

American Association of Family & Consumer Sciences Taking It to the Streets (TIS)

Preventing Childhood Obesity

Tips and information to share with grocery stores, food chains, churches, etc.

HEALTHY HABIT RABBIT'S TIPS

Make eating fun	Strategies: Create race cars out of celery, peanut butter or cream cheese, carrot slices and raisins Make a chart of healthy choices and give out rewards when a certain number is reached Grow your own garden Prepare simple foods with your child (suggest recipes and books, websites)
Mealtimes Strategies	Strategies: Use smaller plates, cereal bowls and glasses (downsize the super-size) Use smaller serving spoons Serve small portions
Food	Suggested ingredient substitutes/alternatives: Sweet potatoes versus regular fries Frozen yogurt versus ice cream Frozen grapes versus candy Diluting juice with water Season foods replacing heavy sauces Healthy oils versus hydrogenated solid shortening and oils Substitute apple slices for French fries. Add raw vegetables like sliced cucumbers to sandwiches Use whole wheat pita bread instead regular bread for pocket salads and sandwiches Have fresh fruits and vegetables ready to eat
Developing exercise routines	Daily check off charts Family contests Limiting TV, computer, electronic games and trading physical activity coupons for time to use them.
Parent Tips	<p>Infographic on School Lunch – Asking “Do you know what your child eats for lunch? This is why you should care!” http://www.ednewsparent.org/healthy-schools/7024-infographic-explains-need-for-national-school-lunch-week</p> <p>USDA People's Garden every community garden in the country. http://is.gd/xVaCtI</p> <p>Eating Healthy Growing Strong-The Alliance for a Healthier Generation and the American Academy of Pediatrics have joined with the best-selling children's book <i>The Very Hungry Caterpillar</i> by Eric Carle to help families learn about healthy eating habits. Healthy tips and reading guide links: http://www.healthychildren.org/English/healthy-living/nutrition/the-very-hungry-caterpillar/Pages/default.aspx</p> <p>Tips for Parents – Ideas to Help Children Maintain a Healthy Weight http://www.cdc.gov/healthyweight/children/</p> <p>"Families Food and Fitness" https://www.extension.org/pages/%22Back_to_School%22_with_Families_Food_and_Fitness</p> <p>Beth Reames' (LSU) article "Back to school may mean changing meal plans" http://www.extension.org/pages/Back_to_School_May_Mean_Changing_Meal_Plans</p> <p>Nourish Interactive - The Fun Way to Learn about Nutrition http://www.nourishinteractive.com/hco/free_printables#healthy_family_tip_sheets (this website is designed for educators, parents, etc. They provide free printouts and other interactive activities regarding nutrition).</p> <p>Food Outside Home Decreases Dietary Quality The USDA Economic Research Service has released a new report that looks at how the food children eat outside of the home, such as food from fast food outlets or restaurants, affects the quality of their diet. The study found there is a relationship between these types of foods and increased caloric consumption and decreased dietary quality. The study supports policy and educational efforts to improve children's choices of food away from home. http://www.ers.usda.gov/Publications/ERR104/ERR104_ReportSummary.pdf</p> <p>LET'S GO! - Be more active as a family! http://www.letsgo.org/</p>

HEALTHY SCHOOL MEALS

Resources	<p>School Meals That Rock – Facebook link showing school meals around the country – Dale Hayes, MS, RD. http://www.facebook.com/SchoolMealsThatRock</p> <p>2010 Dietary Guidelines for Americans (when released); 2005 version is available at http://www.health.gov/dietaryguidelines/dga2005/document/pdf/DGA2005.pdf http://www.rwjf.org/files/research/20090102sndapolicybrief.pdf</p> <p>Institute of Medicine recommendations: <i>School Meals: Building Blocks for Healthy Children Report Brief</i> http://www.iom.edu/~media/Files/Report%20Files/2009/School-Meals/School%20Meals%202009%20%20Report%20Brief.ashx</p> <p>Survey found that school meals are including more whole grains, vegetarian options and fresh produce, and that schools are reducing the sodium and added sugar in the foods they serve. Check out http://www.TrayTalk.org for more information and to read school meal success stories. School Nutrition Association President Nancy Rice, M.Ed., RD, LD, SNS</p> <p>“How Smart Cafeterias Could Fight Childhood Obesity” http://www.theatlantic.com/food/archive/2010/10/how-smart-cafeterias-could-fight-childhood-obesity/65098/</p>
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SOCIAL AND EMOTIONAL IMPLICATIONS

Being sensitive to others	Kindness to others who are obese Helping a child to cope with his feelings and self esteem related to his/her own weight problem Helping a child to deal with social implications of his obesity Stigma of special accommodations that must be made
Resources	<p>Frame Work Institute at UCLA-framing issues based on social cognitive theory. This includes how core values, metaphors, visuals, social math, messengers and others help people understand a public issue and work for solutions. They offer a number of good, free webinars that are archived online http://www.frameworksinstitute.org/webinars.html</p> <p>East Carolina University Medical Nutrition Therapy document provides guidance on topics to be discussed with overweight children. See http://www.ecu.edu/cs-dhs/pedsweightcenter/mnt.cfm</p> <p>Combating Childhood Obesity in Indian Country http://www.letsmove.gov/blog/obesity_in_indian_country_1.html</p> <p>Federal Focus on Anti-Bullying Efforts www.bullyinginfo.org</p>

PHYSICAL HEALTH

Long Range Implications	Heart disease Diabetes High blood pressure Asthma Sleep Apnea Cancers (endometrial, breast, and colon)
Resources	<p>USDA's Choose MYPlate Guidelines: New dietary guidelines from the USDA 2011 http://www.choosemyplate.gov/</p> <p>Super Tracker is on the Choose MyPlate website but here is also a direct link: https://www.choosemyplate.gov/SuperTracker/default.aspx</p> <p>Let's Move Child Care website with fun ideas and helpful hints for parents and child care centers to participate. http://www.healthykidshealthyfuture.org/welcome.html</p> <p>Harvard Guide to Healthy Living http://www.health.harvard.edu/downloads/HarvardGuideHealthy.pdf?utm_source=twitter&utm_medium=socialmedia&utm_campaign=111110_tw</p> <p>Physical Activity Checklist by National Resource Center for Health and Safety in Child Care http://nrckids.org/physicalchecklist.pdf</p> <p>Motion Moments are three short videos that show a few simple ways to weave physical activity in the current early care and education programs in a child care center or family child care home working with infants, toddlers, or preschoolers by the National Resource Center for Health and Safety in Child Care. Videos and more resources about physical activity at http://nrckids.org/Motion_Moments/index.htm.</p> <p>Whole Child: Developing Mind, Body and Spirit through Outdoor Play www.BeOutThere.org</p> <p>Project SPARK http://www.childtrends.org/Lifecourse/programs/spark.htm</p> <p>Reducing Sedentary Behavior: Reinforcement vs. Stimulus Control http://www.childtrends.org/Lifecourse/programs/reducing.htm</p> <p>Bienestar Health Program http://www.childtrends.org/Lifecourse/programs/bien.htm</p> <p>Behavioural Weight Control Program http://www.childtrends.org/Lifecourse/programs/behavioural.htm</p> <p>SHAPEDOWN http://www.childtrends.org/Lifecourse/programs/shape.htm</p> <p>WHAT WORKS FOR THE PREVENTION AND TREATMENT OF OBESITY AMONG CHILDREN www.childtrends.org Publication #2010-07</p>

