

# LET'S MOVE!

Centre County

## Get Fit Together!

Physical Activities for Your Family

### **PARENT'S NIGHT OUT**

How to do  
Proper Sit Ups

### **HEALTH TALK**

Childhood Obesity Can  
Cause Major Health  
Problems

### **COUNTING CALORIES**

Is McDonald's Still Your  
Family Meal?

## **6 Super Healthy Activities**

- ✓ **EAT HEALTHY**
- ✓ **EXERCISE OFTEN**

**NEW  
HULA HOOPS  
WORKOUT**

*Start Today!*



# February

2012



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# *Situation Analysis*



**C**hildhood obesity is a nationwide epidemic that affects nearly one-third of children and teens. For children, it occurs when the individual is at or above the 95th percentile for their designated age and gender body mass index. More than one-third of American children ages 10 to 17 are obese or overweight. The major problem of childhood obesity is the numerous health problems associated with it. Obesity is linked with Type 2 diabetes, hypertension, heart disease and stroke, and many other health problems.

Obesity is also linked with socioeconomics. Across the nation, the highest levels of obesity occur in households earning less than 15,000 dollars and the lowest levels occur in household earning 50,000 dollars or more. Another link with childhood obesity is fruit and vegetable consumption. Childhood obesity is associated with a lack of exercise.

**UNITED WAY WORLDWIDE** promotes healthy living. With childhood obesity nearly doubling in the past 10 years, United Way has created many tactics to fight this epidemic. On its website, United Way features the Family Activation Center, which provides ideas and tips to create a healthier lifestyle for children. Ideas on the site include planting a community garden and starting a kids' running club. The site also provides the Healthy Kids Pledge.

**LET'S MOVE CENTRE COUNTY** will focus on getting children and their families to participate in afterschool programs and other activities. At these programs and activities, children will pledge to eat healthier and move more. Parents can also pledge on our Facebook page -- Let's Move Centre County. Our campaign is focused on families because a healthy lifestyle starts right at home.

**THE AREA OF BELLEFONTE IS LOW-INCOME.** We chose this area because childhood obesity is more prominent in low-income areas. Families that do not have the resources to eat healthy and exercise more are more prone to obesity. In Centre County, Bellefonte has the lowest poverty rate. Centre County workers earned, on average 39,000 dollars during 2011, with an average difference of \$15,400 between males and females. There are more single mothers than married couples or single males with children.



# OUR OBJECTIVES



## FAMILY IS A CRITICAL COMPONENT

Objective 1: To, by February 15, have 300 children know that family is critical component in childhood healthy lifestyle beginning at home.



Objective 2: To have 300 families pledge and participate in the Let's Move Centre County campaign by February 29.

## CAMPAIGN OBJECTIVES

We crafted four campaign objectives based on our research to target our community of focus -- Bellefonte, Pennsylvania, located in Centre County.



## HULA HOOPS

Objective 3: To have 300 children participate in the Let's Move Centre County activities, such as the record-breaking hula-hoop workout, YMCA afterschool programs and YMCA Parent's Night Out.



Objective 4: To have 300 children knowledgeable about caloric intake and how to prepare healthy meals.



## *What kind of audience are we looking at?*

According to Dr. Leann Birch, Ph.D, at Penn State University, family plays an important factor in obesity because children tend to model their eating behaviors after their guardians. Children ages 12 through 18 establish individual choices during lunchtime in school and tend to be very conscious about their appearance. More research from Penn State University led us to other audiences:


**At Risk Individuals:** Moderate to intense physical activity for girls tends to decline faster than boys when growing up. Research showed that families in low-income areas are more prone to becoming obese.

**Obese Individuals:** Research from Brown University shows that individuals who lose weight to live a healthier lifestyle tend to have a few things in common: active lifestyle, eat regular meals, knowledgeable about food labels and weigh themselves on a regular basis.




# Our Research and Planning

Let's Move Centre County conducted qualitative research from a convenience sample of adults who are or were obese and have children.



We asked five open-ended questions about their lifestyles and the findings supported our hypothesis that obese people do not understand the importance of being knowledgeable in nutrition nor participate in a consistent workout routine. People who have made a change to combat obesity tend to stick to a very strict diet that is low-calorie, lean and very balanced; people who have not made a change tend to alternate and eat accordingly to their busy schedule. Most obese individuals choose a sedentary lifestyle and those who have made the change have found a way to fit exercise into their daily schedule. “Obesity” as a word becomes a medically associated term for most people who are obese. However, one considers the term a negative social label. When asked about participating in a obesity prevention campaign, all were happy to participate.



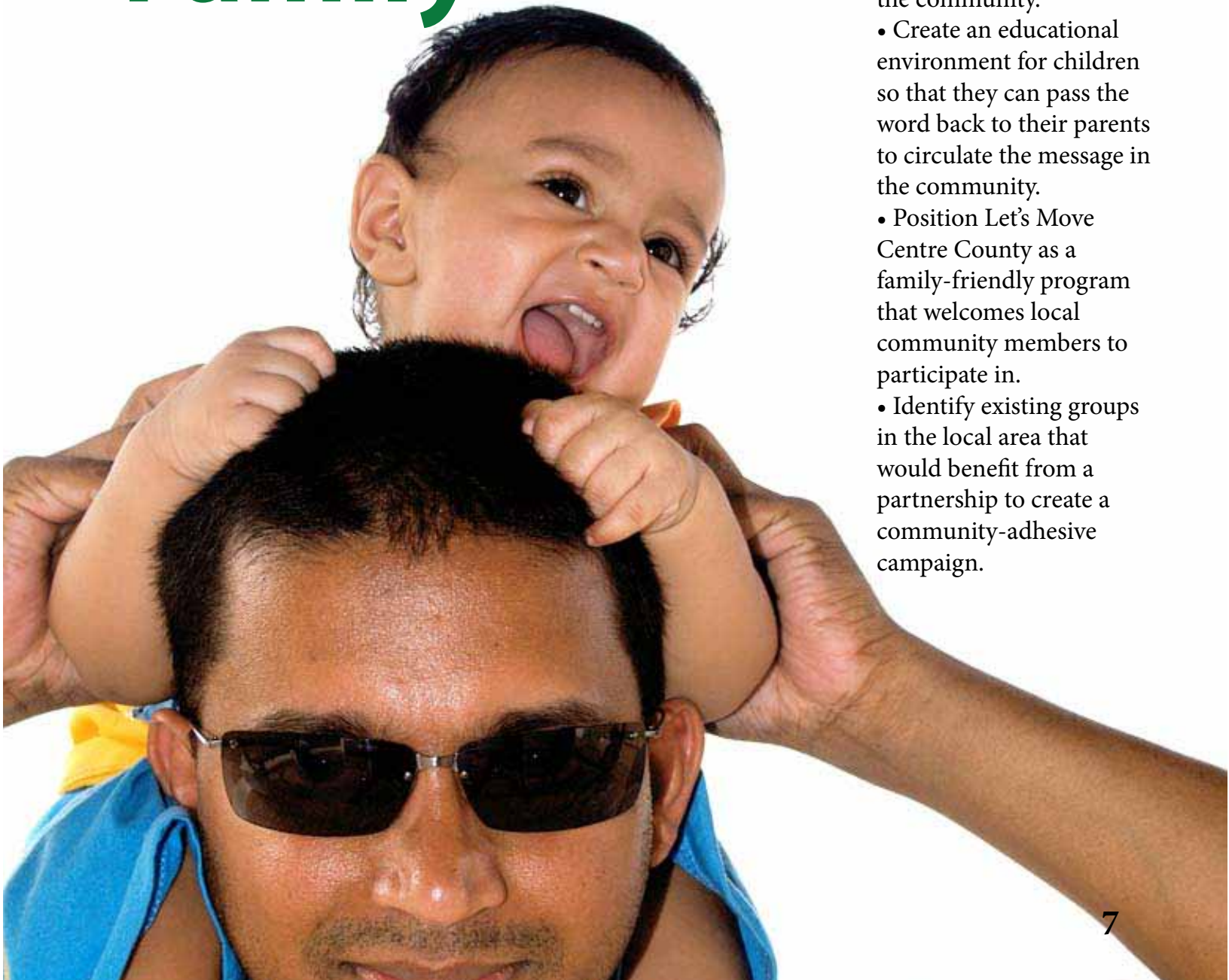
## *Insight into Obesity*

With helpful suggestions and a great understanding of obesity and its causes, we decided to combat the disease from its roots of unhealthy eating and lack of motivation for exercising.

# our strategy

## Eat Right Exercise Healthy Family

- Develop fun and educational free programs for children and their families and become a recognized campaign in the community.
- Create an educational environment for children so that they can pass the word back to their parents to circulate the message in the community.
- Position Let's Move Centre County as a family-friendly program that welcomes local community members to participate in.
- Identify existing groups in the local area that would benefit from a partnership to create a community-adhesive campaign.







# Our Execution and Tactics

Let's Move Centre County released a Facebook page that showcases the campaign and its efforts to prevent childhood obesity in Centre County. Our Facebook page gave community users the chance to create their own public pledge to a healthier lifestyle and vote for their favorite pledges to circulate the message.

## **YMCA After School Program**

Once a week throughout the month of February, we traveled to various elementary schools in the Bellefonte area and had a group of 30 students sign and pledge to stay active and eat healthier, while learning about obesity and its prevention. The students participated in activities such as comparing calories, calorie burner challenges and muscle workouts.

## **Unofficial Hula Hoop Record**

To close our campaign, we held a hula-hoop workout with 245 students in the gym





of Bellefonte Elementary. Students followed a routine of exercises for a total of 7 minutes and were educated about the dangers of obesity and how exercise can help prevent it.

### Bellefonte Area High School Health and Fitness Fair

The Health Fair at Bellefonte High School was an exhibition for all students in the Bellefonte school district. Throughout the fair, hundreds of students made a pledge to live a healthier lifestyle and exercised with Just Dance Wii after pledging. Students were given the opportunity to win

prizes by guessing the calories in several food jars.

### Proclaimed February as the Month of Let's Move Centre County

The Centre County Board of Commissioners proclaimed February as the Month of Let's Move Centre County Month on February 7, 2012. The proclamation was aired on local television channels and written in the local papers, including Progressive News.

### Bellefonte Middle School Health Talk

We visited Bellefonte Middle School and conducted a workshop during eight sixth grade health classes to discuss counting calories and expending them appropriately. Using a nutritional information sheet

from McDonalds, we asked students to add up their favorite meal.

