

Pennsylvania Advocates for Nutrition & Activity eNewsletter

In This Issue

[nrgBalance Zone Resources](#)

[2009/2010 Calendar of Events](#)

[Save the Date: Annual nrgBalance Web Cast](#)

[Order 2009 nrg Back to School Packs](#)

[Grant/Award Opportunities](#)

[That's Unhealthy Photo Contest](#)

[New teen health education materials](#)

[SRTS Academy Grants Available](#)

[nrg Walks Challenge](#)

[NEW Online Resources for Families](#)

[Celebrate Apple Crunch 2009](#)

[PANA Partner Announcements](#)

Quick Links

[nrgBalance Zones](#)

[nrg Powered by Choice](#)

August 2009

Welcome to our August 2009 eNewsletter.

As the new interim Executive Director for the Center for Nutrition and Activity Promotion at Penn State Hershey Children's Hospital (Center), it is my pleasure to welcome you to the 2009/2010 school year.

Throughout the summer, the staff at the Center have been working diligently to update our Web site, resources and educational materials to help you in your efforts to promote healthy eating and active living to the youth you serve.

A recent national survey conducted by the University of Michigan's C.S. Mott Children's Hospital, found that obesity is the top child health concern among parents. To reverse this epidemic, we must work collectively to teach youth about good nutrition and the importance of leading an active lifestyle.

As the mother of an elementary school-aged son, I've had the opportunity to participate in PANA programming over the past three years and it is my pleasure to now have the opportunity to work with the Center to lead statewide efforts that will help build a healthier tomorrow for youth and families.

Keep reading to find a wealth of information and resources for making healthy easy across Pennsylvania through *nrgBalance*.

If you have any questions about nrgBalance or the work of our Center, please feel free to contact me at 717.531.1264 or via e-mail at dkephart@psu.edu.

[Safe Routes to School Academy](#)

[nrg Outdoors](#)


Many wishes for a healthy school year!

-- **Donna Kephart**

Interim Executive Director
Center for Nutrition and Activity Promotion
Penn State Hershey Children's Hospital

nrgBalance Zones 2009/2010

Welcome Pack/School Health Profile

With the start of the school year right around the corner, all nrgBalance Zone Welcome Packs will be shipped via UPS by Sept. 1. 


The Welcome Packs will be mailed to the main contact listed on the 2009/2010 Zone enrollment.

Additionally, School Health Profiles will be available on Monday, August 24. Instructions will be sent to each school contact for accessing individual school building reports.

[State and county reports](#) are NOW available online.

2009/2010 nrgBalance Calendar of Events

nrgBalance

We've assembled a list of important dates - events, trainings, professional development and program enrollment - to assist in the development of your school and professional calendars. 

[Download the 2009/2010 nrgBalance Calendar of Events.](#)

Save the Date: Annual nrgBalance Web Cast

September 22, 2009

On Tuesday, September 22 from 9 a.m. to 10 a.m. the Energy Balance Learning Center is pleased to present the Annual nrgBalance Web Cast: ***Promoting Healthy Eating and Physical Activity at School - Programs, Events, and Resources to assist with Implementation of School Wellness Policies***

Learning Objectives:

- Utilize nutrition education/physical activity programs to assist with the implementation of school wellness policies
- Access free online resources to support growth screening implementation
- Empower teens to lead healthy changes in their school or community
- Implement nutrition and physical activity guidelines/standards for after-school programs

Special Feature: nrgBalance After School Program Guide and nrg for a Healthy Me, a seven week after-school program designed to improve nutrition and physical activity for youth in grades 3-5 and their families.

Registration: This FREE professional development Web Cast can be viewed from one of several viewing sites or from your personal computer (PC or MAC).

- [Register your location as a viewing site](#); or
- [Register as an individual](#) to view the site from your personal computer or a viewing site.

Act 48: Act 48 credits will be awarded. To receive credits you must pre-register to view the Web cast and complete the post-Web Cast evaluation.

Order 2009 nrg Back to School Packs

Kickoff the 2009/2010 school year on a healthy note with nrg Powered by Choice...get started with the [2009 nrg 2009 B2S Packs Back to School Pack](#). Together we can make healthy easy!

Requirements to order a 2009 nrg Powered by Choice Back to School Pack:



- Must be a registered nrg Powered by Choice Advisor for HS/MS or community groups
- Must serve teens ages 13-19
- All orders must serve Highmark's 49 county service region
- Elementary Schools that order Packs that serve students under age 13 will not be shipped
- One pack per Advisor

"That's Unhealthy" Photo Contest Launches September 2009

nrg Powered by Choice puts the power in your hands...the power to choose how you want to be healthy. And in a bigger way it gives you the power to change your school to make it a healthier place for everyone.

We want to hear from you! Post photos that YOU want to see changed. Photos that make being healthy un-cool, boring, unsafe or just an epic failure!



We know that there are 5 easy ways to [Find your Balance](#) with12345!
Your goal is to take pictures that make it difficult or unappetizing for you to be active, eat balanced meals, water down your beverages and eat fruits and veggies. The more unique the better, so don't be shy, enter 'em all.

FIND YOUR BALANCE Health Education Materials

for Teens

Download the new [Find your Balance](#) teen health education materials.

Safe Routes to School Academy Grants NOW Available

Application Deadline: October 16 SRTS Academy

The program offers small grants in the amount of \$5,000 each to schools (public or private), grades K-8 (high schools may apply if they include at least one grade K-8) to help improve the safety of walking and bicycling to school.



In addition to the \$5,000 grant, schools will be eligible to receive a FREE 2-day walkability audit, during which a team of trained experts will observe main walking routes to school and develop a comprehensive plan on how to improve the safety of those routes. This costly service will be FREE to all schools selected to receive the grant.

