

Kids, Weight, Food, Fitness and Fun ONLINE

Government agencies, professional organizations and many other groups are working to promote healthy weights for America's youth. If you want to be part of the solution, there's no need to reinvent the wheel. Check out these websites for dozens of ways you and your program can help address the current trends in childhood overweight.

Action for Healthy Kids (AFHK)

www.actionforhealthykids.org/

In early October 2002, health professionals and educators from across the US gathered to "take action" for children's nutrition and fitness. This site provides extensive tools, resources, and contacts from the meeting in Washington, DC.

American Psychological Assoc: Task Force on Advertising and Children

www.apa.org/releases/childrenads.pdf

Released in February 2004, this report outlines the effect of food and beverage advertising on children's eating habits and its contribution to youth obesity. It also offers extensive recommendations for healthful changes.

School Nutrition Association (SNA, formerly American School Foodservice Asso.)

www.asfsa.org/

The 55,000+ members of SNA work in school nutrition across the US, and many are active in creating school-based and preschool nutrition programs for healthy kids. The site features news, research and free promotional kits for school meals.

The Body Positive

www.thebodypositive.org/

Through videos, workshops and consulting, the creators of The Body Positive teach young people how to have a positive body image and a healthy relationship with food. Their recent video *BodyTalk 3* (2004) targets children ages 6 to 8.

Bright Futures

www.brightfutures.org/

Bright Futures is a national initiative (from the National Center for Maternal and Child Health at Georgetown University) to promote and improve the health and well being of infants, children and adolescents. It has print and online materials (English and Spanish).

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Centers for Disease Control and Prevention (CDC)

www.cdc.gov/nccdphp/dnpa/

The CDC site is a goldmine for nutrition and physical activity resources, including: revised pediatric growth charts; surveillance data (including maps of obesity prevalence); publications (*Fit, Healthy and Ready to Learn* and the *School Health Index*); and many national campaigns, like Kids Walk-to-School and Powerful Bones, Powerful Girls™.

Center for Weight and Health (University of California, Berkeley)

www.cnr.berkeley.edu/cwh/

This university-based center sponsors conferences and other activities. The site features links to literature, research and surveys, as well as materials from *Reversing Childhood Obesity Trends: Helping Children Achieve Healthy Weights* and *FitWIC*.

Children's Nutrition Research Center at Baylor University

www.bcm.tmc.edu/cnrc/

This USDA center includes The Children's Eating Laboratory, where researchers study the eating behaviors, food preferences and eating interactions of infants, children and their families. Visit their site to read about recent studies or sign up for their newsletter.

Eat Smart, Move More ... NC

www.eatsmartmovemorenc.com/

This initiative promotes healthy eating and activity through environmental change, such as *North Carolina's Recommended Standards for All Foods Available in School* at www.eatsmartmovemorenc.com/ESMMmaterials/SchoolFoodsStandards.pdf.

Ellyn Satter Associates (ESA)

www.ellynsatter.com/

Ellyn Satter, MS, RD, BCD, MSSW, says her mission is "to help children and adults be joyful and competent with eating." ESA provides resources about eating and feeding, offers training and consultation and publishes teaching materials and books.

Healthy Weight Network

www.healthyweight.net/

Francie Berg, MS, publishes *Underage and Overweight* and offers handouts, resources and links, such as *SNE Guidelines for Childhood Obesity Prevention Programs: Promoting Healthy Weight in Children (2002)*.

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Institute of Medicine ~ Preventing Childhood Obesity

www.iom.edu/report.asp?id=22596

The IOM Committee on Prevention of Obesity in Children and Youth has developed a national strategy with specific actions for families, schools, industry, communities and government in *Preventing Childhood Obesity: Health in the Balance*.

Kaiser Family Foundation Report: Role of the Media in Childhood Obesity

www.kff.org/entmedia/entmedia022404pkg.cfm

This 2004 report reviews over 40 studies to explore what researchers do and do not know about the role media plays in childhood obesity – and identifies ways media could help to address this important public health problem.

Maine Nutrition Network (MNN)

www.maine-nutrition.org/

MNN is a collaboration coordinating nutrition activities to support the health of Maine people, including healthy recipes, *Maine-ly Nutrition Education* programs, and the new *Maine Guide: Supporting Healthy Changes in School Nutrition Environments*.