### Bellefonte YMCA Parent's Night Out

With six stations based on different physical activities, 20 students rotated to each station while we recorded their performance. Stations included sit ups, push ups, jump rope, bicep curls, basketball shooting and guessing the calories in pizza. Prizes were awarded to the highest fitness scores and included exercise bags, water bottles, and an all-expense paid trip for a family to Mount Tussey Ski Resort.



## Evaluation of Success

**Objective 1:** To, by February 29, have 300 children know that family is critical component in childhood healthy lifestyle beginning at home.

- Let's Move Centre County went to schools across the Bellefonte area to talk to children about family, health and fitness.
- We reached over 700 children through the afterschool programs.

**Objective 2:** To have 300 children pledge to a healthier lifestyle in the Let's Move Centre County campaign by February 29.

- 488 Centre County children pledged to maintain a healthier lifestyle through healthy eating and exercising.
- This was accomplished through Facebook and Let's Move Centre County programs and activities using printed pledge sheets.

**Objective 3:** To have 300 children participate in the Let's Move Centre County activities, such as the record-breaking hula-hoop workout, YMCA afterschool programs and YMCA Parent's Night Out.

- 542 children and parents participate in physical activities.
- 277 children participated in the YMCA afterschool program
- 245 children participated in the hula-hoop workout

• 20 parents and children participated in YMCA Parent's Night Out

**Objective 4:** To have 300 children knowledgeable about caloric intake and how to prepare healthy meals.

- Reached 277 children in the YMCA afterschool program
- Taught kids how to make easy, quick healthy snacks (trail mix)

primary

# research

## Indepth Interviews

We chose to conduct interviews with a convenience sample of participants who were overweight or obese by asking five simple open-ended questions about the participants' lifestyles. The people we chose were typically individuals with children so we could get an idea on what the lifestyle are at home.



# BRAD VORES /

1

**Can you describe for me what your family does for your meals on the weekdays and weekends?** We have started a healthy lifestyle and try to prepare healthy low-fat meals that include chicken, turkey, fish and lean beef along with vegetables. Weekend meals really depends as we do like to dine out from time to time but have been making much wiser choices when it comes to these meals. We try to stick with lean protein based meals. For breakfast, we drink protein shakes and for lunches it usually consists of Smart Ones or turkey sandwiches.



2

**Can you describe for me what your family routine is like from day to night?** The routine is the same Monday through Friday, working 7 a.m. to 4 p.m. It depends on the evening as to what is on the schedule and it also depends on the time of year.

3

**How do you feel about the word obesity?** I don't know that I feel any way about that word. I have battled with being overweight all of my life and am really hoping to make a big change this year. But I don't know if that word gets a reaction from me.

4

**Are you familiar with any obesity prevention campaigns such as Michelle Obama's Let's Move campaign?** Yes I have seen stories about Michelle Obama's campaign.

5

**If a Pennsylvania-only campaign is set up for combatting obesity, what kind of activities and/or promotions would you participate in, and what would you not participate in?** I am taking part of the Central PA Weight Loss Challenge and have seen tremendous success in a short time. I am already encouraging co-workers and friends to join with me and if they are unable to for whatever reason, I am helping them with some guidelines that I have learned. Time permitting, I would possibly entertain helping with a promotion in PA with the hopes that I can do and before and after for myself.



# BRENDA JOHNSON

1

**Can you describe for me what your family does for your meals on the weekdays and weekends?** Well, back when I was growing up, I was always a heavy child and tended to be more of a reader than a doer. I guess the right term is sedentary. I mean, I did some housework that isn't exactly energy efficient and did not spend a lot of time outside. Oh, I would much rather read than go outside! There was no activity for me at all so that's why I spent more time with books. What my mother's cooking is referred to here as Pennsylvania Dutch cooking, which is high in starch, high in energy and very low in vegetables. Since my father worked away, she would bake on the days that he was coming home, so there was always something starchy around the house that was yummy. I think in retrospect, my parent's didn't really limit what I ate so I didn't have a real sense of control, so as I was raising my kids, I began to be more aware of the limitations on food. But interestingly enough, my sister was not heavy. I know, I kept thinking that maybe there is a difference between our controls on food, or perhaps I just like to eat a lot more.

2

**Can you describe for me what your family routine is like from day to night?** Well, since I'm old and my children are all grown up, I can't say exactly what it's like for them now. My daughter lives with her husband, so the two of them may do things differently than when she was growing up and this is the same for my older son. My younger son lives with me for now, so I mean usually he eats my cooking on weekdays and he might grab a few out on the weekends with his friends. Usually for breakfast it's an apple, some bread and for lunch, perhaps a sandwich or small soup. Looking back at my family, I'm not saying that I'm blaming them, but more so that I wish someone had limited me. I mean, because I was obese, I looked at my children who were also obese, but they eat right, just not much exercise, and I couldn't figure out what was wrong. Now, my personal opinion is that nutrition and exercise are the two things that need to be balanced so that you can be healthy. My children are not active, but they are eating well. However, without the two things together, you just cannot combat obesity, which is often sprouted by puberty, your independence and your raging hormones—menstruation in girls and testosterone in boys. I definitely think that the emotional impact of puberty is important. It's such a precarious time when you transition from being a preteen to teen then an adolescent. You are developing so many things at once that your body is already on a sensory overload.

3

**How do you feel about the word obesity?** I always knew I was heavy, but I don't think it was until my doctor told me that I was going to die if I didn't make a change that I started changing the way I looked at my weight. I wasn't as of aware about nutritional limitations until the last six to eight years when I had my surgery done because of my weight. Before my gastric bypass, I was 425 and my doctor told me that I only have one option—to lose the weight or I would die. Here's the thing, my doctor is a firm believer that obesity is an addiction and it's a serious disease. Like when people are addicted to alcohol or cigarettes, they can just stop one day and not touch it again to get over the addiction. However, with a food addiction, you don't understand when you can't be eating and the other is the emotional component. Sometimes I think back and say to myself, "If only I had been counseled on food," but I realize that you can never go back and just say "What if". Raising children is

overwhelming. When children grow up, they gain weight like crazy and because of their hormones. Around that pre-teen age, kids can be very mean. I was always that fat ugly girl in a small town. This affected me because it would make me even more insecure, make me eat more, and thus, gain more weight. When I was raising my children, things were crazy, just like I said earlier, it's like a sensory overload! As we talked about before, my doctor is a firm believer that a genetic predisposition disease would be a large factor in determining whether a person is able to combat obesity. During that pubescent time, you have no self-control, kids can be mean, and it is during this time that solid behaviors are placed. When you're young, your parents monitor everything you put in your mouth. Once you get that independence at school to choose the things you eat, many unhealthy habits stick. Growing up, I wasn't into sports or other extracurricular activities and there was only three channels on television. If I didn't like them, I wouldn't watch them, hence I read a lot.

**4** **Are you familiar with any obesity prevention campaigns such as Michelle Obama's Let's Move campaign?** I'm not very familiar with that campaign specifically, but I do know that nationwide, there are tons of things that tell people to eat healthy and be active. What I can tell you is that my family has yet to participate in any of those because we're very sedentary and would much rather just do things by ourselves.

**5** **If a Pennsylvania-only campaign is set up for combatting obesity, what kind of activities and/or promotions would you participate in, and what would you not participate in?** Well, it really depends. I am more of an outgoing person, so I might engage in things that you mentioned like family fitness days or going online to make a pledge. But my son is more introverted, so he would definitely not. My husband would probably find them embarrassing, but I think he'll probably just tag along if I did. I can't speak for my other children because they have all already started leading independent lives but maybe they would be up to it. My son who is 27 is very shy and I'm pretty sure he wouldn't do anything public. However, when I first started, one thing I found really important is to walk. My doctor told me that I should buy one of those step-counting carriers with me and every day, I walked 2000 steps. My husband used to say that my surgery was just a tool to help me watch what I ate and exercise. My doctor had me keep a food journal and I kept track of my eating. He kept telling me that he didn't care if I did nothing but walk. Although I haven't been to the gym this week, I've increased my walk to 10,000 steps per day and it's not overwhelming at all. Really, let's start with walking. It's such an important and very mild exercise to keep your health in check. Sometimes, I'll see my friends and be like "Hey! How many steps did you walk today? I walked this much," and it really gets me going.





1

**Can you describe for me what your family does for your meals on the weekdays and weekends?**

Two to three meals are prepped/cooked on Sundays so that meals are ready to go to be eaten or just cooked.

2

**Can you describe for me what your family routine is like from day to night?** Prepare for work and get kids off to school, come home, have dinner clean up and by that time read to relax and get kids ready for bed.

3

**How do you feel about the word obesity?** Used to quickly, I don't think that BMI charts should apply across the board when everyone has a different structure--especially man to woman.

4

**Are you familiar with any obesity prevention campaigns such as Michelle Obama's Let's Move campaign?** Yes, and she is not doing anything different that what others have been trying to do for a long time.

5

**If a Pennsylvania-only campaign is set up for combatting obesity, what kind of activities and/or promotions would you participate in, and what would you not participate in?** Good habits start at home and if you are not setting an example why would anyone want to do it either. I would participate in any activity that gets one up and moving and promotes healthier eating.





# NICHOLAS ALDINGER



1

**Can you describe for me what your family does for your meals on the weekdays and weekends?** Weekdays vary according to everyone's schedule, usually quick and easy meals. Hamburger helper, fried foods etc. Pretty much the same on weekends.

2

**Can you describe for me what your family routine is like from day to night?** Go to work, I go to the gym come home eat dinner and then depends on plans or otherwise.

3

**How do you feel about the word obesity?** Doesn't bother me, I'm trying to change myself.

4

**Are you familiar with any obesity prevention campaigns such as Michelle Obama's Let's Move campaign?** No, I have not.

5

**If a Pennsylvania-only campaign is set up for combatting obesity, what kind of activities and/or promotions would you participate in, and what would you not participate in?** I'd try or do pretty much anything. Always enjoy playing sports and going to the gym.

# NICHOLE KUNKLE

1

**Can you describe for me what your family does for your meals on the weekdays and weekends?** My husband and I try to eat as healthy and as organic as we can. The cleaner it is of all the nasty stuff they spray on your fruits and veggies, the better. We prepare our food for the week on Sundays usually. That way, it's a quick and easy meal that's still really healthy for you.

2

**Can you describe for me what your family routine is like from day to night?** We go to work during the day. At night though, it revolves around working out. I do either strength or a cardio workout. It depends on what is on my workout plan for that night. My husband usually just lifts weights. I have weight to lose though and he doesn't so mine is a lot more involved.