The grant program is intended for both:

- Schools that have experience planning and implementing activities to promote walking and bicycling to school and safe walking and bicycling practices; and
- Schools that have little or no experience planning and implementing these types of activities. If you fall within this category: this grant is a great way for your school to get started, and we strongly encourage you to apply!

Applying is as easy as 1-2-3! Follow these simple instructions. Go to

<http://www.srtsacademy.org/grants/index.cfm>

Celebrate 2009 Walk to School Day and International Walk to School Week with the nrg Walks Challenge!

October 5 - 9, 2009

The [nrg Walks Challenge](#) is a week-long event to celebrate International Walk to School Week (October 5-9) and Walk to School Day (October 7).

The nrg Walks Challenge encourages teachers to get their students walking during the school day. Schools track their total walking minutes and compete for prizes. This event is a great way to celebrate and promote walking and physical activity among all students whether or not they can walk to school.

All nrgBalance Zone schools will receive posters, a bulletin board, and

paper shoes to showcase participation in the nrg Walks Challenge in their Welcome Packs in the fall.

If your school is not an nrgBalance Zone, event materials are available online to download for free.

For more information, contact Farah Kauffman at fkauffman@psu.edu or 717-531-1440, x3.

Register your Walk to School Day Event

Registration is open for 2009 International Walk to School, an international event where communities from over 40 countries join together to walk and bicycle to school. Walk to School Day is October 7, 2009. Registration is free and available to individuals or organizations holding a Walk to School event in the US. To register a Walk to School event, please visit www.walktoschool.org/register.

Registered schools will be displayed on an interactive U.S. map on the U.S. Walk to School Web site, where neighboring communities, media and other organizations will be able to view participating schools.

Kohl's Healthy Choices for Healthy Families

NEW Online Resource for Families

Kohl's Department Store, through the Kohl's Cares for Kids® program, has provided more than \$530,000 to Penn State Hershey Children's Hospital since 2006 to educate youth and families about the importance of eating healthy and engaging in regular physical activity.

Kohl's logo

Kohl's Healthy Choices for Healthy Families teaches



children and their parents about energy balance, a simple process of how our bodies use food for energy and burn it off. Being in energy balance most days will help prevent overweight and obesity. Families have access to numerous resources including portion sizes, dining out tips, recipes, and trackers to help families set goal(s) and measure their achievement(s) on the five recommended tips for healthy living.

Schools, recreation centers and community groups can incorporate these resources into health and wellness efforts and/or promote these free resources to families they serve.

To download or share these FREE family resources, please visit: <http://www.nrgbalance.org/kohlshealthyfamilies/index.cfm>.

Celebrate Apple Crunch 2009

October 28, 2009

Apple Crunch

It's not too early to begin planning your healthy eating activities for the 2009/2010 school year. Make plans now to celebrate Apple Crunch 2009 on Wednesday, October 28.



Get started today by visiting our [online planning guide](#).

We've once again partnered with Appeeling Fruit to provide a discount to schools interested in ordering bagged apple slices as part of Apple Crunch celebrations. For more details and a list of participating distributors, [download the promotional flyer](#).

Apple Crunch 2009 is sponsored by Appeeling Fruit, Pennsylvania Apple Marketing Board, and National Apple Month.

PANA Partner Announcements

Center for Nutrition and Activity Promotion at Penn State Hershey Children's Hospital

The Center for Nutrition and Activity Promotion at Penn State Hershey Children's Hospital is searching for a new Executive Director.

For more details about the position, please visit :

<http://www.psu.jobs/Search/Opportunities.html> and select the Faculty link. Next, select College of Medicine at the Milton S. Hershey Medical Center from the change location drop-down menu and then select job # 30577- Executive Director, Center for Nutrition and Activity Promotion.

How to Apply:

Qualified applicants should send a cover letter, a CV, and contact information for three references to: Vernon M. Chinchilli, PhD, Distinguished Professor and Chair, Department of Public Health Sciences A210, Penn State Hershey College of Medicine, 600 Centerview Drive, Suite 2200, Hershey, PA 17033-0855 or email information to vchinci@psu.edu.

PSAHPERD

Save the Date: PSAHPERD Annual State Convention
November 19 - 22, 2009

Valley Forge Convention Center

For more information, please visit

<https://secure.nowwebdesign.net/psahperd/convention2.html>.

Grant/Award Opportunities

Do Something Grants

Learn more at <http://www.dosomething.org/grants>

UnitedHealth HEROES Grants Support Youth-Led Innovative Solutions to Leading Health

(Deadline: October 22)

Educators, service-learning coordinators, and students in the health professions are eligible to apply for the UnitedHealth HEROES service-learning project grants. Service-learning is a teaching and learning strategy that combines meaningful service to the community with school-based curriculum or program-based learning.

Grant recipients will receive up to \$1,000 in support for service-learning projects that focus on childhood obesity, engage youth ages 5-25 in the planning and implementation process, and take place during Semester of Service 2010 (MLK Day, January 18, to Global Youth Service Day, April 23-25).

The grant cycle opens August 1 and applications are due October 22, 2009. Eligible states include: AL, AZ, AR, CA, CO, CT, DC, DE, FL, GA, HI, IL, IN, KY, LA, MD, MA, MI, MN, MO, MS, NV, NJ, NM, NY, NC, OH, PA, RI, SC, TN, TX, VA, WA, and WI.

To access the application, complete our [Eligibility Quiz](#). If you are eligible, you will be given access the application materials.

PANA logo_BW



Pennsylvania Advocates for Nutrition and Activity (PANA) work collectively to

make it easier to be healthy in the places where we live, learn, work and play. By bringing together health and wellness champions at the local, regional and state level, the network is changing environments to support healthy eating and physical activity options.

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