Mom Returns From D.C. Determined To Take On Childhood Obesity With A Call To Action For Parents

Barbara Flis, mom and founder of Parent Action For Healthy Kids, was honored to be one of only 10 people invited to Washington D.C. to provide input in developing the First Lady's "Let's Move" initiative to end childhood obesity in a generation. Flis was the only person at the table representing the parents’ voice. “I'm back from D.C. and taking this opportunity to launch a Call to Action," said Flis. "I know parents can and will step up and use their fear to fuel the passion it will take to make things better for our children today and for the next generation."

(PRWEB) April 13, 2010 -- Barbara Flis, mom and founder of Parent Action For Healthy Kids, was honored to be one of only 10 people invited to Washington D.C. to provide input in developing the First Lady's "Let's Move" initiative to end childhood obesity in a generation. Flis was the only person at the table representing the parents’ voice. “I'm back from D.C. and taking this opportunity to launch a Call to Action for parents," said Flis. "I know parents can and will step up and use their fear to fuel the passion it will take to make things better for our children today and for the next generation."

“The urgency of knowing if our children don’t start to eat better and be active every day, their life span will be shorter than their parents, begs for a grass-roots effort,” Flis said.

The message Flis took away from the D.C. meeting was two-fold; reducing childhood obesity within a generation is a hefty goal that will require a cultural shift in the way Americans view eating and physical activity; and the top level people Flis met with are as overwhelmed as the rest of the health advocates by the enormity of it all.

Reality check! Isn’t taking on childhood obesity a pretty lofty goal for a mom?

Flis is going to stick to her area of expertise – the parents! “I am a parent and I have been working with parents as a volunteer and a professional for 25 years," she said. "Parents are continually blamed for everything that goes wrong with children. In this case, everyone is culpable – home, school, community, business and yes, even government.” Flis is adamant that parents can and will be accountable for their part. "Now is the time for a Call to Action for parents," she said. "With one strong united voice, we can make others accountable for this as well."

Can Flis do it?

“I have worked with parents who have done remarkable things to improve eating and physical activity for children. It is time to highlight the good things parents are doing and unite their voices.” The White House received 2500 comments on the Let’s Move web site. Flis is certain she will hear from more than 2500 parents who want to unite and force change.

Some naysayers may think Flis is an “ant trying to move a rubber tree plant," but those who know her, understand that there is more here than “high hopes.” Flis is no stranger when it comes to taking on parent
initiatives. In 2005 she led a sex education parent initiative for Michigan’s Governor Jennifer Granholm and is well respected in high levels of state and federal government as the “parent voice.” Flis’ call to action will be one to keep an eye on because as she says, “if Mama ain’t happy, ain’t nobody happy!”

Join Our Call to Action: Visit www.parentactionforhealthykids.org and become a Parent Champion on behalf of healthier children and support the Let’s Move initiative. Together lets roll up our sleeves, get to work, and create the kind of change that will leave a legacy of good health for our children because when we know better, we do better.

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