3

**How do you feel about the word obesity?** Obesity is a word I don't really like that much. Most of my life I was considered that and made fun of because I was big. I feel bad for kids nowadays because their growing up bigger than what they were years ago. I blame the parents in a way. Most of the parents out there don't really care about what they feed their kids. As long as it's cheap, it doesn't seem to matter what it is. That's how it was with me anyways. I never really got the best meals in the world because my mom was always working and my dad wasn't the best cook in the world. There should be a healthy fast food place out there. That way the parents can still get dinner fast for their family but it's really good and healthy for the child. And no, Subway is not a healthy fast food place in my opinion, sorry.

4

**Are you familiar with any obesity prevention campaigns such as Michelle Obama's Let's Move campaign?** I am not. I think I'm going to have to Google the Let's Move campaign though and find out more.

5

**If a Pennsylvania-only campaign is set up for combatting obesity, what kind of activities and/or promotions would you participate in, and what would you not participate in?** If Pennsylvania did a campaign that would be great. I'd love to see our state try and help make the country a much healthier place. I would hope it helped the kids. I don't like seeing our nation's children grow up to be unhealthy and overweight adults. It would shorten their life span by a great bit and that's never a good thing. If there were any fund raisers to raise money to keep gym and schools and to have an after school program for kids to keep them moving and healthy, I would love to be a part of that. I want to do anything I can to help make the world a much healthier and happier place to live.

# JEFF KRAKOFF

1

**Can you describe for me what your family does for your meals on the weekdays and weekends?** I mean we eat pretty healthy meals during the week. Usually, breakfast is cereal and coffee, either eat out or pack a lunch for work and most often a home cooked healthy dinner. For dinner we eat often eat meals that involve chicken, chili and spaghetti. For weekends, we tend to order pizza, wings, Jersey Mikes (“get the works”) and/or eat out. We do tend to snack a lot. We love our buffalo pretzels chips, as well as rice crispee treats and fresh cookies from the store. Giant Eagle is primarily where we get all our groceries.

2

**Can you describe for me what your family routine is like from day to night?** Well the general routine revolves around work for me and school for my kids. When I get home from work, I generally have some office work to complete, and then watch television. Usually, we eat together around six. I coach my son’s basketball team and we have practice on Wednesday’s night at the Rec. Center. As far as the kids go, they get home around three. My son Andy (17) is the oldest and always has his own routine - driving to a friend’s or to the mall. Rachel (13) recently finished high school soccer, usually rides the bus home and does homework. Josh (10), my youngest, comes home and does his homework as well. He has basketball practice on Wednesday, and other nights during the week he often goes to the recreation center to play with his friends. Later evening, everyone seems to watch television or play video games. My wife will also make plans for her preschool classes. But that’s about it.

3

**How do you feel about the word obesity?** I feel that it is negative and insulting.

4

**Are you familiar with any obesity prevention campaigns such as Michelle**

**Obama’s Let’s Move campaign?** I’m not familiar with Let’s Move at all. As far as other campaigns go, to be honest none come to mind. I realize that there is a nation wide effort to combat obesity, but I just have not paid a lot of attention to it.



5

**If a Pennsylvania-only campaign is set up for combatting obesity, what kind of activities and/or promotions would you participate in, and what would you not participate in?** My family is into sports. I play soccer in an old man’s league one day a week. My son Josh is involved with basketball right now and also plays lacrosse in the spring. Rachel plays some indoor soccer now. So I guess, we would be willing to participate in something with sports.



# Findings



has been applied to them personally. While several participants realize that the term means that they have a problem, such as one who called it an “addiction,” others feel that the word should not be used to describe them.

Question four raised whether or not participants were familiar with Michelle Obama’s nationwide Let’s Move campaign and most participants are unfamiliar with the effort. One mentioned that although she knows there are many things out there that want to target her, she has yet to participate in them and would rather do them by herself. As for a local campaign effort, most participants would be willing to be a part of the campaign and promote the idea that a healthy lifestyle would allow children to grow up to be healthy adults.

From our meeting with the Schaper, we can see that SCASD is on track with the USDA to provide healthier school lunches. However, the big observation here is the lack of awareness among parents about MyNutriKids. This online service can be of great advantage to the health of a child, giving parents insight to what their child is actually eating at lunch, so they can better manage it themselves.

**1** In question one alone, we can observe two things—the people who have made a change tend to stick to a very strict diet that is low-calorie, lean and very balanced, while the people who have not made a change like to alternate and eat according to their busy schedule allows. It is also apparent that most participants tend to be busy people who created mini schedules for cooking and/or eating out so that it fits into their daily schedules. Question two varied among the participants, as schedules regarding work and school seemed to be the same, but some choose to work out and exercise as part of their daily routine, while others still revolve around a sedentary lifestyle. It is apparent that children in the family usually adhere to what their parents have set as a daily schedule and will lead an active lifestyle if their parents do. Since most participants are working parents, their routine revolves around their day job and is much less strict about what the family night activities should be.

Question three regarding perception on the word obesity varied greatly among the participants. While some are not bothered by the word and realize that the word is a medical term used to describe their condition, others feel that it is a social label that

SECOND

DARY

RESE

ARCH

*We researched campaigns in the local, regional, national and international level, as well as national statistics and findings on childhood obesity.*



*In order to assess different methods to provide a strategic campaign aimed to combat child obesity, several secondary research methods were employed to familiarize the group with other previous campaigns that have similar goals as ours.*

# OBESITY PREVENTION CAMPAIGNS IN THE PENNSYLVANIA AREA

## PENNSYLVANIA STATE NUTRITION AND PHYSICAL ACTIVITY PROGRAM

The Pennsylvania Department of Health received funding from Centers for Disease Control and Prevention to develop a State Nutrition and Physical Activity Program to Prevent Obesity and Related Chronic Disease in July 2001. Nationwide, only 12 states received this funding and its vision is to create "a Pennsylvania that supports and values healthy lifestyle behaviors". The mission of the PaNPA plan is to create "a Pennsylvania where individuals, communities and public and private entities share the responsibility for developing an environment to support and promote active lifestyles and access to healthy food choices".

Under this campaign, two important Healthy People 2010 objectives are aimed to increase the proportion of adults at

a healthy weight to 60 percent and to reduce the proportion of youth who are overweight to 5 percent. In 2001, 40 percent of Pennsylvania adults were at a healthy weight, and one study found that 18 percent of Pennsylvania youth were overweight. According to the 2001 Pennsylvania Behavioral Risk Factor Surveillance System (BRFSS), 60 percent of adults in Pennsylvania are overweight and have a body mass index (BMI) of 25 or more. The study also found that 12 percent of Pennsylvania children enrolled in the Women, Infants and Children program were overweight as reported in the 2001 Pediatric Nutrition Surveillance System.

### PROJECT PA

On October 25, 2011, we met with Project PA team leaders to discuss childhood obesity and receive guidance for the Penn State Bateman campaign. Project PA is a collaboration

between Penn State University's Department of Nutritional Sciences and the Pennsylvania Department of Education, Division of Food and Nutrition. We met with Claudia Probart, PhD, RD, associate professor of nutrition and principal investigator; Elaine McDonnell, MS, RD, LDN, projects coordinator and Anthony Deangelo, BA, projects supports.

All agreed that the target area in Centre County should be Bellefonte. Dr. Probart referred to Bellefonte as a "nutritional desert" because of the community's lack of an accessible, affordable grocery store and Farmer's Market. The only stores within walking distance are Dairy Queen, convenient stores and the Dollar General. Because much of the low-income residents in the Bellefonte area lack access to transportation, food purchases are often made

at the Dollar General store.

Dr. Probart and her staff discussed other programs that Project PA had done at Bellefonte Elementary such as their whole wheat bread campaign that encouraged the children to eat whole wheat.

Dr. Probart felt that creating "yet another program" was not an effective route for PSU Bateman to take and that a "targeted, focus campaign" using existing efforts would be more effective given the time and resources.

Her team stressed the following:

- Changing policies will make the biggest difference
- Do not create a campaign focus on embarrassment or weight loss
- The message should be that: healthy eating is an easy choice
- Focus light on what is

# Welcome

Project PA, a collaboration between Penn State University's Department of Nutritional Sciences and the Pennsylvania Department of Education, Division of Food and Nutrition, partners with schools and their communities to provide sound nutrition education and to promote children's healthy eating behaviors.





already in place such as school's Wellness Policies mandated by the federal government, the Farm to School program, or Penn State's Family Fitness program

- Get parents involved
- BMI letters need "action" for parents to take. Parents receive the letter and really don't know what to do because the letters offer little direction outside of "talk to your family doctor."
- Much of their efforts are based on smoking cessation literature and change theory.
- Talk to school food services workers because they have a good handle on what children are consuming
- National school lunch programs are under threat because of management companies taking over school cafeterias
- Bad habits begin at home, so involving the family in any change is critical

## FARM TO SCHOOL

Schools in Pennsylvania and throughout the nation are partnering with Project PA to provide healthier foods to students and teach them the skills they need to make good decisions about nutrition and health in order to address the growing problem of childhood obesity. As part of these efforts, Project PA's Farm to School

Program has grown widely popular and aims to connect schools with local farms to promote purchasing of local foods for school meals. While the primary objective of Farm to School is to bridge the community gap, it also provides a variety of other types of activities that fall under the Farm to School umbrella, including school gardens, nutrition and agriculture classroom lessons, field trips to local farms and taste-testing of local products. The program also provides healthy foods in school meal programs and provides students with health and nutrition education. The program also aims to support local farmers, which will strengthen the local food systems. The Farms to School website is designed to provide users with the tools and information they need to implement various types of Farm to School activities, which include incorporating locally-grown foods into school meals, planting school gardens and providing agriculture-related nutrition education. The website also includes information about national efforts related to Farm to School, links to Pennsylvania groups and associations involved in the program, and contact information for individuals who are



available to provide assistance to schools in starting the program.

## DR. LEANN BIRCH

In early January, our team met with Dr. Leann L. Birch, Director of the Center for Childhood Obesity Research at Penn State University. Dr. Birch's teaching focus is in childhood obesity and its link to digestive behavior. During our meeting, Dr. Birch stressed that family plays an important factor in childhood obesity because parents and adults tend to be models for a child's eating behavior. She says that "many obese individuals have family members who are also obese."

Dr. Birch also mentioned that children age 12 through 18 establish individual choices at lunch in school, but they also tend to be very conscious about their physical appearance. She also showed us in her research that moderate to intense activity for girls

tend to decline faster than boys when growing up. "What one intakes needs to be balanced by exercise to maintain a healthy weight," said Dr. Birch. She also noted that obese individuals who lose weight to live a healthier lifestyle tend to have a few things in common: active lifestyle, eat regular meals, knowledgeable about food labels and weigh themselves on a regular basis.