Michigan Department of Education

www.michigan.gov/documents/healthyweight_13649_7.pdf

The Role of Michigan Schools in Promoting Healthy Weight: A Consensus Paper (2001) features guidance on excessive weight and weight gain, social pressure for excessive slenderness and unsafe weight loss practices.

Michigan Team Nutrition

www.msue.msu.edu/fnh/tn/

The partnership between MSU Extension and the MI Department of Education has dozens of resources for schools, including exciting ways to link nutrition and physical activity education with literacy – promoting reading and health together.

Montana Team Nutrition Resources

www.opi.state.mt.us/

Search on-site for PDFs of excellent resources from Big Sky country, including *Lewis and Clark Fitness Challenge Tool Kit*, *Mind and Body: Activities for the Elementary Classroom* and *Recess Before Lunch: A Guide for Success*.

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National Food Service Management Institute (NFSMI)

www.nfsmi.org/index.html

NFSMI offers training in Child Nutrition Management, a comprehensive catalog of materials for child nutrition professionals and extensive research studies on foodservice and healthy school nutrition environments.

Office of Surgeon General, Department of Health and Human Services (HHS)

www.surgeongeneral.gov/topics/obesity/

The U.S. Surgeon General's *Call to Action to Prevent and Decrease Overweight and Obesity* (October 2001) outlined strategies that communities can use in helping to address weight issues. Here, you'll find the complete Surgeon General's report and fact sheets.

President's Challenge ~ You're It. Get Fit!

www.presidentschallenge.org/

Physical activity and awards program for Americans of all ages. Site offers activity logs for kids, teens and adults (you can register your whole school), as well as cool online tools and ways to win awards for activity.

Project LEAN (Leaders Encouraging Activity and Nutrition)

www.californiaprojectlean.org/

California Project LEAN, from The Public Health Institute, supports several projects, including *Bright Ideas* and a *Superintendent's Challenge*, as well as *Food on the Run: Your Energy Wake Up Call*, a site with nutrition and active solutions for teens.

Texas Department of Agriculture ~ Child Nutrition Programs

www.squaremeals.org/

Details on the new statewide policy on competitive foods, along with PDFs of several useful brochures: *Non-Food Ways to Raise Funds and Reward a Job Well Done* and *Suggestions for Nutritious Snacks at School and Home*.

SPARK: The New PE

www.sparkpe.org/

SPARK's training and tools promise PE classes that are more inclusive, active and fun. SPARK offers programs for Early Childhood, Elementary and Middle School Physical Education, Lifelong Wellness and After School Recreation.

WIC Works, Department of Agriculture (USDA)

<http://www.nal.usda.gov/wicworks/>

Literally from A to Z - and from states across the country, WIC Works offers an extensive inventory of resources (in multiple languages) specifically oriented to the WIC Program, including client education and staff training materials.

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Industry Sites

BeefNutrition.org (National Cattlemen's Beef Association)

www.beefnutrition.org/

Parent education handouts, presentation graphics (highlighting protein, iron and zinc) and body image resources for adolescents (*Mirror, Mirror*) are just a few of the excellent materials available for downloading at this site.

Dole 5 A Day

www.dole5aday.com/

This is a classic fruit and veggie site - perfect for kids, parents and teachers. Famous for its cartoon characters (like the rapping Barney Broccoli), this site is kid-focused and adult friendly. Sponsored by the Dole Company, it features recipes and educational resources.

National Dairy Council Health Education Kits

www.nationaldairycouncil.org/lv103/kits/5000_kits_03.htm

Three new education kits are available for free download from the National Dairy Council®: *3-A-Day of Dairy Health Education Kit*, *Healthy Weight Health Education Kit* and *African-American Health Education Kit*.

Nutrition Explorations

www.nutritionexplorations.com/

The National Dairy Council's site has three main sections - for families, educators and school food service. Since the dairy industry has made a commitment to promoting healthy weights for children, this site has lots of background information on the issue.

Potatohelp.com

www.potatohelp.com/

This site is aimed at busy families with easy recipes and quick tips for eating more potatoes (sponsored by the US Potato Board). It offers nutrition information on topics like "Children and Eating Trends," as well as new ideas for cooking and serving potatoes.

Wheat Foods Council

www.wheatfoods.org/

Sponsored by wheat producers, the Council offers extensive resources for families and health professionals. The site features reviews and comments on current fad diets, as well as access to information about children, weight, dieting behavior and body image.