	<p>PHYSICAL INACTIVITY IN U.S. ADOLESCENTS: FAMILY, NEIGHBORHOOD, AND INDIVIDUAL FACTORS http://www.childtrends.org/Files/Child_Trends-2009_05_01_RB_PhysicalInactivity.pdf</p> <p>Opportunities for safe physical activity and prioritize active transportation on federal lands http://www.saferoutespartnership.org/ and http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentType=GSA_BASIC&contentId=29091</p> <p>National Physical Activity Plan http://physicalactivityplan.org/</p> <p>Reconnect people, especially kids, with nature http://www.reversechildhoodobesity.org/webfm_send/44</p> <p>Both nutrition and physical activity as part of broader school health initiatives http://www2.ed.gov/programs/whitephysed/index.html</p> <p>At Home Workout Videos (8 different workout choices) http://www.healthcorps.org/get-healthy</p> <p>Making the Grade: Reversing Childhood Obesity in Schools Toolkit This toolkit provides information to help improve opportunities for physical activity in school environments – during school hours as well as before and after school. It will provide tools and resources to help ensure that school environments promote active living among children, and offer promising solutions to challenges that schools face in providing opportunities for physical activity.</p> <p><u>What It Is</u> <u>Why Use It</u> <u>Toolkit Resource List</u></p> <p>BMI Calculator http://www.presidentschallenge.org/motivated/bmi-calc.php</p> <p>Presidential Active Lifestyle Award (PALA). To earn your PALA, all you need to do is document your active exercise 30 minutes per day, 5 days a week, for six weeks. We are asking children all across the nation, as they return to school, to go for their PALA. Children need to achieve 60 minutes of active play per day, 5 days a week, for six weeks. This can be a personal, family or team effort. The Let's Move! team led by our First Lady has signed on. Sign up with your children, your school or your neighbors. Just go to www.fitness.gov or register here to start logging your daily activity. At the end of six weeks, you can receive a certificate of recognition from the President.</p> <p>Global Recommendations on Physical activity for Health- addresses three age groups: 5–17 years old, 18–64 years old and 65 years old and above. These age groups were selected taking into consideration the nature and availability of the scientific evidence relevant to the prevention of non-communicable diseases through physical activity. http://www.who.int/dietphysicalactivity/factsheet_recommendations/en/index.html</p> <ul style="list-style-type: none"> • Recommended levels of physical activity for children aged 5 - 17 years (link) • Recommended levels of physical activity for adults aged 18 - 64 years (link) • Recommended levels of physical activity for adults aged 65 and above (link) <p>LET'S GO! - Be more active as a family! http://www.letsgo.org/</p>
Research	<p>National Association for Sport and Physical Education and the American Heart Association Shape of the Nation 2010 Report http://www.aahperd.org/naspe/publications/upload/Shape-of-the-Nation-FinalPDF.pdf</p> <p>Nutrition and physical activity standards and screen time restrictions in federally run childcare service facilities http://www.aahperd.org/HeadStartBodyStart/</p> <p>First-Ever Report on the Individual Cost of Obesity Unveiled http://www.gwumc.edu/news/events/firsteverreportontheindividualcostofobesityunveiled</p> <p>New Research Correlates Outdoor Time to Increased Academic Performance A new report recently released by the National Wildlife Federation shows how outdoor time and outdoor education in schools increases a child's academic performance, learning aptitude, and scores on standardized tests. The report focuses on outdoor education, including the importance of play time outdoors and how physical fitness leads to better classroom performance. http://www.nwf.org/News-and-Magazines/Media-Center/News-by-Topic/Get-Outside/2010/~/media/PDFs/Be%20Out%20There/Back%20to%20School%20full%20report.ashx</p>
RESOURCES	
Suggested reading, games, websites, etc., focused on some of the above topics. Focus play group activities on some of these ideas.	
Professional	<p>Research</p> <p>Journal of Obesity: Journal of Obesity is a peer-reviewed, open access journal that publishes original research articles, review articles, and clinical studies in all areas of obesity. http://www.hindawi.com/journals/jobes/</p> <p>Health and Human Services Health Beat: This service provides health promotion and disease prevention tips 5 days a week in audio and text formats. http://www.hhs.gov/news/healthbeat/</p> <p>University of Maryland Extension: Obesity Web Resources: http://extension.umd.edu/nutrition/efnep/Obesity.cfm</p> <p>Childhood Obesity Prevention International Research, Controversies and Interventions, Edited by Jennifer A. O'Dea and Michael Eriksen (2011). The textbook combines health education theory, research, and practice to guide researchers, students, educators, community health workers and practitioners in the prevention of childhood obesity and the promotion of child and adolescent health and well-being. Price: \$67.50 ISBN13: 978-0-19-957291-5 ISBN10: 0-19-957291-7</p> <p>USDA and HHS Announce New Dietary Guidelines</p>

