

The Concern:

- 15% of our nation's kids are overweight (triple the total in 1980)
- 9 out of 10 kids today are inactive
- "Poor diet and physical inactivity" is the #1 preventable cause of death

A Few of The Factors Involved:

- Kids' preferences for video games/TV
- Lack of neighborhood play
- Commute time
- Emphasis on academic testing
- Reductions in after-school programs
- Educational budget cuts
- Prevalence of fast food choices
- Cuts in Parks & Recreation budgets
- Sports programs that are not age-appropriate

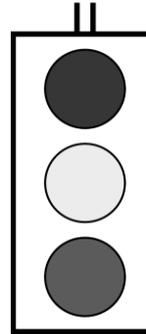
Studies Show:

- Physical activity = growth of new brain cells
- 5 or more family dinners a week = teens who say no to drinking and smoking
- Increased time for physical activity = higher math scores
- Physical activity programs = academic achievement and fewer discipline referrals

Background on The Kids' Heal(th) Initiative™



...where kids weave green light choices into healthy bodies, learning minds and peaceful hearts™ ...

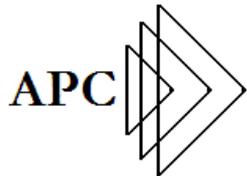


The Kids' Heal(th) Initiative™

- Improves the state of kids' health by making it easy for kids & families to choose health.
- Kids feel coached, rather than scolded, by focusing on positive language.

Coaching Tips

- * Focus on healthy choices, rather than warning kids to avoid unhealthy things like obesity or diabetes.
- * Be careful not to reduce the green, yellow, and red light choices to a list of foods or activities. The idea here is coaching kids to become aware of their daily choices.
- * When celebrating special occasions, focus on the celebration, rather than on red light celebration foods.
- * Use the concept of the Brush-Teeth Mentality of Fitness™: If we didn't exercise yesterday, we can still exercise today; just like if we didn't brush our teeth yesterday, we make sure to do it today.
- * Use the definitions on the back of this page to coach kids on making green light food and activity choices.



Spearheaded by Mary Andrews

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The Kids' Heal(th) Initiative™

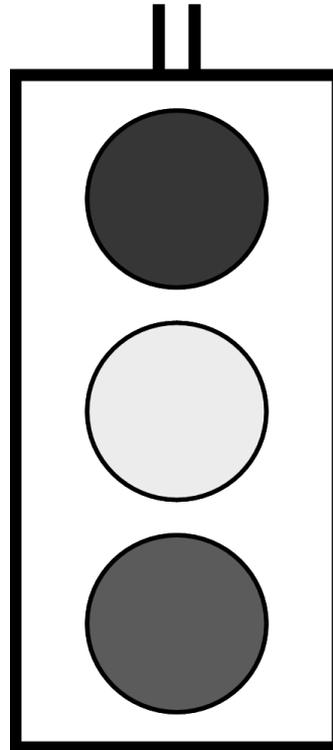
I am “Weaving Green Light Choices” into a healthy body, a learning mind and a peaceful heart.™

I Think Before I Sit or Move!

“Is this a **red light activity** or something that could be unhealthy for me?” Examples include more than 2 hours a day of total “screen time” with computer games, video games and TV.

“Is this a **yellow light activity** or something okay for a short period of time?” Examples include playing video games or sitting at the computer for 30 minutes or less.

“Is this a **green light activity** or something good for my body?” Examples include active games, age-appropriate sports or exercising enough to breathe hard 15+15+15+15 minutes or 1 hour each day.



I Think Before I Eat or Drink!

“Is this a **red light food** or something I could eat once a week or month?” Examples include most fried snacks, sodas, candy and desserts.

“Is this a **yellow light food** or something okay in small portions?” Examples include many snacks low in sugar and fat.

“Is this a **green light food** or something good for my body?” Examples include water, fruits, vegetables, whole grains, lean meats, most nuts and most dairy foods.