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Welcome to our January 2010 eNewsletter.

Happy New Year! All of us at the Center for Nutrition and Activity Promotion are looking forward to another happy and healthy year. Keep reading for opportunities to engage in programs and events promoting nutrition and physical activity for youth and families.

## Save the Date: nrgBalance Zone Enrollment for 2010/11

*March 8 - April 2, 2010*

The nrgBalance Zone Campaign is an annual program that assists school health leaders with wellness policy implementation by helping to foster an environment that supports children eating well and being physically active.

Participating schools are publicly recognized as nrgBalance Zones and are equipped with programs, resources and outreach opportunities to promote good nutrition and active living to youth and families. Enrollment in the nrgBalance Zone Campaign is FREE. All Pennsylvania schools, K-12, both public and private, are eligible to enroll.

Enrollment details coming soon!

## Celebrate Go for the Greens - March 17, 2010

### *A Celebration of Vegetables*

Go for the Greens promotes green veggies as good food and good fun! Schools and community groups celebrate this event with taste-testings and other fun activities to open young minds and taste buds to the greatness of greens! This event promotes green veggies, and other fruits and vegetables, as an important part of healthy meals and snacks.

Start planning your celebration today, by visiting [the online planning guide](#) for event ideas including a produce pentathlon, cooking with greens fundraiser and much more!



Go for the Greens 2010 is sponsored by PA Department of Agriculture/PA Preferred.

## "That's Unhealthy" Photo Contest for Teens

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

The ["That's Unhealthy" photo contest](#) challenges teens to take pictures of nutrition and physical activity environments that they perceive to be unhealthy, and would like to see

changed. It is intended to give insight into how they conceptualize their circumstances and connect it to the Change it. level of the campaign.

If you have any questions about the nrg Powered by Choice campaign, e-mail [info@poweredbychoice.org](mailto:info@poweredbychoice.org).

### Order nrg Powered by Choice Change it. Kits

nrg PbC Frisbee

Bring a healthy change to your school/ community or teach younger kids the importance of physical activity.



Order an nrg Ultimate Frisbee Fundraiser Kit (25 kits still available) or nrg Move it Outside Mentoring Kit (10 kits still available), and help the youth you serve "create a world where everyone can be healthy."

nrg Powered by Choice Change it. Kits are available to registered nrg Advisors serving middle/high school or teen-led community groups in Highmark's 49-county service region. *Limit one kit per school or community group.*

[Order your kit online today.](#) Available on a first-come, first-serve basis.

Visit the [nrg Powered by Choice Web site](#) for more details, or contact [info@poweredbychoice.org](mailto:info@poweredbychoice.org).

### Congratulations National Apple Month Contest Winners

Each year, National Apple Month, hosts a contest as part of Apple Crunch and awards monetary prizes to school food service operations that feature apples and apple products on school lunch menus during the month of October. Congratulations to the top National Apple Month Contest 2009 winners:

- 1st place - Upper Adams School District, Biglerville, PA
- 2nd place - Milton Area School District, Milton, PA
- 3rd place - Carbondale Area School District, Carbondale, PA
- 4th place - The Bradley Center, Pittsburgh, PA

According to National Apple Month Director Kay Rentzel, "this is an ideal promotion for education students on healthy eating and the role that apples can play in the diet."

Mark your calendars for Apple Crunch 2010, which will be held on Wednesday, October 27.

### Pennsylvania Dietetic Association's Make Time for Health Workshop

#### ***12 nrgBalance Zone Schools Receive Parent Workshop***

As part of this year's nrgBalance Zone campaign, 12 schools are receiving free parent workshops from the Pennsylvania Dietetic Association (PADA). The PADA's Make Time for Health Workshop presents creative and interactive strategies for keeping children as healthy as possible by providing parents with ideas for raising healthy children and identifying lifestyle changes that are in the parent's control. Workshop activities include label reading and other hands-on experiences along with the latest nutrition information on healthy eating and physical activity.