	<p>http://www.cnpp.usda.gov/dietaryguidelines.htm The U.S. Department of Agriculture (USDA) and the U.S. Department of Health and Human Services (HHS) announced the 2010 Dietary Guidelines for Americans last week. The document serves as the federal government's evidence-based nutritional guidance to promote health, reduce the risk of chronic disease, and reduce prevalence of overweight and obesity through improved nutrition and physical activity. For the first time since the guidelines were issued in 1980, there is a strong emphasis on the need to address childhood obesity. In addition, the updated guidelines recognize the role that environmental settings play in helping—or hurting—efforts to eat healthy and be physically active. Learn more by visiting www.dietaryguidelines.gov.</p> <p>Report on the Costs of Fruits and Vegetables: http://www.ers.usda.gov/Publications/EIB71/EIB71_ReportSummary.pdf The U.S. Department of Agriculture Economic Research Services has released the report, “How Much Do Fruits and Vegetables Cost?” The study updates previous estimates of fruit and vegetable prices and approximates the cost of satisfying recommendations from the 2010 Dietary Guidelines for adult fruit and vegetable consumption. The report calculates the average retail prices for 153 fresh, frozen, canned, and dried fruits and vegetables. It concludes that meeting the Guidelines’ fruit and vegetable consumption recommendations for a 2,000 calorie adult diet costs \$2.00 to \$2.50 per day.</p> <p>Center for Disease Control http://www.cdc.gov/obesity/childhood/index.html</p> <p>Surgeon General and the White House Task Force http://www.edact.com/blog/?p=40 Statistics about the impact of preschool initiatives in fighting childhood obesity. http://preschoolmatters.org/2010/03/09/preschool%20%99s-role-in-fighting-childhood-obesity/.</p> <p>East Carolina University Medical Nutrition Therapy document provides guidance on topics to be discussed with overweight children. See http://www.ecu.edu/cs-dhs/pedsweightcenter/mnt.cfm</p> <p>US Obesity Trends by State http://www.cdc.gov/obesity/data/trends.html</p> <p>The Obesity Epidemic and Texas Students http://www.cdc.gov/HealthyYouth/yrbs/pdf/obesity/tx_obesity_combo.pdf</p> <p>White House Obesity web resource http://www.whitehouse.gov/the-press-office/presidential-memorandum-establishing-a-task-force-childhood-obesity</p> <p>White House Task Force Issues Report on Fighting Childhood Obesity http://www.washingtonpost.com/wp-dyn/content/article/2010/05/11/AR2010051101792.html?lnkname=art_21</p> <p>School Nutrition Association www.actionforhealthykids.org</p> <p>Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010 http://www.cnpp.usda.gov/dietaryguidelines.htm</p> <p>Research-based Recommendations to Improve Child Nutrition in Schools and Out-of-School Time Programs http://www.childtrends.org/Files//Child_Trends-2009_05_27_RB_ChildNutritionOST.pdf</p> <p>School Food Unwrapped http://www.childtrends.org/Files//Child_Trends-2008_11_17_RB_SchoolFoodPolicy.pdf</p> <p>Expand current data and evidence to drive policy decisions o http://www.obesityresearch.nih.gov/About/strategic-plan.htm o http://www.activelivingresearch.org/files/13.StudyDesigns_Sallis.pdf</p> <p>Making Schools the Model for Healthier Environments Toolkit This toolkit provides information to help make schools the model for healthier environments, and will provide tools and resources to help ensure that school environments become the standard for healthy eating and active living. The information provided will offer promising solutions to problems that schools face in providing healthy food and opportunities for physical activity. Browse each section below for full and complete information.</p> <p>What It Is Why Use It Toolkit Resource List U.S. Obesity Trends by State 1985–2009, Race & Diabetic Prevalence http://www.cdc.gov/obesity/data/trends.html</p> <p>Changes in Terminology for Childhood Overweight and Obesity http://www.cdc.gov/nchs/data/nhsr/nhsr025.pdf</p> <p>Obesity and Socioeconomic Status in Children and Adolescents: United States, 2005–2008 http://www.cdc.gov/nchs/data/databriefs/db51.pdf</p> <p>Obesity and Socioeconomic Status in Adults: United States, 2005–2008 http://www.cdc.gov/nchs/data/databriefs/db50.pdf</p> <p>Childhood Obesity State Legislation Chart</p>
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		The Kaiser Family Foundation (KFF) State Health Facts has updated its database tracking state action on childhood obesity. The database is interactive and users can sort by a national map, region, or legislative issue areas including school nutrition, physical activity, and task force or committee. http://www.statehealthfacts.org/comparetable.jsp?ind=52&cat=2
FCS Professional	Research	ChooseMyPlate.gov for guidance on which foods to add to your diet and which foods you may want to consider reducing. You'll find resources to help you plan a healthy menu, lose weight, analyze your diet, and more. Dr. Janelle M. Walter, Baylor University, " Decision Making and Family Evening Meals: Toward Obesity Prevention ", 2009 Obesity Treatment http://www.obesity-treatment.com/ (gives helpful articles and suggestions on child obesity) Lunch Line Redesign NYTimes.com http://www.nytimes.com/interactive/2010/10/21/opinion/20101021_Oplunch.html?th&emc=th Child Obesity Prevention Social Issue Report May 2011 resource. http://socialimpactresearch.org/sites/socialimpactresearch.org/files/Obesity-Issue.pdf
	News articles	"Globesity" Newsweek (March 22, 2010), referring to recent statistics that over 1 billion adults worldwide are obese or overweight. Among the multitude of solutions proposed was to adopt a more European approach. "Impact Of Childhood Obesity Goes Beyond Health" http://www.npr.org/templates/story/story.php?storyId=128804121 "Michelle Obama's New Mission" Ladies' Home Journal, August 2010 http://www.lhj.com/style/covers/michelle-obama/?page=1 "Culture of Corpulence" http://www.newsweek.com/id/234886 "Student Reporter Asks Tough Questions About Improving School Meals" http://www.letsmove.gov/blog/hosmer.html "UTMB study: Dialogue crucial to preventing obesity in babies" http://www.chron.com/disp/story.mpl/metropolitan/7055425.html Obesity Treatment http://www.obesity-treatment.com/ (gives helpful articles and suggestions on child obesity) NEA Today magazine "Sizing Up the Obesity Crisis" by Cindy Long , Oct 2010 http://www.nea.org/home/40972.htm
	Tool Kit strategies	Let's Move! Michele Obama's program goal: to solve the epidemic of childhood obesity within a generation. See http://www.letsmove.gov/ . We Can!® is a national childhood obesity prevention program. See http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/ USDA Team Nutrition resources and mypyramid.gov resources with many of them free http://www.fns.usda.gov/tn/ Child Obesity Causation Wheel , Walter, J.M. and Haschke, B., Childhood Obesity: a System's Approach. Paloucci Conference, Michigan State University, East Lansing, Mi, April 5, 2002. Nourish Interactive - The Fun Way to Learn about Nutrition http://www.nourishinteractive.com/hco/free_printables#healthy_family_tip_sheets (This website is designed for educators, parents, etc. They provide free printouts and other interactive activities regarding nutrition).
	Curriculum	Free obesity curriculum http://www.techlearning.com/article/33088 Healthy Weight Commitment Foundation online curriculum powered by Discovery Education, available at no cost to educators at www.energybalance101.com . The new curriculum, jointly developed by Discovery Education, pediatric dieticians and the National Association for Sport and Physical Education (NASPE), includes lesson plans, resources and videos aligned to state standards, for the K-2 and 3-5 grade bands. Teacher resources are divided into four modules: --Module 1- Introduction to Energy Balance and how to make choices for an active, healthy lifestyle that fit individual needs --Module 2- Food Side of the Energy Balance Scale --Module 3- Physical Activity Side of the Energy Balance Scale --Module 4- Applying Energy Balance to Students' Lives Interdisciplinary Nutrition Education Curriculum http://www.portal.state.pa.us/portal/server.pt/community/lesson_plans/7486

