Indian Affairs - Office of Public Affairs

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WASHINGTON, D.C. – The Assistant Secretary-Indian Affairs Larry Echo Hawk will be joined by Office of the First Lady, Executive Director of Let's Move! Initiative Robin Schepper, USDA Deputy Administrator for the Supplemental Nutrition Assistance Program (SNAP) Lisa Pino, IHS Director for Improving Patient Care Program Lyle A. Ignace M.D., M.P.H., and Menominee Tribal Chairman Randal Chevalier to launch Let's Move! in Indian Country (LMIC). This event marks the First Lady's launch of Let's Move! in Indian Country hosted by the Menominee Indian Tribe of Wisconsin.

"I'm very pleased to see the Office of the First Lady and all of the government agencies involved in this event, along with the Menominee Indian Tribe of Wisconsin come together to launch this important initiative," said Echo Hawk. "We all realize how important healthy minds and bodies are to our country and our communities. Let's Move! in Indian Country is a great start that involves both children and adults in addressing some of the important health issues that confront Indian Country and the nation."

"Over the past three decades, childhood obesity rates in America have tripled, and it is especially acute in Indian country. This not only affects their health but their academic performance and their ability to succeed in the future," said Robin Schepper. "The good news is we can do something about it. Let's Move! in Indian Country is an effort where everyone has a role to play in creating a healthy future for our children. Federal agencies, tribal governments, schools, private companies, non-profits, community leaders, and families can lead by example and make commitments to ensure that Native children get 60 minutes of physical activity a day and access to healthy, nutritional meals. We are excited for everyone to get involved and support this critical effort."

On May 25, 2011, the First Lady's Let's Move! Office, the White House Domestic Policy Council, the Corporation for National and Community Service, the Departments of the Interior, Agriculture, Health and Human Services, Education, and the Menominee Indian Tribe of Wisconsin have come together to launch the LMIC initiative on the Menominee Reservation. The agencies and federal entities enumerated along with tribes, urban Indian centers, community organizations, and other stakeholders have set four main goals for LMIC: (1) Create a healthy start on life for children; (2) create healthier learning communities; (3) ensure families access to healthy, affordable, traditional food; (4) and, increase opportunities for physical activity. In addition to being a federal interagency initiative, LMIC outlines ways for tribal governments, schools, the private sector and non-profits to engage in this effort. LMIC sets the framework for each of these sectors to come together and contribute to the common goal of ending obesity within a generation.

WHO:

- **Larry Echo Hawk**, Assistant Secretary-Indian Affairs, U.S. Department of the Interior
- **Robin Schepper**, Office of the First Lady, Executive Director, Let's Move! Initiative
- **Lisa Pino**, U.S.D.A, Deputy Administrator, Supplemental Nutrition Assistance Program (SNAP)
- Lyle A. Ignace, M.D., M.P.H., Indian Health Service, Director Improving Patient Care Program
- **Charlie Galbraith**, Office of Public Engagement and Intergovernmental Affairs, White House
- **Randal Chevalier**, Menominee Tribal Chairman

- **Chaske Spencer**, Actor, Enrolled Member of the Assiniboine and Sioux Tribes of the Fort Peck Indian Reservation, Montana
- **Sam McCracken**, Nike N7 Representative, Enrolled Member of the Assiniboine and Sioux Tribes of the Fort Peck Indian Reservation, Montana
- **Ernie Stevens Jr**., Nike N7 Fund Board of Directors and National Indian Gaming Association (NIGA) President

WHAT: Let's Move! in Indian Country Launch with the Menominee Indian Tribe of Wisconsin

WHEN: Wednesday, May 25, 2011. 10:00 a.m. to 12:30 p.m. (CDT)

WHERE: Menominee Nation Woodland Bowl Amphitheater Fairgrounds Road Keshena, Wisconsin 54135 (715) 799-5114 (Rain Location) Keshena Primary School N530 STH 47/55 Keshena, WI 54135 Room: School gym

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