

3<sup>rd</sup> January 2009

**MRC Human Nutrition Research fully supports the Change4Life campaign.**

Research has shown that our susceptibility to obesity varies due to a complex mix of individual susceptibility and broader environmental factors. As the Foresight obesity report noted, success in tackling obesity will require a whole-system approach. If individuals are to adopt a healthy lifestyle they will require consistent advice and a supportive community.

The Change4Life advertising campaign began on Saturday 3<sup>rd</sup> January 2009 – on TV, in the press, on billboards and online; with the initial stage targeting young families.

We welcome the investment and leadership shown by the government in launching Change4Life and bringing together a broad coalition of organisations. We look forward to continuing to work with the cross-government obesity unit and these groups to provide the scientific evidence from nutrition research to inform policy and practice.