Her suggestions for our campaign are:

- Partner with an existing organization that has similar goals
- Get the print out of student's meal selections at school
- Must involve parents in the process of a healthy lifestyle education
- Lunch will be the important factor at school, but will need to translate into their time at home
- Locate a nearby school that has a high number of students who are "at risk"

## PSU FAMILY FITNESS

In January, our team met with Lynn James, Nutrition, Food Safety & Health Senior Educator of Penn State Extension, to discuss Penn State Extension's Family Fitness program. The Family Fitness program is a nine-week after school or in class program for children ages 8-12 and their families. Each lesson is 1.5 hours and includes physical activities and workshops on making healthy food choices.

James explained that participants and their families will receive helpful informational packets, workshops that build skills and encouragement for being fit, and motivational guidance to improved food choices, physical activity and family support. According to James, Family Fitness is based on Stages of Change Learning Theory and motivational interviewing techniques. The curriculum has been recently updated to 2010 U.S. Dietary Guidelines and USDA MyPlate.

During the meeting, she gave the following suggestions

- Fifth grade teachers are able to embed the program into their existing curriculum
- Sixth grade will be

best as an after school program

- Keep messages fun and simple
- Do not just provide handouts to the students
- Be sure to document progress

## NATIONAL OBESITY PREVENTION CAMPAIGNS

### LET'S MOVE!

Michelle Obama's Let's Move! Campaign is First Lady Michelle Obama's comprehensive initiative dedicated to solving the problem of childhood obesity. The campaign provides parents with helpful information and fostering environments that support healthy choices. This includes proving healthier foods in America's schools, ensuring that families have access to healthy, affordable food and helping children become more physically active. At the beginning of the initiative, President Barack Obama signed a Presidential Memorandum to create the first-ever Task Force on Childhood Obesity to conduct a review of every single program and policy relating to child nutrition and physical activity and develop a national action plan to maximize federal

resources and set concrete benchmarks toward the goal. The website allows users to "take a pledge," sign up for e-mail updates and also provides resources for food, nutrition and physical activity.

### CAMPAIGN TO END OBESITY

The Campaign to End Obesity is a national campaign that aims to bring together leaders from across industry, academia and public health with policy makers and their advisors to provide information and guidance that decision-makers need to make policy changes to reverse obesity. The campaign website provides facts regarding the epidemic, a sub-website dedicated to funding the campaign, and a list of priorities that the campaign intends to accomplish.

### NEW YEAR CITY AND

## STATE OF GEORGIA

New Year City government recently launched a series of ad campaigns urging New Yorkers to be more aware of portion sizes when they choose what to eat or drink. The campaign is concerned with the quantity of food served in the food industry that has grown greater today than in previous years. Similarly, the State of Georgia also created an anti-childhood obesity program that is concerned about the public's negligence and admitting that obesity is a problem.

## INTERNATIONAL OBESITY PREVENTION CAMPAIGNS

As a part of our goal to understand what other existing campaigns have been created to combat



obesity, we looked into several campaigns that were launched in other English speaking countries around the world. Below are several campaigns that we looked at:

### **CHANGE 4 LIFE**

Change 4 Life is a campaign that provides healthy food and activity tips for parents and children in the United Kingdom. It's website and promotional materials are very interactive and colorful, with age appropriate activities such as the "fun generator", sticker charts, and "Color in the good stuff". This healthy and active living campaign shows how families can work together to prevent obesity. The activity ideas, cookbooks and step-by-step instructions and everything a family needs to know regarding healthy lifestyles. This includes what "5 a day" means, to where the extra fat that you are eating goes. It is extremely informational, but is also interactive and fun. It provides videos for physical activities such as dancing, cookbooks with "snack swaps" and links for activities in the local area. The website also allows participating families to connect with other families who have pledged to Change 4 Life and join families in activities such as

swimming or biking. The campaign also partnered with LazyTown, a TV show in the United Kingdom to promote healthy lifestyles.

### **FIT FOR SPORT**

Fit for Sport is the United Kingdom's leading healthy lifestyle activity provider. The campaign aims to encourage fitter families, fitter kids and fitter schools by establishing a charity that has different programs and activities to get kids and families involved in active living. Their main goal is to provide activities and programs across the UK to inform families and kids about diseases that are associated with obesity and to ways prevent obesity. They provide services for school such as different curriculum ideas for physical education and information about healthier in-school lunches. It also has competitive and nation-wide activities such as "Fitter Schools" during which schools across the United Kingdom compete to see which school is the most active. This charity also provides different camps throughout the year for kids to remain active during all seasons.

### **GET SET 4 LIFE**

Get Set 4 Life is an Australian health campaign that aims to

create "Habits for Healthy Kids". The campaign material is very colorful and informational and covers almost every aspect of leading a healthy lifestyle from being active, eating well to even getting enough sleep, which a lot of other campaigns do not cover. Interestingly, this campaign places a lot of focus on four-year-olds, and has a special section dedicated to this age group called, "How 4 Year Olds Act". Although the campaign's online platform is not very interactive, it is very informational. The website includes pictures that children can enjoy and different activities that families can do together. The campaign provides a step-by-step program that parents can use and includes a plethora of information. The campaign also uses several characters that will influence younger kids to get involved, just like the characters in the brochure.

### **HEALTHY EATING, ACTIVE LIVING**

Healthy Eating, Active Living is an Australian initiative that focuses on involving communities as a whole to become more active and lead healthier lifestyles. Available on its website, the initiative includes ideas for the community, such as active transportation and

parks. The campaign is geared towards town governments rather towards families, as most other campaigns. Although this resource wouldn't be helpful to a parent, the information and suggestions can benefit the governing representatives of a town, such as a mayor, who can act and develop this initiative in their governing town.

### **EPODE**

Epode's is a Europe-wide obesity prevention campaign and its tagline is "Together let's prevent childhood obesity". Similar to Healthy Eating, Active Learning, the campaign is targeted towards governments of all sizes. The campaign provides sub campaigns that are geared towards certain governments such as France, Belgium and Spain, and are available in several different languages. However, it's current website does not provide an abundance of information and lacks motivation, which may deter the campaign from spreading through Europe.



# PICTURES WITH CAPTIONS



Sever teaching about the benefits of eating healthy and exercising.



Sever helping a child write her pledge.





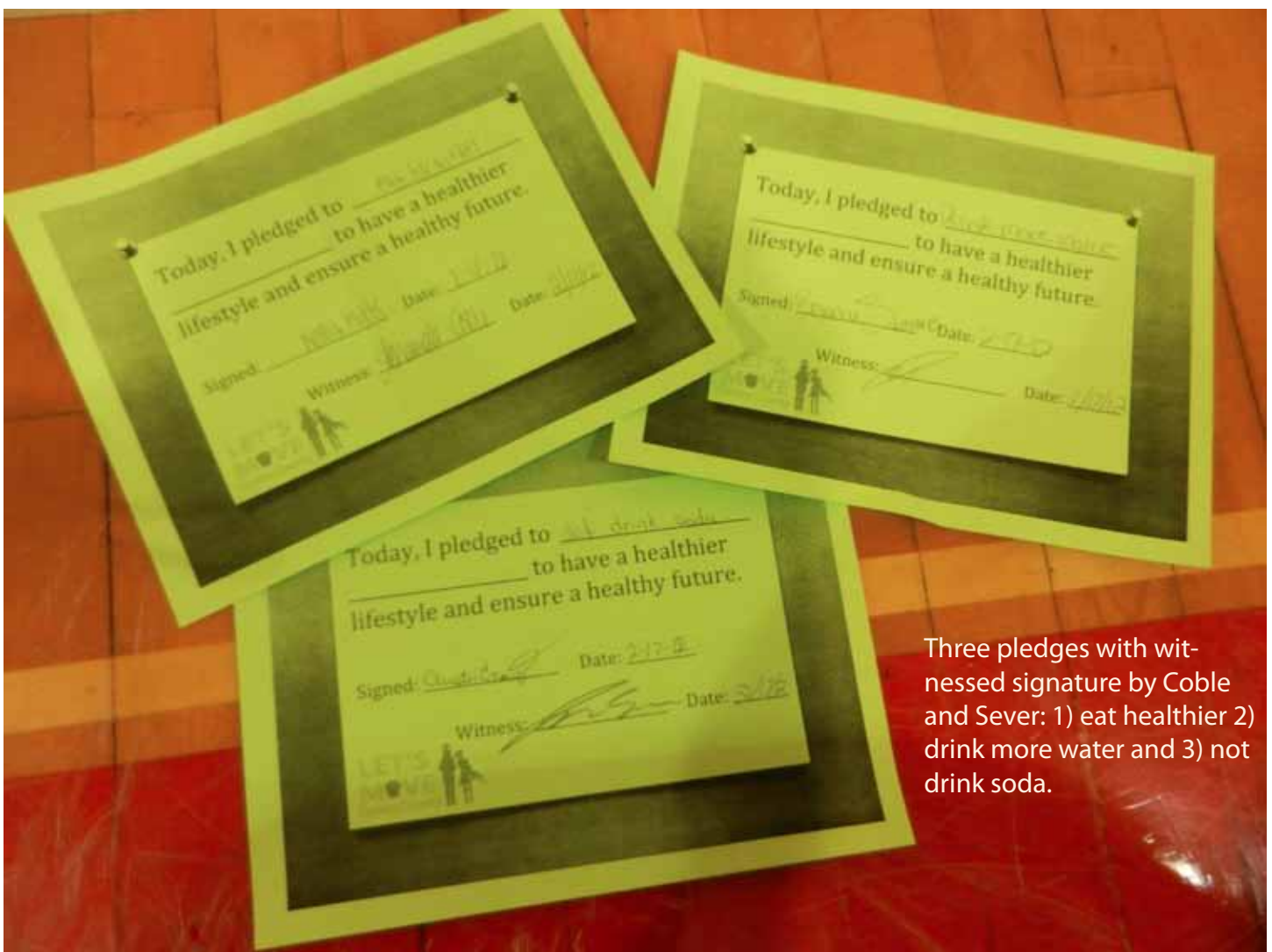
Children showing their pledges with Chia and Sever.

Signed Banner of more than 150 child pledges.





Let's Move Centre County booth. Includes 1) Contest to determine how long it would take to burn off different food items playing Just Dance on Wii 2) Pledge sheets to make a healthy commitment 3) Just Dance Wii and 4) Banner to sign after a pledge is made.



Three pledges with witnessed signature by Coble and Sever: 1) eat healthier 2) drink more water and 3) not drink soda.



Middle School students moving with Just Dance on Wii.



Elementary School student making a healthy pledge.





Chia and Sever with the Centre County Board of Commissioners after the proclaiming February as Let's Move Centre County Month.



Chia announcing the instructions to the hula hoop workout at Bellefonte Elementary School.





