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February 2011

Welcome to our February 2011 eNewsletter.

The Center for Nutrition and Activity Promotion at Penn State Hershey Children's Hospital wants to remind you to be healthy, be active, and be safe!

## 2011/12 nrgBalance Zone Enrollment Begins March 14

Enrollment in the 2011/12 nrgBalance Zone campaign will kick-off on Monday, March 14 and run through Friday, April 22.

*Help us reach our goal of enrolling 1,000 schools for the 2011/12 school year!*

Schools have a unique opportunity to help shape children's health habits and preferences for life. And the nrgBalance Zone campaign supports schools in their efforts to help children eat well and be physically active.

Schools are publicly recognized as nrgBalance Zones and are provided with programs, resources and outreach opportunities to promote good nutrition and active living to students and their families.

Follow these three easy steps below to begin the enrollment process:

**Step 1:** Download the [25-question sample assessment](#) and work with members of your school's health team to complete the answers.

**Step 2:** Beginning March 14, 2011 complete the online enrollment form to register your school building as a nrgBalance Zone for the 2011/12 school year.

**Step 3:** Take advantage of the many [resources](#) available to nrgBalance Zones to help the students you serve build active, healthy lives.

## USDA Releases NEW Dietary Guidelines for Americans, 2010

US Department of Agriculture Secretary Tom Vilsack and Secretary of the Department of Health and Human Services Kathleen Sebelius announced the release of the 2010 Dietary Guidelines for Americans, the federal government's evidence-based nutritional guidance to promote health, reduce the risk of chronic diseases, and reduce the prevalence of overweight and obesity through improved nutrition and physical activity.

More than one-third of children and more than two-thirds of adults in the US are overweight or obese. The 7th edition of Dietary Guidelines for Americans places a stronger emphasis on reducing calorie consumption and increasing physical activity.

The new 2010 Dietary Guidelines for Americans focus on balancing calories with physical activity, and encourage Americans to consume more healthy foods.

[Click here](#) to learn more about the new Dietary Guidelines for Americans, 2010.

## Celebrate Go for the Greens on March 17

[Go for the Greens](#) is celebrated annually in March. Celebrate Go for the Greens this year on Thursday, March 17 and promote green veggies as good food and good fun!

*Looking for ways to celebrate Go for the Greens 2011?*

"[Cooking with Greens](#)" is a fun-filled, family-oriented event that teaches parents and their children about green vegetables and how to incorporate veggies as part of healthy and appealing meals and snacks. The event incorporates two key components:



- **"Greens" Cooking Demonstration** - invite a local chef (from a popular area restaurant, cooking school or culinary training school) to demonstrate one or more dishes featuring green vegetables as the main ingredient.
- **Kids' Healthy Lunchbox Competition** - Youth are invited to assemble a healthy lunch box featuring a green vegetable and display it for judging. To participate, schoolchildren complete an entry form in advance and bring their lunchbox to the event to display and be judged.

[Click here](#) to download updated Go for the Greens promotional templates.

## Move it Outside on April 20, 2011

**Move it Outside Day** is celebrated annually during National TV Turnoff Week in April. Celebrate Move it Outside 2011 on April 20 and join with schools and youth/community groups promoting outdoor play.



A great way to celebrate Move it Outside is to participate in the [nrg Outdoors Challenge](#). The two-week activity provides youth with skills they need to engage in outdoor activities and learn five important behaviors for maintaining good health. During week one a teacher instructs youth on ways to achieve the five daily behaviors. Then, week two students are "challenged" to act one or more of the behaviors with someone outside the classroom.

[Click here](#) for more information on Move it Outside.

## Monthly School Wellness Messages

WISE SNAC logo

WISE SNAC's monthly health messages, geared toward schools and families, are available each month from September through June.



The monthly messages can be used in newsletters, as morning announcements, and as take-home flyers for families. Download February's school wellness message, "[Quick and Healthy Family Meals](#)."

## Happy One Year Anniversary Let's Move!

On February 9th, First Lady Michelle Obama marked the one year anniversary of *Let's Move!*

At first the issue of solving the epidemic of childhood obesity seemed discouraging. However, the campaign has seen several accomplishments in the first year! Every sector of society is stepping up to create a generation of healthy kids.

Visit [www.letsmove.gov](http://www.letsmove.gov) to view a host of new resources launched in coordination with the movement's one year anniversary.

## Partner News

SPARK

SPARK presents "Its My Party and I'll Play If I Want To" Webinar.

Do you invite your young learners to the physical activity "party" in your class each day? Do your children enjoy moving in new and creative ways, playing with a variety of colorful manipulatives, and shake their little booties to engaging music?

By registering for this webinar attendees will learn:

- Innovative ideas for motivating young learners to be physically active
- Effective strategies that engage ALL students in movement
- Compelling activities from a brand new Early Childhood physical activity program

The webinar will be on Wednesday, February 16th at 3pm Pacific, 6pm Eastern. The duration will be about 45 minutes and there is no cost for participating. Please [click here](#) to register.

