meeting to discuss internet-based consumer health education.
- The *Journal of Consumer Health on the Internet*, 2006 Vol. 10(3); 75-87 identifies Shape Up America!'s website as a "selected resource on weight management"
- January 2007: Dr. Moore completed an 18-station "morning drive radio tour" reaching over TEN MILLION listeners to discuss and debunk weight loss myths.
- The February 5, 2007 issue of *Fortune* magazine highlights a special advertising feature: "Working Together for a Healthy USA." In this segment, Dr. Moore supports the call for increased corporate investment in employee wellness and preventive-care programs. Why? Because studies show that stemming obesity boosts worker productivity.
- Winter 2007: In support of the Partnership for Essential Nutrition, Shape Up America! fielded a survey of 1,014 adult Americans to learn about their weight-related behavior.
- In December 2007, to raise awareness of the need for nutrition and calorie labeling of alcohol-containing beverages, Shape Up America! teamed up with PSB-ISG to conduct an online survey of adults to learn what type of labeling Americans want: the majority of respondents asked for calorie data and information to support prudent drinking habits.
- Moore was quoted in the February 2008 issue of *Real Simple* magazine (and on the RealSimple.com website) in an article entitled "Dieting Myths." The message was: for weight management, the issue is calories, not carbs.

- April 2008: Shape Up America! co-hosted in a press conference on alcohol labeling in Washington DC
- Launched on Mother's Day 2008 – an online Women's Health Expo organized by Revolution Health and including Shape Up America! along with a dozen other national nonprofit organizations. SUA was the only organization supporting healthy weight management.
- Winter 2007 - Spring 2008: Shape Up America! begins planning and development of Shape Up Shelby a unique community effort to stem obesity and diabetes in Shelby, MT
- Summer 2008: Development of the survey, data collection process, algorithm, database and report generation system for Shape Up Shelby is completed and the first reports for participants are generated.
- Fall 2008: Shape Up America! presents a poster session on the importance of labeling alcohol-containing beverages at the annual meeting of The Obesity Society.