Sever waiting to assign more than 200 elementary school students to their hula hoop.



Bellefonte elementary school students patiently waiting to hula hoop.

















Children making their healthy pledges.



Coble and Sever with children holding their pledges.

## Let's Move Centre County Kid's Fun Night Competition

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Station 1 (Push-Ups): \_\_\_\_\_ push-ups in 30 seconds

Station 2 (Jump Rope): \_\_\_\_\_ jumps in 1 minute

Station 3 (Calorie Guess): \_\_\_\_\_ calories

Station 4 (Bicep Curls): \_\_\_\_\_ curls

Station 5 (Plank): \_\_\_\_\_ seconds

Station 6 (basketball hoops): \_\_\_\_\_ hoops in 1 minute

### Activity - Burn Those Calories (15 minutes)

**Supplies:** 1 unsalted saltine cracker for each participant (1 saltine = 12 calories)

**Getting started:** Count off group of participants 1 to 4; repeat so everyone has a number up to 4. Form groups of all 1s, all 2s, etc. Each participant eats a cracker. Explain, "You have just eaten 12 calories. Now we will burn up these 12 calories by moving in different ways."

Group 1 – run around the edge of the room or up and down the hall for one minute and 15 seconds, for a total of 75 seconds.

Group 2 – Walk back and forth in the same path, or similar activity for 3 minutes.

Group 3 – Sit in a chair and tap toes for 8 minutes.

Group 4 – Set a timer for 11 minutes. Explain this is the amount of calories used just for running our bodies without any physical activity- like when we sit or lie down.

**Ask participants:** "Did anyone work up a sweat? Which was the easiest way to burn up the 12 calories? The quickest?"

### Healthy Snack Activity - Make Trail Mix (15 minutes)

- Emphasize and review proper hand-washing procedures. Rub hands together with soap for 20 seconds, or sing Happy Birthday twice. Rinse with warm water.
- Give directions when and how the snack is to be eaten (at home, at a community center, as an afternoon snack).
- Encourage youth to have family make this snack together at home.
- Demonstrate how to measure ingredients: cups, spoons.

#### Trail Mix

1 cup Bran Chex cereal

1 cup dry-popped popcorn

½ cup raisins

½ cup pretzels

Mix ingredients together. Makes 6 ½-cup servings.

### Exercising Activity (30 minutes)

#### Warm-ups

- Stand with feet hip width apart and stretch fingers upwards
- Put one hand on their hip and reach the other arm over their head and toward the opposite wall. Switch and

repeat

- Relax and bend at the waist so that their arms and head hang loose like a rag doll

## **Cardiovascular**

- Put on song for a “freeze dance”. To increase activity, put mats or cushions around the room as “islands” that they must reach when the music stops
- Do 20 jumping jacks, 20 sit ups, 20 push ups

## **Flexibility**

- Legs: Butterfly stretch, scissor legs and reach forward sitting down and standing up, half split
- Arms: Elephant stretch, reach behind the back
- Waist: Swan stretch, bridge

## **Strength**

- Pair up and toss a ball back and forth, move a pace every few throws

## **Five Body Weight Exercises (15 minutes)**

Show the kids five additional exercises that they can do without equipment. These exercises as well as those above will be described on a piece of paper and sent home with each child.

- 20 Lunges (10 each leg) - Leg Strength
- 10 Tricep dips - Arm Strength
- 10 Squat jumps - Leg Strength/Cardiovascular
- 30 second plank - Abdominal
- 1 minute fast feet - Cardiovascular

## **Proclamation**

WHEREAS, more than one-third of children and more than two-thirds of adults are overweight or obese in the United States; and

WHEREAS, obesity is associated with numerous health problems, including Type 2 diabetes, hypertension, heart disease, stroke, colon, esophageal and kidney cancer, Alzheimer’s disease, depression, kidney disease, liver disease, asthma, sleeping disorders and arthritis; and

WHEREAS, obesity is a national epidemic that kills more than 110,000 Americans and costs more than \$150 billion in health care each year; and

WHEREAS, Pennsylvania is 19th in obesity state rankings with nearly 15 percent of children and 29 percent of adults obese; and

WHEREAS, obesity is preventable and curable, Michelle Obama established the federal program Let’s Move to focus parents, communities, schools and corporations on helping children exercise more and eat healthier to tackle the obesity epidemic.

NOW, THEREFORE, the State of Pennsylvania proclaims February 2012 as ‘Let’s Move’ month.



Penn State 2012 PRSSA Bateman Team  
January 19, 2012

Rachel Garmon  
YMCA of Centre County  
125 West High Street  
Bellefonte, PA 16823

Garmon:

Obesity is a national epidemic that kills more than 110,000 Americans and costs more than \$150 billion in health care each year. In Pennsylvania alone nearly 64.7 percent of the population are either overweight or obese, putting over eight million state residents at risk for serious healthrelated problems.

At Penn State University we are taking a stand to help stop the problem. As part of a national competition, we will be conducting a public relations campaign for the State of Pennsylvania to help decrease the number of obese children and adults in our local area of Centre County. To optimize success, we would like to partner with the YMCA of Centre County in our Let's Move Centre County campaign. Together, we feel that we can actively provide the much needed support and opportunities for local families to bring about a meaningful change to the growing problem of obesity.

Upon partnership acceptance, we would like to host our major event - Family Olympics - at your facility on Sunday, February 26, 2012. Family Olympics is a chance for four families pledging to a healthier living to compete in a sporting event. The four competing families will be selected by the public on our Facebook page and will engage in fun activities with celebrity athletes, while being cheered on by the local community.

In addition to Family Olympics, as part of our campaign we would like to recruit five families to participate in the Weigh In Program. Between the five families, we plan to have a small competition during the month of February. Although our personal competition would end at the end of the month, we would strongly encourage them to follow the program to its finish, promoting a continuance of exercise and healthy eating. Participants in both competitions will be awarded prizes. We intend to offer a prize of a YMCA family month pass and personal training session, but due to our strict budget we would like to request if these could be subsidized.

Furthermore, by teaming up with the YMCA we would like to host a workshop once a week for children participating in the afternoon program. During each workshop we will implement a lesson from the Family Fitness Program developed by Penn State researchers that is proven to improve nutrition and increase physical activity among families. I would just like to thank you for your consideration of partnering with us for our Let's Move Centre County campaign. I have no doubt that by partnership we can successfully move our community forward to a healthier, lighter being.

Best Regards,

Jessica Sever  
2012 Penn State Bateman Team Member

Today, I pledged to \_\_\_\_\_  
\_\_\_\_\_ to have a healthier  
lifestyle and ensure a healthy future.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Witness: \_\_\_\_\_ Date: \_\_\_\_\_



### Parents:

Today, your child made a pledge to adopt a healthier lifestyle by eating healthy and exercising more.

Take this pledge to the Bellefonte YMCA for a one-month complimentary pass valid until March 1, 2012 for your entire family.

Visit our Facebook page to see what other rewards your family

can receive & to make a family pledge:

<http://www.facebook.com/LetsMoveCentreCounty>

Get Fit Together!







313B Willard Building, University Park, PA 16802  
814-865-2933.814-863-8161

### TIME TO BURN OFF FOOD HULA HOOPING (BASED ON 150 LB INDIVIDUAL)

<b>Bag of Doritos (525 cal)</b>	53 minutes
<b>Bag of Baby Carrots (193 cal)</b>	19 minutes
<b>Four Tastykakes (520 cal)</b>	52 minutes
<b>9 Cookies (510 cal)</b>	51 minutes

### CALORIES BURNED DURING ACTIVITY (60 MINUTES)

Activity	125 lbs	150 lbs	180 lbs
<b>Just Dance</b>	380 cal	400 cal	500
<b>Shoveling Snow</b>	340 cal	409 cal	490 cal
<b>Running (7 mph)</b>	683 cal	819 cal	983 cal
<b>Walking (3 mph)</b>	196 cal	235 cal	282 cal
<b>Hula Hooping</b>	500 cal	600 cal	720 cal

\*These figures are based off of estimations for each weight class. These are only rough estimations, as the exact number of calories that a person burns depends on their build, gender, muscle content, physical fitness level, and many other variables.

#### Our Partners





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814-865-2933.814-863-8161

### TIME TO BURN OFF FOOD PLAYING WII JUST DANCE (BASED ON 150 LB INDIVIDUAL)

<b>Bag of Doritos (525 cal)</b>	79 minutes
<b>Bag of Baby Carrots (193 cal)</b>	29 minutes
<b>Four Tastykakes (520 cal)</b>	78 minutes
<b>9 Cookies (510 cal)</b>	77 minutes

### CALORIES BURNED DURING ACTIVITY (60 MINUTES)

Activity	125 lbs	150 lbs	180 lbs
<b>Just Dance</b>	380 cal	400 cal	500
<b>Shoveling Snow</b>	340 cal	409 cal	490 cal
<b>Running (7 mph)</b>	683 cal	819 cal	983 cal
<b>Walking (3 mph)</b>	196 cal	235 cal	282 cal
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\*These figures are based off of estimations for each weight class. These are only rough estimations, as the exact number of calories that a person burns depends on their build, gender, muscle content, physical fitness level, and many other variables.

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**How long does it take a 150 lb individual to burn off those calories playing Wii Just Dance?**

Name \_\_\_\_\_ Email \_\_\_\_\_

Bag of Doritos \_\_\_\_\_ minutes

Bag of Baby Carrots \_\_\_\_\_ minutes

Four Tastykakes \_\_\_\_\_ minutes

Nine Cookies \_\_\_\_\_ minutes

**How long does it take a 150 lb individual to burn off those calories playing Wii Just Dance?**

Name \_\_\_\_\_ Email \_\_\_\_\_

Bag of Doritos \_\_\_\_\_ minutes

Bag of Baby Carrots \_\_\_\_\_ minutes

Four Tastykakes \_\_\_\_\_ minutes

Nine Cookies \_\_\_\_\_ minutes

**How long does it take a 150 lb individual to burn off those calories  
hula hooping?**

Name \_\_\_\_\_ Email \_\_\_\_\_

Bag of Doritos \_\_\_\_\_ minutes

Bag of Baby Carrots \_\_\_\_\_ minutes

Four Tastykakes \_\_\_\_\_ minutes

Nine Cookies \_\_\_\_\_ minutes

**How long does it take a 150 lb individual to burn off those calories  
hula hooping?**

Name \_\_\_\_\_ Email \_\_\_\_\_

Bag of Doritos \_\_\_\_\_ minutes

Bag of Baby Carrots \_\_\_\_\_ minutes

Four Tastykakes \_\_\_\_\_ minutes

Nine Cookies \_\_\_\_\_ minutes



## Let's Move Centre County Fact Sheet

**About** To take a stand against America's obesity epidemic, the month of February has been proclaimed Let's Move Centre County Month following Michelle Obama's national Let's Move campaign to combat the problem. As part of this month, families across the community are encouraged to *Get Fit Together* and commit to a healthier living. Let's Move Centre County will feature numerous events and opportunities to assist families with their commitments and educate them about the importance of living an active lifestyle and eating a healthy diet.