#### National Center for Safe Routes to School

The Safe Routes to School Coaching Action Network Webinar Series will provide an overview of why it is important to seek law enforcement involvement in Safe Routes to School programs and how to best involve officers in SRTS efforts.

Various types of law enforcement including community officers, school resource officers, and traffic officers will be discussed. There will also be an overview of resources available for officers to help them be most effective in their involvement in Safe Routes.

The webinar will be Tuesday, February 22nd from 1:00 PM-2:00 PM EST.

For more information please contact Michelle Gulley at [mgulley@americawalks.org](mailto:mgulley@americawalks.org)

To register online, visit <https://www1.gotomeeting.com/register/194517313>

#### American Heart Association

February is Heart month! Millions of kids across the country will be jumping to save lives this year through the American Heart Association Jump Rope for Heart and Hoopes for Heart programs. The American Heart Association, with its partner the American Alliance for Health, Physical Education, Recreation and Dance, launched Jump Rope for Heart as a national fund-raising and education program in 1978. More than 30,000 schools jump in each year to help fight America's No. 1 and No. 3 killers - heart disease and stroke - and teach kids the importance of physical activity and a healthy heart. Jump for Heart continues to educate students about living a heart-healthy lifestyle.

Jump Rope for Heart develops rope-jumping skills that are fun for everyone while promoting the value of physical activity and teamwork. Students learn about the seriousness of heart disease and stroke, the lifelong benefits of physical activity and the importance of living a heart-healthy lifestyle. The program also teaches students to set and achieve goals and shows them how they can make a difference through volunteering and community service!

For more information on how you can be a heart hero check out

[www.americanheart.org/jump](http://www.americanheart.org/jump).

## nrgBalance on Facebook and Twitter

Stay up-to-date with nrgBalance! Get information on nrgBalance initiatives; news and information related to childhood obesity prevention, nutrition, and physical activity; and grant and award opportunities.



## Grant/Award Opportunities

### ***Fuel Up to Play 60***

Funding is available to K-12 schools enrolled in Fuel UP to Play 60. The competitive, nationwide funding program can help your school jumpstart and sustain healthy nutrition and physical activity improvements. Funds can be used to conduct in-school promotions focused on creating a health school and to implement Healthy Eating and Physical Activity Plays. Funds can also be used for professional development, nutrition education materials, and physical education equipment and materials. The next application deadline is February 15, 2011. The award amount is \$3,000. For more information visit, [http://school.fueluptoplay60.com/funds/funds\\_for\\_futp60.php](http://school.fueluptoplay60.com/funds/funds_for_futp60.php).

### ***Creating Healthy Communities Mini-Grant***

A Mini-grant opportunity is open to all school districts in PA. It provides \$5000 from the Department of Health with the goal of Creating Healthy Communities. The grant activities should focus on access to healthy affordable foods, with an emphasis on sodium reduction initiatives, and access to safe physical activity.

The deadline is February 18, 2011. Please contact Southcentral District Cardiovascular Consultant Shari Minnier at 717.787.8092 or via e-mail at [shminnier@state.pa.us](mailto:shminnier@state.pa.us), if you are interested or if you have any questions regarding the grant requirements.

### ***ING: Unsung Heroes 2011 Awards***

The ING Unsung Heroes program annually provides grants to K-12 educators utilizing new teaching methods and techniques that improve learning. Each year, educators submit applications for an ING Unsung Heroes grant by describing projects they have initiated or would like to pursue. Each project is judged on its innovative method, creativity, and ability to positively influence students. 100 educators will be selected to receive \$2,000 to help fund their innovative class project. [Click here](#) to learn more about this grant. Deadline: April 30, 2011

### ***Highmark Healthy High 5 School Challenge Grant***

The grant program is designed to support schools in their efforts to introduce nutrition and physical activity programs that will create healthier students.

The Highmark Foundation awards School Challenge grants throughout the year to elementary, middle and high schools within its service region. Grants cover amounts up to \$10,000 per school building. Schools that receive grants are eligible to apply for another grant in the next year.

For more information, please visit

<http://www.highmarkhealthyhigh5.org/grants/schools.shtml>.

### ***Finish Line Youth Foundation***

Finish Line Youth Foundation focuses funding on organizations that provide opportunities for youth participation in the following areas:

- Youth athletic programs - Community-based programs addressing active lifestyle and team building skills.
- Camps - Established camps with an emphasis on sports and active lifestyle, especially programs serving disadvantaged and special needs kids.

[Click here](#) to see if you are eligible to apply.

### ***Do Something Grants***

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

### ***Target Field Trip Grant Program***

As part of the program, each Target store will award three Target Field Trip Grants to K-12 schools nationwide-enabling one out of every 25 schools throughout the U.S. to send a classroom on a field trip. Each grant is valued up to \$700. For more information, please visit

<http://sites.target.com/site/en/company/page.jsp?contentId=WCMP04-031880>.

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nrgBalance is a program of the Center for Nutrition and Activity Promotion at Penn State Hershey Children's Hospital. For more information on this and other initiatives of the Center, please visit [www.nrgbalance.org](http://www.nrgbalance.org).

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