		<p>The interdisciplinary nutrition education curriculum includes lesson plans for grades K-12 and is organized into four grade groups (K-3, 4-6, 7-9, and 10-12). The lesson plans are aligned with the Pennsylvania Academic Standards, include activities that encourage physical activity, contain website links to additional resources, and provide ideas that assist schools with implementing the local wellness policy and involving parents, food service, and the community. Select the appropriate grade group below to access and download the lesson plans.</p> <p><u>Summary of 21 Lesson Plans</u> - (Word) <u>Summary of 21 Lesson Plans</u> - Print Version (pdf)</p> <p><u>Curriculum Alignment With PA Academic Standards</u> - (Word) <u>Curriculum Alignment With PA Academic Standards</u> - Print Version (pdf)</p> <p><u>Summary of Essential Questions</u> - (Word) <u>Summary of Essential Questions</u> - Print Version (pdf)</p> <p>Grades K-3</p> <ul style="list-style-type: none"> Wash Away those Germs (K-1) Fruit and Vegetable Picnic (K-1) MyPyramid for Kids – Food Groups MyPyramid for Kids – Nutrition Basics MyPyramid - Fruits and Vegetables MyPyramid - Healthy Snacks <p>Grades 4-6</p> <ul style="list-style-type: none"> Comparing Your Diet to MyPyramid Nutrition Literacy Label Reading Calcium in Your Diet Make Half Your Grains Whole <p>Grades 7-9</p> <ul style="list-style-type: none"> Dietary Guidelines for Americans Factors Influencing Teen Food Choices The Food-Media Connection The Basics of Energy Balance Portion Distortion <p>Grades 10-12</p> <ul style="list-style-type: none"> Factors Influencing Adult Food Choices Less Expensive Eating Begins at Home An Energy Balancing Act Heart-Healthy Eating Sustainable Diet: Healthful Eating for Our Bodies and Our Planet
Early Childhood & Elementary	Web resources & Media articles	<p>Let's Move Child Care Fact Sheet http://www.whitehouse.gov/sites/default/files/uploads/let_s_move_child_care_fact_sheet.pdf</p> <p>Internet resources:</p> <ul style="list-style-type: none"> www.squaremeals.org www.fns.usda.gov/cnd/ www.letsmove.gov/ www.iom.edu www.schoolnutrition.org www.thelunchtray.com www.chefann.com www.jamieoliver.com <p>Preschool Nutrition A useful site packed with nutrition information for the preschool set - tips for healthy eating, food and nutrient guidelines, preschool recipes, food and nutrition activities and healthy meal and snack ideas. http://is.gd/uM3fRI</p> <p>ADA Eat Right Nutrition tips can be found at http://www.eatright.org/public/content.aspx?id=206</p> <p>My Pyramid for Kids activities can be found at http://www.mypyramid.gov/kids/index.html</p> <p>American Academy of Pediatrics Preventing Childhood Obesity in Early Care and Education Programs http://nrckids.org/CFOC3/PDFVersion/preventing_obesity.pdf</p> <p>Preschool Matters: Preschool's Role in Fighting Childhood Obesity http://preschoolmatters.org/2010/03/09/preschool%20%80%99s-role-in-fighting-childhood-obesity/</p> <p>National Center for Physical Development and Outdoor Play as part of the Head Start Body Start initiative o http://www.reversechildhoodobesity.org/webfm_send/44</p>

		<ul style="list-style-type: none"> o http://content.healthaffairs.org/cgi/reprint/29/3/454 <p>Three Factors to Fight Childhood Obesity http://latimesblogs.latimes.com/booster_shots/2010/02/children-obesity.html?lnkname=art_21</p> <p>Alabama Guide for Healthy Kids Guide to Healthy School Stores http://www.actionforhealthykids.org/resources/files/alafhk-healthy-school-stores.pdf</p> <p>Preventing Childhood Obesity in Early Care and Education Programs http://nrckids.org/CFOC3/PDFVersion/preventing_obesity.pdf</p> <p>Childhood Obesity Prevention and the Good Health Club http://www.bcbs.com/innovations/good-health-club/</p>
	Games & Entertainment & Media articles	<p>National Dairy Council to plan a “Fuel Up to Play 60” project. See http://www.floridamilk.com/dairy/fuel-up-to-play-60/.</p> <p>Eating Smart Moving More is a program developed by East Carolina University to focus on Preschools and Day Care http://www.eatsmartmovemorenc.com/Preschool.html.</p> <p>We Can!® is a national childhood obesity prevention program. See http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/</p> <p>Nutrition Café developed by Pacific Science Center and Washington State Dairy Council offers interactive nutrition games at http://exhibits.pacsci.org/nutrition/</p> <p>Indiana Action for Healthy Kids http://www.actionforhealthykids.org/resources/files/inafhk-family.pdf and resources: http://www.actionforhealthykids.org/resources/tools/call-to-leadership-elevating.html</p>
Middle School	Web resources	<p>Internet resources:</p> <p>www.squaremeals.org www.fns.usda.gov/cnd/ www.letsmove.gov/ www.iom.edu www.schoolnutrition.org www.thelunchtray.com www.chefann.com www.jamieoliver.com</p> <p>ADA Eat Right Nutrition tips can be found at http://www.eatright.org/public/content.aspx?id=206</p>
	Games & Entertainment	<p>National Dairy Council to plan a “Fuel Up to Play 60” project. See http://www.floridamilk.com/dairy/fuel-up-to-play-60/.</p> <p>Exercise Your Options is a middle school program that assesses current food and activity choices and helps plan for improvement. See http://www.dairycouncilofca.org/educators/ClassroomPrograms/ProgramsEYO.aspx.</p> <p>Kidnetics www.kidnetic.com</p>
High School	Web resources & Media articles	<p>Internet resources:</p> <p>www.squaremeals.org www.fns.usda.gov/cnd/ www.letsmove.gov/ www.iom.edu www.schoolnutrition.org www.thelunchtray.com www.chefann.com www.jamieoliver.com</p> <p>ADA Eat Right Nutrition tips can be found at http://www.eatright.org/public/content.aspx?id=206</p> <p>Not your mom's home ec; the evolution of home economics programs http://articles.latimes.com/2010/aug/26/food/la-fo-homeec-20100826</p>
College	Web resources & Media articles	<p>ADA Eat Right Nutrition tips can be found at http://www.eatright.org/public/content.aspx?id=206</p> <p>AAFCS Sizing Up America Public Policy Deliberative Guide http://www.aafcs.org/Advocacy/deliberationpage.asp</p>
FCCLA &4-H	Web resources & Media articles	<p>Let’s Move! http://www.letsmove.gov/.</p> <p>National 4-H Healthy Living collecting resources that may be useful in developing 4-H Healthy Living Programs. The 4-H Healthy Living mission engages youth and families through access and opportunities to achieve optimal physical, social and emotional health. http://4-h.org/b/Pages/Layouts/hlhome.html</p> <p>Youth Engagement Toolkit The following is a compilation of resources that will help public health advocates and researchers incorporate youth engagement in their childhood obesity prevention work. This includes both national and international case studies, research articles and specific tools that can be used to engage</p>