**Events** *Let's Move Centre County Facebook Pledge*  
Feb. 1- 29

[www.facebook.com/LetsMoveCentreCounty](http://www.facebook.com/LetsMoveCentreCounty)

**Move** Families are strongly encouraged to pledge to a healthier living on the Let's Centre County Facebook page. All pledgees will receive a free one-month pass to YMCA Bellefonte, refrigerator magnet and chance to participate for large prizes in Family Fun Day.

The pledge is free and open to the public.

### *After School Workshops*

Throughout the month of February Let's Move Centre County will host several workshops based off the Family Fitness Program to teach children about nutrition, food labels and easy exercise routines.

### *Fitness Friday Twitter*

Let's Move Centre County is teaming with Penn State Health Services, using the @HealthPennState Twitter account to encourage faculty and staff to get up and move throughout the work day on Fridays.

### *Hula-Hoop Competition*

Bellefonte Elementary School

Let's Move Centre County will host a hula-hoop competition looking to beat the current Guinness Book of World Records largest group hula-hoop workout.

### *Family Fun Day*

Feb. 26, 3-4:30 p.m.

Bellefonte YMCA

This is chance for the four pledging families that were selected by the public through the Let's Move Centre County Facebook Page to compete in a series of games for prizes. The families will engage in activities such as scooter races, jump rope contests, as well as other family friendly competitions. Each family

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will be assisted by a Penn State student athlete in the competition.  
The event is free and open to the public.

*Let's Move Centre County Flashmob*

Feb. 29, 12-12:15 p.m.

HUB Robeson Cultural Center

Let's Move Centre County will feature a fitness themed flashmob. If you would like to participate in the flashmob search for the 'Let's Move Centre County Flash Mob' event on Facebook for the tutorial video and practice schedule.

The event is free and open to the public.

<http://www.facebook.com/group.php?gid=135936177444>

**Partners**

YMCA Bellefonte	<a href="http://www.ymcaofcentrecounty.org/about-our-y/bellefonte-ymca">http://www.ymcaofcentrecounty.org/about-our-y/bellefonte-ymca</a>
Centre County United Way	<a href="http://ccunitedway.org/">http://ccunitedway.org/</a>
B 94.5	<a href="http://b945live.com/">http://b945live.com/</a>
Centre Daily Times	<a href="http://www.centredaily.com/">http://www.centredaily.com/</a>
The Pennsylvania State University	<a href="http://www.psu.edu/">http://www.psu.edu/</a>
College of Communications	<a href="http://comm.psu.edu/">http://comm.psu.edu/</a>
Family Fitness	<a href="http://extension.psu.edu/healthy-lifestyles/family-fitness">http://extension.psu.edu/healthy-lifestyles/family-fitness</a>
Project PA	<a href="http://nutr88.hhdev.psu.edu/projectpa/2010/">http://nutr88.hhdev.psu.edu/projectpa/2010/</a>
Center for Childhood Obesity Research	<a href="http://www.hhdev.psu.edu/ccor/">http://www.hhdev.psu.edu/ccor/</a>
PRSSA	<a href="http://pennstateprssa.weebly.com">http://pennstateprssa.weebly.com</a>

**Contact**

Sally Chia	814-753-0228 (cell)	<a href="mailto:cwc5257@psu.edu">cwc5257@psu.edu</a>
Jessica Sever	484-844-1260 (cell)	<a href="mailto:jns5136@psu.edu">jns5136@psu.edu</a>

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## START SMALL: GRADUAL CHANGES FOR THE FAMILY

- Turn off the TV during dinner
- Taking a family evening walk once a week
- Switching from soda to skim milk or water
- Have each of the children choose a 30 minute physical activity for the family
- Start a friendly competition with your extended family
- Calculate your family's steps with a pedometer
- Have a Wii or Xbox? Have a family Just Dance competition each Friday.
- Start a family dance talent show
- Do a weekly hula-hoop competition with your family
- Form teams and see which team can prepare the healthiest meal
- Take short road trips and walk to explore different places
- Take turns to walk the dog
- Instead of using the remote, walk up to the television

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313B Willard Building, University Park, PA 16802  
814-865-2933 • 814-863-8161

Feb 3, 2012

Dear Parent(s) or Guardian(s),

It is a scary truth that researchers are saying this could be the first generation of kids that may not live longer than their parents due to the increase in percentage of childhood obesity.

One of the leading causes for childhood obesity is the availability of high calorie snack foods available to children. It is much easier for kids to grab a bag of chips or cookies, as opposed to slicing apples, or grabbing a can of soda in comparison to getting a cup and filling it with water or juice.

Between television, computers and videogames, kids sit a lot. Physical exercise is crucial to physical, mental and emotional well being.

It may not be visibly apparent, but America's children are fighting for their lives. Pennsylvania's childhood obesity rate is 15 percent, calling for the state and Bellefonte area school district to implement a child wellness plan starting 2006. It is scary that childhood obesity runs the risk of developing long-term effects such as the likelihood to be obese as an adult, causing a higher risk for adult health problems such as heart disease, Type 2 diabetes, high blood pressure, several types of cancer and osteoarthritis. It is never too late to make changes.

Let's Move Centre County is an initiative to get families to eat healthy and move more. By pledging on Let's Move Centre County's Facebook page and voting for your favorite pledges at [www.facebook.com/LetsMoveCentreCounty](http://www.facebook.com/LetsMoveCentreCounty), families will receive a free one-month pass to YMCA Bellefonte. Four families with the most votes will compete in the Family Fun Day on Feb 26 at YMCA Bellefonte.

Let's Move.

Sincerely,

Sally Chia

#### Our Partners





## NEWS RELEASE

Penn State Public Relations Student Society of America  
313B Willard Building, University Park, PA 16802  
.814-865-2933.F: 814-863-8161

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Feb. 13, 2012

**For immediate release**

### **CENTRE COUNTY FAMILIES CHALLENGED TO ‘MOVE’ TO PREVENT CHILDHOOD OBESITY**

Centre County families are encouraged to make a pledge on a “Let’s Move Centre County” Facebook page to eat healthier and move more as part of a month-long initiative to bring awareness to childhood obesity in Centre County.

Families who make the Facebook pledge during the month of February will receive complimentary use of the Bellefonte Family YMCA facility and nutritional counseling until March 1, 2012.

“Family is critical to preventing childhood obesity,” said Liz Toukonen, branch executive director of the Bellefonte YMCA. “Childhood obesity is caused by eating too much and exercising too little. The solution is eating healthier foods and increasing physical activity, but it’s tough for a child to do it alone. The most effective way to treat – and prevent – childhood obesity is to adopt healthier habits as a family.”

Families can make the pledge on the initiative’s Facebook page, [www.facebook.com/LetsMoveCentreCounty](http://www.facebook.com/LetsMoveCentreCounty), and post pictures and videos of themselves completing the pledge. The four families who receive the most “likes” for their family’s pledge will compete in a Family Fun Day against other families at the Bellefonte YMCA on Feb. 26.

-MORE-

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## CHILDHOOD OBESITY, Add 1

Events through the Let's Move Centre County month include:

- Family Pledge Competition on Facebook at [www.facebook.com/LetsMoveCentreCounty](http://www.facebook.com/LetsMoveCentreCounty)
- Complimentary nutritional counseling on Tuesday evenings from 5:00pm-7:00pm at Bellefonte YMCA for those who pledge
- Family Fun Day family competition at the Bellefonte YMCA on Feb. 26
- Afterschool workshops at Bellefonte School District throughout February
- Attempt to beat record of largest hula hoop workout at Bellefonte Elementary School
- Penn State Flash Mob at HUB-Robeson Center on Feb. 29
- #FitnessFriday challenge for Penn State (follow @HealthPennState on Twitter)

Approximately 22% of the population in Pennsylvania is under the age of 18 and since 2007, 15% of those children and teens, age 10 to 17, were considered obese. Twenty to 30 percent of American children are either overweight or at risk of becoming overweight. Following Michelle Obama's national campaign, Let's Move, Let's Move Centre County will help the local area combat obesity.

The Centre County United Way, Bellefonte YMCA, B94.5, Penn State Extension, Penn State College of Communications and the Lawrence G. Foster Chapter of the Public Relations Student Society of America sponsor the Let's Move Centre County campaign.

For more information, please visit the Facebook page at [www.facebook.com/LetsMoveCentreCounty](http://www.facebook.com/LetsMoveCentreCounty).

-30-

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## PENNSYLVANIA CHILDHOOD OBESITY FACT SHEET

<b>DEFINITION</b>	Childhood Obesity is defined as having a BMI greater than the 95 <sup>th</sup> percentile for the particular age group (ages two to 19).
<b>HOW MANY AFFECTED</b>	Nationwide more approximately 17 percent of children and adolescents aged two to 19 are obese. Pennsylvania ranks as the 25 <sup>th</sup> state for childhood obesity with 15 percent of children and adolescents considered as obese. Pennsylvania counties with obesity rates over 30 percent include Cambria, Clarion, Clearfield, Columbia, Dauphin, Fayette, Juniata, Mifflin, Philadelphia, Pike, Schuylkill, Snyder, Somerset, Sullivan, Tioga, Venango, Washington, Wyoming and York.
<b>CAUSES/ RISKS:</b>	<p>Obesity results when a person consumes more calories than his/her body burn off. Associated risk factors for children include:</p> <ul style="list-style-type: none"><li>• <i>Unhealthy dietary habits:</i> Obesity is linked with a high consumption of processed, low-nutrient foods and low consumption of nutritious foods, such as fruits and vegetables. It is also linked with large portioned meals.</li><li>• <i>Inactivity:</i> A sedentary lifestyle is directly linked with obesity. The increase in technology has decreased the amount of physical activity that children are receiving. Only about 35 percent of Pennsylvanian children meet the physical activity guides issued by the U.S. Department of Health and Human Services.</li><li>• <i>Lack of Sleep:</i> Lack of sleep can cause hormonal changes that may lead to an increase in appetite.</li><li>• <i>Low Socioeconomic Status:</i> Children from lower income families tend to eat more unhealthy foods, as they tend to cost less. Also, these children often have less time for physical activity.</li><li>• <i>Psychology Factors:</i> Children may eat to combat stress, anxiety, depression and other psychological issues.</li><li>• <i>Genetics:</i> Although genetics alone does not cause obesity, it appears to have some influence, as obesity tends to run in families. Genes may affect the amount of body fat stored, where fat is distributed and how many calories are burned during exercise.</li></ul>
<b>CONSEQUENCES:</b>	<p>Obesity can lead to a number of health/mental conditions, including:</p> <ul style="list-style-type: none"><li>• <i>Premature Death:</i> Obese children are more than twice as likely to die before the age of 55 compared with healthy-weight children.</li><li>• <i>Heart Disease:</i> About 70 percent of obese children have at least one additional risk factor for cardiovascular disease.</li><li>• <i>Asthma:</i> Children obesity is associated with a 52 percent increased risk of developing asthma.</li><li>• <i>Sleeping Disorders:</i> Children and adolescents with a BMI greater than 28 are four to five times more likely to experience sleep-disordered breathing.</li><li>• <i>Type 2 Diabetes</i></li><li>• <i>Other health conditions:</i> Obese children are at an increased risk for stroke, kidney disease, liver disease and colon, esophageal and kidney cancer.</li><li>• <i>Psychological Disorders:</i> Childhood obesity is linked with depression, anxiety, eating disorders and low levels of self-esteem.</li></ul>