We would like to recognize and thank the following PADA members for contributing their time and expertise for these workshops:

1. Mary Alice Gettings, PSU Cooperative Extension, Beaver County
  - Todd Lane Elementary School/Center Area SD
  - Beaver Area Senior High School/Beaver Area SD
2. Katherine Stephens-Bogard, Washington Hospital, Washington County
  - Joe Walker Elementary School/McGuffey SD
  - Avella Elementary Center/Avella Area SD
3. Judy Dodd, Giant Eagle, Allegheny County
  - Holy Child Catholic School
  - Richland Elementary School/Pine-Richland SD
4. Helene Koontz, Bedford County\*
  - Chestnut Ridge Middle School/Chestnut Ridge SD

5. Diane Kraft, Schuylkill County\*  
-- Clarke Elementary School/Pottsville Area SD
6. Pat Sullivan, Bucks County\*  
-- Lower Southampton Elementary School/Neshaminy SD  
-- Assumption School
7. Dr. Laura Frank, Montgomery County\*  
-- Oak Park Elementary School/North Penn SD  
-- Murray Avenue School/Lower Moreland Township SD

*\*Recipients of PADA Community Grants*

For more information about the Workshop, please visit  
<http://www.eatrightpa.org/padaf/MakeTimeforHealthWorkshop.htm>.

## Partner Announcements

### **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!)

### **Learntobehealthy.org**

LearntobeHealthy.org, an eLearning site created by the Susan P. Byrnes Health Education Center, has added a new online store where teachers, parents and community leaders can purchase health educational tools on CD-ROM, workbooks and other supplemental materials. Discount available to all PANA members.

Topic areas include:

- Nutrition & Fitness (Grades 2-12)
- The Five Senses (Grades 1-3)
- Tobacco & Inhalants (Grades 4 & 5)
- Adolescence (Grades 5 & 6)
- Dental Health (Grades 1-3)
- Mental Health (Grades K-12)

Each CD includes:

- Interactive games for students
- Engaging supplemental materials
- Detailed lesson plans
- Cross-curricular activities
- Standards-based educational tools

**PANA members are invited to enjoy special savings of 25% off any [CD purchase](#) through June 30, 2010. Enter coupon code PANA**

## Grant/Award Opportunities

### **Fiskars: Project Orange Thumb**

Fiskars Project Orange Thumb grants Fiskars garden tools and materials such as plants, seeds, mulch, etc. to eligible gardening groups. Maximum award: \$1,000 in implements and materials. Eligibility: gardens and/or gardening projects geared toward community

involvement, neighborhood beautification, horticultural education, and/or sustainable agriculture. Deadline: February 19, 2010.

[http://www.fiskars.com/content/garden\\_en\\_us/Garden/ProjectOrangeThumb/grantprogram](http://www.fiskars.com/content/garden_en_us/Garden/ProjectOrangeThumb/grantprogram)

#### **Pepsi Refresh Project**

Pepsi is giving away millions in grants each month to fund great ideas. They're looking for people, businesses, and non-profits with ideas that will have a positive impact. For more information, visit: <http://www.refresheverything.com/index>

#### **Keep Gym in School Grants**

The NFL Network recently launched the 2009 National Keep Gym in School Campaign - an effort that will give more U.S. students access to quality physical education.

During the 2009-2010 school year, Keep Gym in School will help even more schools expand and improve PE with the following:

- National School Adoption Grants. Middle schools throughout the country can compete for ten \$1,000 grants that will be awarded in the spring of 2010 to fund physical education program improvements. The public can nominate their local middle school at <http://www.keeptgyminschool.com>
- Lesson Plans. Keep Gym in School developed in-school instructional material in partnership with National Association for Sport and Physical Education (NASPE) to get kids excited about PE. Football-inspired lesson plans and activity guides are available to PE instructors for free at <http://www.keeptgyminschool.com/educators.html>.

#### **Do Something Grants**

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

#### **Nickelodeon - Big Green Help Grant**

Nickelodeon's Big Green Help grant is providing resources to schools and community-based organizations to support environmentally friendly projects that educate and inspire kids to take care of the environment; be active and live healthily; and engage in community service.

Grants range from \$2,500 to \$5,000. Eligible applicants include elementary and middle schools (public and private non profit) and after-school community based organizations with a 501(c)(3) status serving children aged 5-15. Applicants must explain how the proposed project will benefit or enhance the learning experience of children, as well as its relevance to the environment, being active and living healthy, and/or community service. Additionally, applicant must host an Earth Day event in April or a Worldwide Day of Play event in September.

For more information, please visit: <http://bghevent.com/grant/index.htm>.

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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).

#### **Forward email**



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