		<p>youth in becoming change agents in their communities.</p> <p>Websites:</p> <p>Centre of Excellence for Youth Engagement (CEYE) http://www.engagementcentre.ca/order/index_e.htm</p> <p>UNESCO Growing up in Cities Project http://www.unesco.org/most/guic/guicmain.htm</p> <p>Case Study: <u>Case Study on the Truth Campaign: "The Birth of "truth" (and What It Tells Us About the Importance of Horizontal Influence)"</u> (George Washington School of Public Health and Health Services)</p> <p>Toolkit: Photovoice as a Tool for Youth Policy Advocacy Toolkit (Healthy Eating Active Communities) http://www.healthyeatingactivecommunities.org/downloads/PhotoVoice.pdf</p>
Community	Web resources & Media articles	<p>Family Checklist for Nutrition in Early Care and Education from <i>Preventing Obesity in Early Care and Education Programs</i> Selected Standards from <i>Caring for Our Children: National Health and Safety Performance Standards</i> http://nrckids.org/nutritionchecklist.pdf</p> <p>ADA Eat Right Nutrition tips can be found at http://www.eatright.org/public/content.aspx?id=206</p> <p>Let's Move! Michele Obama's program goal: to solve the epidemic of childhood obesity within a generation. See http://www.letsmove.gov/.</p> <p>Tips for Parents- What can you do as a parent or guardian to help prevent childhood overweight and obesity http://www.cdc.gov/healthyweight/children/index.html</p> <p>Visit www.usda.gov/partnerships to learn how your community can get involved in ending hunger in America.</p> <p>Visit to learn more about USDA local foods initiatives: http://www.usda.gov/wps/portal/knowyourfarmer?navid=KNOWYOURFARMER</p> <p>Prioritize projects involving transportation on federal lands and improvement and siting federally owned schools that also encourage healthy physical activity through provision of active transportation.</p> <ul style="list-style-type: none"> o http://www.saferoutespartnership.org/ o http://www.completestreets.org/ o http://www.smartgrowthamerica.org/ <p>Federal transportation dollars are being used to benefit active transportation projects, and road projects that include sidewalks, bike lanes, and crosswalks</p> <ul style="list-style-type: none"> o http://www.activelivingresearch.org/files/Built_Design.pdf o http://www.saferoutespartnership.org/27892/400474 <p>http://65.181.142.130/images/stories/issues_content/Complete%20Streets%20LegisBrief.pdf</p> <p>Healthier meals for WIC-eligible families http://www.reversechildhoodobesity.org/webfm_send/125</p> <p>Expand healthy food options for underserved communities</p> <ul style="list-style-type: none"> o http://www.thefoodtrust.org/pdf/Healthy%20Food%20Financing%20Release.pdf o http://www.policylink.org/atf/cf/%7B97c6d565-bb43-406d-a6d5-eca3bbf35af0%7D/HFHC_0219.PDF o http://www.frbsf.org/publications/community/review/vol5_issue3/bell_standish.pdf o http://content.healthaffairs.org/cgi/reprint/29/3/473 <p>SNAP-Ed Connection: This site has meal ideas, recipes, and tips on buying healthier foods. http://snap.nal.usda.gov</p> <p>Recipe Finder: This site has over 600 low-cost, healthy recipes. http://recipefinder.nal.usda.gov</p>
	Video clips	HHS releases proposed regulations on Prevention Provisions http://www.whitehouse.gov/photos-and-video/video/preventive-health-care-coverage-under-health-reform
	Models/Examples	Outreach Coalition at OUTREACH_COALITION@fns.usda.gov, or sent to the Outreach Coalition Promising Practices Committee, Food and Nutrition Service, 3101 Park Center Drive, Room 1441, Alexandria, Virginia 22302. http://www.fns.usda.gov/fns/outreach.htm
OTHER IDEAS		
Incentives & Rewards	Remember that children love rewards such as stickers, gold stars, little toys, and extra privileges! Use an activity reward chart	
	<p>Home economics classes could be a potent weapon in the war against obesity http://latimesblogs.latimes.com/booster_shots/2010/05/home-economics-childhood-obesity-crisis.html</p> <p>Bring back home ec http://jama.ama-assn.org/current.dtl</p>	

	<p>Smart growth principles, complete streets policies, community gardens, and parks and playgrounds standard on military bases</p> <ul style="list-style-type: none"> o http://www.completestreets.org/ o http://www.smartgrowthamerica.org/ o http://www.communitygarden.org/
	<p>US Dietary Guidelines for Americans and evidence-based physical education and physical activity programs in child care, preschool, and school settings on military bases</p> <ul style="list-style-type: none"> o http://www.health.gov/dietaryguidelines/dga2005/document/pdf/DGA2005.pdf o http://www.reversechildhoodobesity.org/webfm_send/44
Innovative Program Examples	<p>Julia Lopez of the Central California Regional Obesity Prevention Program http://www.reversechildhoodobesity.org/content/keeping-kids-moving-local-innovator-julia-lopez</p> <p>Chip Johnson, Mayor of Hernando, MS http://www.reversechildhoodobesity.org/content/keeping-kids-moving-local-innovator-chip-johnson</p> <p>Adetokunbo "Toks" Omishakin, Director of Healthy Living Initiatives, Office of the Mayor in Nashville, TN http://www.reversechildhoodobesity.org/content/keeping-kids-moving-local-innovator-adetokunbo-toks-omishakin</p> <p>Jammin' Minute (RWJF Center, Summer 2010) looks at the school-wide implementation of a simple one-minute fitness routine at River Terrace Elementary in Washington, D.C.</p> <p>Naperville High School (RWJF Center, Summer 2010) examines Naperville High School's innovative "Learning Readiness P.E." program which treats fitness, health, wellness, and classroom learning as holistically interdependent.</p>
Social Media	<p>"30 Facts for Childhood Obesity" for social media use. http://www.reversechildhoodobesity.org/sites/default/files/files-wfm/RWJF_factsheet5_press.pdf</p>
PUBLIC POLICY	
Federal	<p>White House Task Force Issues Report on Fighting Childhood Obesity http://www.letsmove.gov/pdf/TaskForce_on_Childhood_Obesity_May2010_FullReport.pdf</p> <p>School District Wellness Policies: Evaluating Progress and Potential for Improving Children's Health Three Years after the Federal Mandate http://www.bridgingthegapresearch.org/research/district_wellness_policies/</p> <p>Taxing Caloric Sweetened Beverages: Potential Effects on Beverage Consumption, Calorie Intake, and Obesity http://www.ers.usda.gov/Publications/err100/</p> <p>Journal of Hunger and Environmental Nutrition identified research opportunities to develop successful interventions within agriculture, food, and health systems, as well as policies and actions for moving toward and achieving community environments that allow healthier diets and reduced obesity http://www.rwjf.org/childhoodobesity/product.jsp?id=53228</p> <p>Restrict marketing of unhealthy foods to children http://www.healthyeatingresearch.org/images/stories/her_research_briefs/her%20food%20mktg_brief110308final.pdf and http://content.healthaffairs.org/cgi/reprint/29/3/419</p> <p>Federal Policy Recommendations for Combating Childhood Obesity http://www.bcbs.com/innovations/good-health-club/Childhood_Obesity_Recommendations.pdf</p> <p>Comprehensive Nutrition Services Are Vital to Children's Health, Says Joint Position Paper from American Dietetic Association, School Nutrition Association and Society for Nutrition Education –ADA Position Paper http://www.eatright.org/Media/content.aspx?id=6442459462</p> <p>NATIONAL PREVENTION AND HEALTH PROMOTION STRATEGY FRAMEWORK http://www.healthcare.gov/center/councils/nphpphc/draftframework_.pdf</p> <p>The Surgeon General convened the National Prevention and Health Promotion Council (the Council). They agreed on the framework for the National Prevention and Health Promotion Strategy (National Prevention Strategy) which includes the <i>Vision, Goals, and Strategic Directions</i>. The Council will use the framework to guide development. It will align with strategic initiatives and plans such as Healthy People 2020, Let's Move! Initiative, the National HIV/AIDS Strategy, and the forthcoming National Quality Strategy.</p> <p><i>Vision: Working together to improve the health and quality of life for individuals, families, and communities by moving the nation from a focus on sickness and disease to one based on wellness and prevention.</i></p> <p>Goals: 1) Create community environments that make the healthy choice the easy and affordable choice;</p> <ol style="list-style-type: none"> 2) Implement effective preventive practices <p>Child and Adult Care Food Program Aligning Dietary Guidance For All http://www.iom.edu/Reports/2010/Child-and-Adult-Care-Food-Program-Aligning-Dietary-Guidance-for-All.aspx</p> <p>The U.S. Department of Agriculture (USDA) asked the Institute of Medicine (IOM) to review and assess the nutritional needs of the populations served by CACFP and to provide recommendations to revise the Meal Requirements for CACFP. USDA will implement new meal requirements that promote eating more fruits and vegetables, and whole grain-rich foods, and foods that are lower in fat, sugar, and salt.</p>
	<p>RWJF Center Legislative Update Keep up with the various federal bills about childhood obesity and obesity prevention. This page will keep you up to</p>