<b>PREVENTION:</b>	Childhood obesity is completely preventable with a healthy diet and daily exercise. To maintain a healthy weight children should exercise for at least 60 minutes a day seven days a week and eat at least five servings of fruits and vegetables a day, limiting fatty and sugary foods.
<b>NATIONAL EFFORTS</b>	<i>Let's Move:</i> Michelle Obama's initiative to solve the growing problem of obesity. It bases its efforts around five pillars to (1) create a healthy start for children, (2) empower parents and caregivers, (3) provide healthy food in schools, (4) improve access to healthy, affordable foods and (5) increase physical activity.
<b>PA LAWS IN EFFECT</b>	<i>The Child Nutrition and Women, Infants, and Children Reauthorization Act of 2004:</i> Required all local education agencies to develop wellness policies by the start of the 2006-07 school year to improve wellness in nutrition education, physical activity and availability of nutrition guidelines to students. <i>PA Healthy Schools bill:</i> A proposal aimed at fighting childhood obesity by banning the sale of soda and unhealthy snacks in state schools.
<b>SOURCES:</b>	Trust for America's Health 2011 Obesity Report Belly-Fat-Health-News
<b>CONTACT:</b>	Sally Chia, PRSSA Bateman Team Leader (814-753-0228) Jessica Sever, PRSSA Bateman Team Member (484-844-1260)

#### Our Partners



## PARTNERS

### **YMCA of Centre County, Bellefonte Branch**

The YMCA of Centre County is a non-profit United Way agency committed to strengthening the well-being of the surrounding communities through its facilities, programs, services and activities for individuals of all ages, incomes and abilities. It focuses on nurturing youth development, promoting healthy living and fostering a sense of social responsibility with caring, honesty, respect and responsibility at the core of its values. The YMCA of Centre County, which includes both the Bellefonte and State College YMCA, extends itself to all members of the community, offering financial assistance through its Open Doors program.

<http://www.ymcaofcentrecounty.org/about-our-y/bellefonte-ymca>

### **Centre County United Way**

Centre County United Way is a non-profit organization missioning to positively impact the education, financial stability, fitness and well-being of Centre County communities by providing opportunities and support for individuals and families. Its focus is on education, food, shelter, income, health and a support system, ensuring that everyone has an opportunity to the basic things for a good life.

<http://ccunitedway.org/>

### **All Hit B 94.5**

All Hit B 94.5 is a contemporary hit music radio station serving State College and all of Centre County. Its prime listeners consist of adults ages 18 to 34 and features America's most popular music. All Hit B 94.5 is committed to giving back to the community and granted more than \$250,000 in non-profit advertising last year.

<http://b945live.com/>

### **The Pennsylvania State University College of Communications**

Penn State's College of Communications is the largest accredited communications program in the nation, housing four departments including advertising/public relations, film-video and media studies, journalism and telecommunications.

<http://comm.psu.edu/>

### **Family Fitness**

The Family Fitness Program is a research-based after-school program teaching children and their families ways to a healthier living.

<http://extension.psu.edu/healthy-lifestyles/family-fitness>

## Our Partners





### **Project PA**

Project PA is a collaboration between Penn State's Department of Nutritional Sciences and the Pennsylvania Department of Education Division of Food and Nutrition that works with local schools to educate and promote healthy eating habits among children and their families.

<http://nutr88.hhdev.psu.edu/projectpa/2010/>

### **Center for Childhood Obesity Research**

The Center for Childhood Obesity Research conducts research focused on preventing childhood obesity.

<http://www.hhdev.psu.edu/ccor/>

### **PRSSA, Lawrence G. Foster Chapter**

The Public Relations Student Society of America is a national organization dedicated to students interested in pursuing public relations and communication-related fields. The Lawrence G. Foster Chapter at Penn State is the largest PRSSA chapter in the world. Each year members of the Lawrence G. Foster chapter compete to implement the best campaign against public relations students across the country in PRSSA's Bateman Case Study Competition. This year's topic of for the competition is childhood obesity.

<http://pennstateprssa.weebly.com/>

### **Our Partners**





313B Willard Building, University Park, PA 16802

814-865-2933 . 814-863-8161

Contacts:	Sally Chia	814-753-0228 (office)
		814-753-0228 (cell)
	Jessica Sever	814-753-0228 (office)
		484-844-1260 (cell)

March 30, 2012

**For immediate release**

## **CENTRE COUNTY FAMILIES CHALLENGED TO ‘MOVE’ TO PREVENT CHILDHOOD OBESITY**

This March, Centre County families are definitely in a healthier state thanks to the month-long initiative of three Penn State public relations students to bring awareness to childhood obesity in Centre County.

Sally Chia, Jessica Sever and Amanda Coble launched Let's Move Centre County on February 1, 2012, encouraging families across the community to make a pledge to eat healthier and move more to combat the obesity epidemic that affects nearly one-third of children and teens.

“After months of research, we concluded that targeting families is the best way to prevent childhood obesity,” said Chia, team leader of the campaign. “Childhood obesity is caused by an unhealthy diet and sedentary lifestyle. The solution is to increase exercise and eat healthier foods, but it’s hard for a child to do it alone. Thus, the most effective way to treat – and prevent – childhood obesity is to adopt healthier habits as a family.”

Targeting local families, the students went directly to the Centre County Board of Commissioners, who proclaimed February Let's Move Centre County Month. Using this proclamation to their advantage, the students

### **Our Partners**



kicked off with their Let's Move Centre County Facebook event page, inviting families to pledge to a healthier lifestyle and display pictures of themselves upholding it. In addition to the Facebook page, Chia, Sever and Coble participated in the annual Bellefonte Area High School Health and Fitness Fair, hosting a booth for students to learn about calories, healthy eating and fitness, exercise with Just Dance on Wii and commit to a healthy pledge.

To conclude the campaign the students looked to break a world record, gathering more than 200 students in a gym to hula hoop at the same time.

By the end of the campaign, the students were able to educate and obtain public pledges from over 700 individuals. Additional events the students participated in included:

- Bellefonte, Pleasant Gap and Benner Elementary YMCA Afterschool Programs (77 pledges)
- Bellefonte Middle School sixth grade health classes (200 pledges)
- YMCA Parents Night Out (20 pledges)

Through their dedication to Let's Move Centre County, Chia, Sever and Coble hope to win Penn State's first title for the Public Relations Student Society of America Bateman Case Study Competition – a national competition for public relations to create and implement the best campaign. This year's theme for the competition is childhood obesity.

Approximately 22% of the population in Pennsylvania is under the age of 18 and since 2007, 15% of those children and teens, age 10 to 17, were considered obese. Following Michelle Obama's national campaign, Let's Move, Let's Move Centre County aimed to help the local area combat obesity.

-30-

#### Our Partners







## Wall

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- Friend Activity (1+)
- Insights
- Photos
- Make a Public Pledge
- Notes

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talking about this

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Unlike

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See a list of all your Facebook Pages

Preview

Learn More

## Let's Move Centre County

Community · [Edit Info](#)

## Wall

Let's Move Centre County · Everyone (Most Recent) ▾

Share: Post Photo Link

Write something...

**Let's Move Centre County** added 15 new photos to the album Pleasant Gap Elementary After School Program. — at Pleasant Gap Elementary School.



Like · Comment · Share · 21 hours ago ·

**Let's Move Centre County**

Yesterday we finished the after-school programs up at Pleasant Gap Elementary School in Bellefonte. Today we will be at Bellefonte Elementary from 1:30-2 for some Hula Hoop fun!!

Like · Comment · Share · 22 hours ago ·

**Natalie Masters**

I pledge to walk or bike to all my classes!

Like · Comment · Tuesday at 11:15am ·

Lauren Johnson likes this.

Write a comment...

**Caitlin Kwiatkowski**

I pledge to lift three times a week!!

Like · Comment · Monday at 7:47pm ·

Aria Modanlo likes this.

Write a comment...

**Let's Move Centre County**



Feb 27, 2012 7:42pm

Length: 0:12

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## You and Let's Move Centre County



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39 People Reached

Like · Comment · Share · Monday at 7:42pm ·

Let's Move Centre County

Let's Move Centre County added 3 new photos to the album Let's Move Centre County Kid's Fun Night. — at Bellefonte YMCA.



72 People Reached · 7 People Talking About This

Like · Comment · Share · Monday at 6:22pm ·



**Danielle Williamson**

I pledge to sign up for a new race every season to keep me motivated to run!

Like · Comment · February 26 at 4:30pm ·

Let's Move Centre County likes this.

Write a comment...

Let's Move Centre County

**Let's Move Centre County**

Come to Kids Fun Night tonight at Bellefonte YMCA at 5:30 p.m. for a chance to win a Tussey Mountain Family day pass!

57 People Reached

Like · Comment · Share · February 25 at 12:41pm via mobile ·



**Bianca Chantel**

I pledge to drink more water daily

Like · Comment · February 24 at 6:09pm ·



**Michelle Weaber**

i pledge to start walking again

Like · Comment · February 24 at 3:15pm ·



**Liz Allard**

I pledge to eat less refined sugar! Stay away from the office candy jar!!

Like · Comment · February 24 at 3:13pm ·



**Eric Oshinski**

I pledge to hit the gym 3 times a week for the rest of my college life

Like · Comment · February 24 at 2:54pm ·



**Shannon Holliday**

I pledge to continue to be an advocate for fitness and nutrition.

Like · Comment · February 24 at 2:25pm ·



**Katie Perugini**

I pledge to eat less processed foods.

