

The first lady in Washington tends to tackle pet projects. Michelle Obama's had it out for childhood obesity for the last year. La Crosse county nutritionist Linda Lee loves it. Loves that Ms. Obama got Wal-Mart to sell fruits and veggies at a lower price. Loves that she's working on restaurants to offer healthier choices. Though, Lee also thinks demand plays a key role in restaurant decision making. She says, if customers require healthy choices from restaurants and stores, they're likely to get them. So education about healthy eating is also key. Something the first lady can address, says Lee, while using her very high-profile bully pulpit.