	<p>date with what's happening and how legislation is moving. For more information, please visit: www.reversechildhoodobesity.org/legislation'</p> <p>Best ways to implement their six policy priorities for reversing the childhood obesity epidemic by 2015 http://community.rwjf.org/t5/A-Discussion-About-Policies-to/bd-p/1?cid=XEM_205602</p>
State	<p>San Francisco Proposes a Law To Link Kids' Toys to Healthy Food http://www.nplanonline.org/childhood-obesity/products/model-ord-healthy-toy-giveaway</p> <p>Smart Choices in Hard Times http://frac.org/smart-choices-in-hard-times/</p>
Youth	<p>Photovoice as a Tool for Youth Policy Advocacy Toolkit (Healthy Eating Active Communities) http://www.healthyeatingactivecommunities.org/downloads/PhotoVoice.pdf</p>
Local	<p>Blue Cross And Blue Shield Association Develops Federal Policy Recommendations Aimed At Combating Childhood Obesity New recommendations stress the importance of public-private collaboration http://www.bcbs.com/news/bcbsa/bcbsa-develops-childhood-obesity-federal-policy-recommendations.html</p>
Taxation	<p>Consider raising Revenue for Soft Drink Taxes -Try this Calculator! Developed in collaboration with Frank J. Chaloupka, PhD, Professor of Economics, University of Illinois at Chicago. Taxes on sugared beverages can generate considerable revenue for states, cities, and the nation. This calculator produces expected revenue by allowing the user to list the tax per ounce and the type of beverages to be taxed. http://www.yaleruddcenter.org/sodatax.aspx</p>
Opeds	<p>NY Times Fixing a World That Fosters Fat http://tinyurl.com/27jqytz</p> <p>USA Today Tom Colicchio of 'Top Chef' urges school lunch funding http://content.usatoday.com/communities/onpolitics/post/2010/07/top-chefs-tom-colicchio-urges-school-lunch-funding/1</p> <p>Military Readiness and Child Nutrition http://www.politico.com/news/stories/0710/39736_Page2.html</p>
AAFCS	<p>AAFCS Sizing Up America Public Policy Deliberative Guide http://www.aafcs.org/Advocacy/deliberationpage.asp</p>

GRANTS

School	<p>School Grants: Grant Writing Tips Some good tips to help you with writing grants with a little humor thrown in.</p> <p>Participate in government challenges and contests for the chance to win a variety of prizes (monetary or non-monetary) at www.challenge.gov View article... Education: http://challenge.gov/search?cat=23&org=5</p> <p>Highmark Healthy High 5 School Challenge http://www.highmarkhealthyhigh5.org/index.shtml To improve the health and well-being of our children. To give young people the tools and practices needed for healthy behaviors, Highmark Healthy High 5 positions children's health promotion as a top priority! A five-year, \$100 million initiative of Highmark Foundation, Highmark Healthy High 5 has a mission to promote lifelong healthy behaviors in children and adolescents ages 6-18 in the communities served by Highmark Inc. Children's health promotion programs center around five areas of focus critical to children's health: nutrition, grieving, bullying prevention, physical activity, self-esteem.</p> <p>Target Grants http://sites.target.com/site/en/company/page.jsp?contentId=W CMP04-031763 These grants fund school field trips that connect students' classroom curriculum to out-of-school experiences. Registration's now open—apply for your class.</p> <p>Fuel Up to Play http://school.fueluptoplay60.com/funds/introduction.php Funding is available to K-12 schools enrolled in Fuel Up to Play 60. The competitive, nationwide funding program can help your school jumpstart and sustain healthy nutrition and physical activity improvements.</p> <p>Fuel Up to Play 60 Kickoff Challenge for students is live! Encourage students to work together and create a submission. All Kickoff Challenge entries must be uploaded through the student's Dashboard on FuelUpToPlay60.com by October 13th for a chance to receive exclusive online content and digital rewards. Coming October 20, the Fuel Up Recipe Challenge!</p> <p>Funds for Fuel Up to Play 60 - The next deadline is December 1 for your school to apply for up to \$3,000 through the competitive, nationwide funding program to help your school jumpstart and sustain healthy nutrition and physical activity improvements.</p> <p>To apply, your school must have a Fuel Up to Play 60 Program Advisor. <u>Find out more about how to become one of your school's Program Advisors.</u></p>
Health & Human Service General	<p>Department of Health and Human Services GrantsNet Find grants mainly for HHS. Examples of state and local nutrition and wellness projects please see FRAC's Child Care Wellness Tool Kit, Child and Adult Care Food Program. We will be posting CACFP best practices for outreach soon. http://www.frac.org/html/federal_food_programs/programs/cacfp.html</p>
Gardening	<p>2010 Subaru Healthy Sprouts Awards http://www.kidsgardening.org/grants/healthysprouts.asp To be eligible for the 2010 Healthy Sprouts Awards, your school or organization must plan to garden in 2011 with at</p>