Like · Comment · February 24 at 2:09pm ·



**Michael Price**

I'm pledging to discover and try more veggie-laden recipes.

Like · Comment · February 24 at 1:44pm ·



**Kevin O'Connor**

I pledge to eat a more balanced diet

Like · Comment · February 24 at 12:59pm ·

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**Christiana Pascale**

I pledge to drink more water everyday!

Like · Comment · February 24 at 12:57pm · 🌐



**Dana Leonhard**

I pledge to include more fruits and veggies in my diet.

Like · Comment · February 24 at 12:15pm · 🌐



**Vincent Amendolare**

I pledge to stay active

Like · Comment · February 24 at 11:52am · 🌐



**Carley Marissa Lang**

I pledge to stick with my goal of reducing refined sugars from my diet!

Like · Comment · February 24 at 10:51am · 🌐



Let's Move Centre County likes this.

Write a comment...



**Karen Mozley Bryan**

My family pledges to make better food choices.

Like · Comment · February 24 at 10:31am · 🌐



Let's Move Centre County likes this.

Write a comment...



**Michael Pipe**

I pledge to drink more water and actually use my Y membership!

Like · Comment · February 20 at 7:49pm · 🌐



Let's Move Centre County likes this.

Write a comment...



**Let's Move Centre County** added 15 new photos to the album Health Fair at Bellefonte High School. — at Bellefonte High School. ✕



t=a.161696353946882.33570.144431779006673&type=1&ref=nf



**Let's Move Centre County**

We had a great time at the health fair! Don't forget to post your pledge's on our Facebook wall & keep eating healthy and moving!

Like · Comment · Share · February 17 at 5:29pm · 🌐



**Let's Move Centre County**

Playing just dance to burn those calories off!



Like · Comment · Share · February 17 at 1:02pm via mobile · 🌐



### Let's Move Centre County

Landyn pledges to exercise five times a week!



Like · Comment · Share · February 17 at 12:36pm via mobile ·

### Let's Move Centre County

Making a pledge to drink more water at the health fair!



Like · Comment · Share · February 17 at 12:31pm via mobile ·

### Let's Move Centre County

We are at Bellefonte High School's Health Fair today until 3 p.m. Come make a healthy pledge!

Like · Comment · Share · February 17 at 10:15am via mobile ·

### Let's Move Centre County

Here is an easy and healthy snack for the family:

Fruit Smoothie recipe:

Combine 6–8 ice cubes, 1 cup skim milk, 1 small container low-fat vanilla yogurt, and 10 strawberries in a blender. Blend and serve at once. (Various fruits may be used in the recipe; may double for group of 10 or more.)

Make more kinds at home and rate! This is another great low calorie, filling, high calcium recipe.

Like · Comment · Share · February 16 at 9:01am ·



### Tyler Capozzi

TC pledges to gain back the muscle he lost while he didn't have a Y membership.

Unlike · Comment · February 15 at 11:14pm ·

You and Let's Move Centre County like this.

Write a comment...

### Let's Move Centre County

First Lady, Michelle Obama, writes for CNN Opinion: "Working Together for the Health of America's Children"



**Working together for the health of America's children – CNN.com**  
www.cnn.com

First lady Michelle Obama says the "Let's Move!" initiative is having a big impact by raising food quality standards and encouraging children to be more active

Like · Comment · Share · February 13 at 1:36pm ·

### Let's Move Centre County



First Lady, Michelle Obama, writes for CNN Opinion: "Working Together for the Health of America's Children"



**Working together for the health of America's children – CNN.com**  
www.cnn.com

First lady Michelle Obama says the "Let's Move!" initiative is having a big impact by raising food quality standards and encouraging children to be more active

Like · Comment · Share · February 13 at 1:36pm ·

### Let's Move Centre County



#### PENNSYLVANIA CHILDHOOD OBESITY FACT SHEET

DEFINITION Childhood Obesity is defined as having a BMI greater than the 95th percentile for the particular age group (ages two to 19). HOW MANY AFFECTED Nationwide more approximately 17 percent of children and adolescents aged two to 19 are obese....

Like · Comment · Share · February 10 at 10:31am

### Let's Move Centre County



#### Let's Move Centre County Fact Sheet

Let's Move Centre County Fact Sheet Ab...

Like · Comment · Share · February 10 at 10:29am

### Let's Move Centre County



Thank you Bellefonte Elementary School YMCA after school program! The ingredients to the snack we had today are:

- M&Ms
- Pretzels
- Popcorn
- Raisins

This is an easy snack to put together and affordable. About a handful of each ingredient is plenty! Keep exercising!

Like · Comment · Share · February 8 at 6:41pm ·



#### Jess Sever

I pledge to strength train at least twice a week! What's your PLEDGE?

Like · Comment · February 8 at 2:23pm ·

### Let's Move Centre County



Study finds that just 15 minutes of exercise a day adds three years to your life!

<http://abcnews.go.com/Health/15-minutes-exercise-day-adds-years-life/story?id=14307995#.TzLjpxzOoRA>



#### Live Longer? A Little Exercise Goes a Long Way

abcnews.go.com

Exercise reduces risk of cancer and adds years to life, a new study finds.



#### Rachel Morgan

I pledge to take my multi-vitamin everyday

Like · Comment · February 8 at 12:46pm ·

Let's Move Centre County likes this.

Write a comment...



#### Sally Chia

I pledge to drink at least 8 glasses of water every day. New Brita Filter!





Like · Comment · Share · February 7 at 10:56am via mobile ·



**Let's Move Centre County** February was just proclaimed Let's Move Centre County Month!

February 7 at 10:57am · Like · 1

Write a comment...

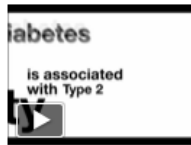


Thank you Bellefonte Middle School Ms. Karra's 6th grade Health class! Remember to eat breakfast everyday.

Like · Comment · Share · February 1 at 11:12pm ·



Watch our promo video! Learn about what childhood obesity and help the families of Centre County to stay fit and active! Let's Move Centre County!



**Obesity is an Epidemic**  
[www.youtube.com](http://www.youtube.com)




Like · Comment · Share · February 1 at 11:11pm ·






February is Let's Move Centre County Month! As part of this month, families across the community are encouraged to Get Fit Together and commit to a healthier lifestyle. Make a family pledge today to get fit together!

Like · Comment · Share · February 1 at 10:38am ·

RECENT ACTIVITY

-  Let's Move Centre County changed their [Description](#).
-  Let's Move Centre County changed their [Description](#).
-  Let's Move Centre County changed their [Description](#).

RECENT ACTIVITY

-  Let's Move Centre County changed their [Description](#).
-  Let's Move Centre County edited their [Website](#), [Description](#) and [About](#).
-  Let's Move Centre County edited their [Website](#) and [About](#).
-  Let's Move Centre County joined Facebook. · Like · Comment





### Coming Soon: New Facebook Pages

On March 30, 2012, all Facebook Pages will get a new design. Preview your page now to see what it looks like and try out the new features.

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## Let's Move Centre County ▶ Make a Public Pledge

Community · [Edit Info](#)

Created with [Lujure](#)

# MAKE A PLEDGE TO COMBAT CHILDHOOD OBESITY



### Make a Family Pledge

Pledge to stay away from soda, pledge to walk a mile everyday, pledge to Get Fit Together. As part of Let's Move Centre County's pledge to combat childhood obesity, we are inviting families to make a public pledge to make a change. Through the month of February, make a pledge for your family to eat healthy and stay active. Post pictures and videos of your family keeping the pledge you made.



### Vote On Your Favorite Pledge

Top four votes will be chosen to enter a friendly game of Family Fun Day held at YMCA Bellefonte on Sunday, February 26, 2012. Prizes and free giveaway information to come soon!

**Step 1.** Click [HERE](#) to make a family pledge on Let's Move Centre County's Facebook wall

**Step 2.** Enter your [name](#) and [email](#) address to validate your pledge. You will receive an email, [print](#) the validation out and take it to the YMCA in Bellefonte. By doing this you will receive a **1 month FREE** pass to the YMCA of Bellefonte.

Sign up for a Free Pass to YMCA Bellefonte

Email:

First Name:

Last Name:

[Go](#)

**Step 3.** Come back and post pictures and videos of your family completing your pledge.

**Step 4.** Vote on your favorite family pledge by clicking the Like button!

\*You must return to the page and post a video or photo of your family doing the pledge that was made in order to be eligible in contest!

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151


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**Let's Move Centre County ▸ Notes**

Community · Edit Info

+ Write a Note

**PENNSYLVANIA CHILDHOOD OBESITY FACT SHEET**

By Let's Move Centre County · Friday, February 10, 2012

**DEFINITION**

Childhood Obesity is defined as having a BMI greater than the 95th percentile for the particular age group (ages two to 19).

**HOW MANY AFFECTED**

Nationwide more approximately 17 percent of children and adolescents aged two to 19 are obese. Pennsylvania ranks as the 25th state for childhood obesity with 15 percent of children and ad...

[View Full Note](#) · [Like](#) · [Comment](#)
**Let's Move Centre County Fact Sheet**

By Let's Move Centre County · Friday, February 10, 2012


**Let's Move Centre County  
Fact Sheet**
**About**

To take a stand against America's obesity epidemic, the month of February has been proclaimed Let's Move Centre County Month following Michelle Obama's national Let's Move campaign to combat the problem. As part of this month, families across the community are encouraged to Get Fit Together and commit to a h...

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# our budget

CAMPAIGN	DATE	ITEMS	COST
YMCA After School Program	Throughout Month of February	Raisins, Pretzels, Sandwich Bags, Popcorn, M&Ms, Saltine Crackers	\$58.35
Bellefonte Middle School Health Talk	2/1/12 and 2/6/12	Flyers	\$28.00
February Proclaimed: Let's Move Centre County Month	2/7/12	Hula Hoops (3)	\$12.00 (\$5.99/each)
Bellefonte High School Health Fair	2/17/12	Paint Brushes, Paint, Butcher Paper, Tape, Ruler, Poster Board	\$16.45
		Hula Hoops, Snacks, Prizes (badminton set, jump ropes, resistance band, Frisbees), containers	\$79.11
Bellefonte YMCA Parent's Night Out	2/25/12	Tussey Mountain Family Passes (4 total), Water Bottles, Exercise Bags	In-Kind Donation \$15.00
Unofficial Hula Hoop Record	2/28/12	Hula Hoops	N/A – Received Hula Hoops from Bellefonte Schools
IN-KIND DONATIONS		Anonymous Donation  Tussey Mountain Family Passes (4 total)	\$500.00  \$344.00 (\$86/each)