	<p>least 15 children between the ages of 3 and 18. The selection of winners is based on the demonstrated relationship between the garden program and education related to environmental, nutrition and hunger issues in the United States.</p> <p>Youth Garden Grants sponsored by Home Depot due Nov 1, 2010 http://www.kidsgardening.com/ygg.asp NGA is delighted to announce that The Home Depot has returned as our Youth Garden Grants sponsor for 2011. During its long history, the Youth Garden Grants program has helped more than 1.3 million youngsters reap rewards and vital life lessons from working in gardens and habitats. Thanks to the generosity of The Home Depot, we can reach many more eager young learners.</p>
Community	<p>ARRA 2009/Communities Putting Prevention to Work Grant Toolkit The American Recovery and Reinvestment Act of 2009 (ARRA) includes \$650 million for evidence-based clinical and community-based prevention and wellness strategies that support specific, measurable health outcomes to reduce chronic disease rates. In response to this Funding Opportunity Announcement, the R WJF Center has developed detailed materials to assist organizations in developing grant proposals.</p> <p>The Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Adult and Community Health, will administer \$373 million to communities through the Communities Putting Prevention to Work (CPPW) competitive grant initiative. Please download the documents below to assist you in your application process:</p> <p>ARRA 2009 – CCPW Guidance Memo CPPW Letter of Intent (LOI) Template CPPW (Cat A) - Obesity Physical Activity Nutrition CPPW Abstract CPPW Recipient Activities CPPW MAPPS Product Chart Introduction CPPW MAPPS Product Chart (Excel) CPPW MAPPS Product Chart (PDF)</p> <p>UnitedHealth Heroes Grant Webinar Information: Rubric: http://tools.ysa.org/downloads/grants/uhh/2010-UHH-Rubric.pdf Application Sample: http://www.cybergrants.com/pls/cybergrants/ao_application.preview_app?x_gm_id=3187&x_source_flag=DEMO&x_org_id=2992302&x_proposal_type_id=20559&x_step=0 You can also see all of our other references by going to www.YSA.org/resources.</p>
Medical, Health & Fitness	<p>Good Health Club Physician Toolkit developed in consultation with the American Diabetes Association and American Academy of Pediatrics (AAP), and adapted from materials that have been successfully used by Blue Cross and Blue Shield companies around the country. The Quality Improvement Innovation Network, a network of AAP practicing pediatrician members and their staffs, also provided feedback during development.</p> <p>The Toolkit contains convenient physician reference information as well as behavior-changing educational tools to share with patients and parents. These materials share the healthy 5-2-1-0 messages and tips from the Good Health Club.</p> <p>Healthy Tip Sheet</p> <ul style="list-style-type: none"> • 2 – 4 years old (English) (Spanish) links • 5 – 9 years old (English) (Spanish) links • 10 – 12 years old (English) (Spanish) links • 13+ years old (English) (Spanish) links <p>Outrun Obesity brochure (with behavior risk quiz) (English) (Spanish) links Weekly Journal (English) (Spanish) links Body Mass Index-for-age percentiles charts (English/Spanish; front-boys/back-girls). links Physician Reference Guide (English only) link 5-2-1-0 Good Health Club Posters Club Characters Poster (2 – 12 years) (English) (Spanish) links 5-2-1-0 Poster (13+ years) (English) (Spanish) links</p>
Grant writing assistance guides	<p>Grant-writing tools for non-profit organizations-recognized free sample grants and grant-writing help for non-profit organizations. www.npguides.org/</p> <p>Grant Writing: Sources and Tips Part II Part II of this article give tips and techniques to help the grant writer navigate their way through the grant proposal process.</p> <p>Grant Match Rubric This useful tool can be the basis for choosing grants that are closely aligned with your needs.</p> <p>Elements of a Grant Proposal Don't miss these grant writing tips and guidelines for each part of a grant application.</p>

	<p>Grant Writing - The Basic Stuff An inexpensive grant writing manual that gives excellent ideas and tips for effective grant writing.</p>	
Grant writing tips	<ol style="list-style-type: none"> 1. Make a list of what you want to obtain with grants. Grant writing is time consuming so have a goal. 2. Collect information on your school and district and update the information monthly. <ul style="list-style-type: none"> -student population for each building -% students on free and reduced lunch in each building -number of students purchasing lunch and breakfast in each building -unemployment rate for the area 3. Administrator responsible for grants: name, title, phone, fax, email 4. Form a committee to support your efforts <ul style="list-style-type: none"> -department members -teachers from other departments (health, food service, art) -community members (grocer, banker, parents, alumni, business you deal with) 5. Write your resume and keep it updated. Foundations and funding groups like to see evidence of success. 6. Follow the outline for writing given in the application information <ul style="list-style-type: none"> -if they give headings use those heading and keep them in the order given -make sure your goal matches that of the grant (if the grant is for food service equipment do not write for educational materials) 7. Keep to the budget categories and maximums. Do not go over even one cent. If they have extra money they will tell you after awarding the grant. 	
COLLABORATIONS & AFFILIATIONS		
Business	Food Marketing	<p>Food Marketing to Children Toolkit This toolkit is a compilation of resources that support policy and environmental changes to decrease the amount of marketing of unhealthy food products to our children. This includes evidence, recommendations and action steps for improving the media landscape to which our children are exposed.</p> <p>Cereal F.A.C.T.S (Food Advertising to Children and Teens Score) website (Rudd Center for Food Policy & Obesity at Yale University) www.cerealfacts.org</p> <p>The Children's Food & Beverage Advertising Initiative (Council of Better Business Bureaus) http://www.bbb.org/us/children-food-beverage-advertising-initiative/</p> <p>Healthy Eating, Active Living Toolkit (Berkeley Media Studies Group)</p> <p>Taking Action Against Childhood Obesity in Communities of Color: Executive Summary (MEE Productions)</p> <p>The Role of Media in Childhood Obesity (Kaiser Family Foundation)</p> <p>Food and Beverage Marketing to Children and Adolescents: What Changes are needed to Promote Healthy Eating Habits (Healthy Eating Research)</p> <p>Adolescent Exposure to Food Advertising on Television: Research Highlight (The Robert Wood Johnson Foundation)</p> <p>Food Marketing to Children and Youth: Threat or Opportunity? (Institute of Medicine)</p> <p>The Future of Children's Media: Advertising (Children Now)</p> <p>Fast Food FACTS, a report on fast food nutrition and marketing to youth. The new evaluation shows that fast food marketers target children across a variety of media and in restaurants. The <u>study</u> also finds that restaurants provide largely unhealthy defaults for the side dishes and drinks that come with kids' meals.http://www.fastfoodmarketing.org/fast_food_facts_in_brief.aspx</p> <p>Additional links:</p> <ul style="list-style-type: none"> Fast Food FACTS in Brief Best and Worst Kids' Meals Counting Calories in Kids' Meals Fast Food Television Ad Exposure to Children Fast Food Internet Exposure to Youth Fast Food Radio Ad Exposure for Teens Fast Food Marketing Targeting Children and Teens Fast Food Marketing 360° Briefs <p>Information for consumers, researchers, recent news article library, and fast food fact sheets provided.</p>

	<p>working in this field, two best practices and strategy toolkits, research on childcare settings, a practice-based intervention guide, and model physical activity standards.</p> <p>Preventing Obesity in the Childcare Setting: Evaluating State Regulations</p> <p>National Survey of Obesity Prevention Practices in Head Start -- published in the Archives of Pediatrics and Adolescent Medicine</p> <p>Robert Wood Johnson Foundation Center to Prevent Childhood Obesity Childcare Research Making Delaware Early Child Care Environments Healthier (Nemours)</p> <p>Nutritional Improvements in Delaware's Early Care and Education Facilities (Nemours)</p> <p>Summary of Agriculture Appropriations Bill (Nemours)</p> <p>Healthy Kids, Healthy Future Conference website (Nemours) http://healthykidshealthyfuture.com/</p> <p>Child Care and Wellness Toolkit: Child and Adult Care Food Program (The Food Research and Action Center - FRAC)</p> <p>National Policy and Legal Analysis Network (NPLAN)</p> <p>The Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC)</p>
Government	<p>Establishing a Childhood Obesity Taskforce http://www.whitehouse.gov/the-press-office/presidential-memorandum-establishing-a-task-force-childhood-obesity</p> <p>Climbing obesity rates threaten U.S. national security by hampering military recruitment http://www.sciencedaily.com/releases/2010/10/101018165430.htm</p>
International	<p>Health: OECD says governments must fight fat http://www.oecd.org/document/35/0,3343,en_21571361_44315115_46064099_1_1_1_1,00.html</p> <p>Why governments must lead the fight against obesity - McKinsey Quarterly - Health Care - Strategy & Analysis http://www.mckinseyquarterly.com/Health_Care/Strategy_Analysis/Why_governments_must_lead_the_fight_against_obesity_2687</p> <p>The set of recommendations on the marketing of foods and non-alcoholic beverages to children, as presented to the Sixty-third World Health Assembly in May 2010, and the resolution which endorsed them (WHA63.14). The document calls for national and international action to reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt.</p> <p>The first part of the document, the set of recommendations, includes a description of the background and process for the development of the recommendations, an evidence section and 12 recommendations structured under five sub-headings: rationale; policy development; policy implementation; policy monitoring and evaluation; and research. The resolution which follows (WHA63.14) contains a preamble and proposed actions for Member States and WHO. http://www.who.int/dietphysicalactivity/publications/recsmarketing/en/index.html</p>
Professional Associations	
Extension	<p>Resources for Obesity Awareness Week submitted by Nancy Granovsky, AAFCS BoD</p> <ul style="list-style-type: none"> • Increase Fruit & Vegetable Consumption • Decrease Consumption of Sugar-Sweetened Beverages • Reduce Screen Time • Increase Physical Activity <p>Texas AgriLife Extension Service</p> <ul style="list-style-type: none"> • Dinner Tonight • HealthHints: Maximizing Your Exercise Payoffs (PDF) • HealthHints: Dollars, Health, Lives (PDF) • HealthHints: Motivation for Healthy Change (PDF) • Families, Food and Fitness • Junior Master Gardener • Texas Master Gardener • Walk Across Texas! (PDF) • Balancing Food & Play (PDF) • Supplemental Nutrition Education Program – Better Living for Texans (PDF) • Cooking Well With Diabetes (PDF) • Do Well, Be Well with Diabetes (PDF) • Expanded Food and Nutrition Education Program (PDF) • Master Wellness Volunteer Program (PDF) • Working Well (PDF) • F as in Fat: How Obesity Threatens America's Future, 2010

		<ul style="list-style-type: none"> • Overweight and Obesity – Texas • Texas! Bringing Healthy Back • Square Meals – Nourishing Children’s Bodies and Minds • [State Indicator Report on Physical Activity, 2010 (PDF)] • WIN – the Weight-control Information Network • Centers for Disease Control and Prevention • Fruits & Veggies, More Matters • Nutrition Resources for Health Professionals – Research to Practice • Let’s Move! • [Fruits & Vegetables More Matters] • Fruits & Veggies Matter • Can eating fruits and vegetables help people to manage their weight? (PDF) • How to Use Fruits and Vegetables to Help Manage Your Weight • Produce for Kids • Junior Master Gardener • Texas Master Gardener • Does drinking beverages with added sugars increase the risk of overweight? (PDF) • Helpful Ways to Reduce Screen Time • Active Bodies Active Minds <p>Increase Physical Activity</p> <ul style="list-style-type: none"> • Walk Across Texas! • 2008 Physical Activity Guidelines for Americans • Enjoy Moving – Be Physically Active Every Day (PDF) • HealthHints: Maximizing Your Exercise Payoffs (PDF) • HealthHints: Dollars, Health, Lives (PDF) • National Physical Activity Plan • American Fitness Index • State Indicator Report on Physical Activity, 2010 (PDF) • Let’s Move <p>Is Your Child at Risk? Obesity, Acanthosis Nigricans, and Type 2 Diabetes</p> <ul style="list-style-type: none"> • Download PDF: Curriculum • Download PowerPoint Presentation (7MB) • Download PDF: Brochure <p>http://fcs.tamu.edu/health/child_health/child_health.php</p>
Organizations		<p>Alliance for a Healthier Generation founded by American Heart Association and William J. Clinton Foundation www.healthiergeneration.org</p> <p>Robert Wood Johnson Foundation Center to Prevent Childhood Obesity www.reversechildhoodobesity.org</p> <p>Action For Healthy Kids www.actionforhealthykids.org</p> <p>International Food Information Council www.foodinsight.org Ideas for supporting Let’s Move! and download the full version of the Let’s Move: Faith and Communities Toolkit for Faith-based and Neighborhood Organizations. http://www.hhs.gov/fbci/Tools%20&%20Resources/Pubs/lets_move_toolkit.pdf</p>
Noted Spokespersons		
Celebrities	Michelle Obama	<p>“Michelle Obama’s New Mission” <i>Ladies’ Home Journal, August 2010</i> http://www.lhj.com/style/covers/michelle-obama/?page=1</p> <p>Let’s Move! Michele Obama’s program goal: to solve the epidemic of childhood obesity within a generation. See http://www.letsmove.gov/.</p> <p>“First lady: Army health initiative may be a model” http://news.yahoo.com/s/ap/20110127/ap_on_re_us/us_michelle_obama_army%20%20</p> <p>Print Materials for Distribution</p> <p>These <i>Let’s Move!</i> materials can be easily distributed as part of a newsletter, web site post, or to attendees of an event or rally. Links below:</p> <ul style="list-style-type: none"> • First Lady Column on Early Childhood • First Lady Column on Empowering Parents and Caregivers • First Lady Column on Healthier Schools • First Lady Column on Healthy Communities • First Lady Column on Physical Activity

- First Lady Column on the Healthy, Hunger-Free Kids Act
- *Let's Move!* Factsheet
- *Let's Move!* African American Factsheet
- *Let's Move!* Hispanic Factsheet | Español
- *Let's Move!* American Indian/Alaska Native Factsheet
- *Let's Move!* Get Involved Factsheet
- *Let's Move!* Programs Factsheet

Multimedia Materials for Distribution

These videos and audio files can easily be distributed on a website, social media page, or shared with audiences in an email. ***Let's Move!*** <http://www.youtube.com/letsmove>

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