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March 2011

Welcome to our March 2011 eNewsletter.

March is National Nutrition Month. How are you helping youth and families to eat well and make healthy food choices? Need ideas? Visit the [American Dietetic Association's National Nutrition Month Website](#) for more information.

nrgBalance Zone Enrollment Begins March 14

Enrollment in the 2011/12 nrgBalance Zone campaign begins next Monday, March 14.

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

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.

Go for the Greens on March 17

It's not too late to plan your [Go for the Greens](#) celebration on Thursday, March 17.

[Click here](#) to get started!

Don't forget to [share](#) your Go for the Greens photos and success stories with us by Friday, April 1. Your school or community group could be featured on next year's 2012 Go for the Greens poster.



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 [Move it Outside](#) 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.

Let's Move! Update

The [U.S. Tennis Association \(USTA\) recently announced](#) their collaboration with *Let's Move!*.

[The USTA released PSAs](#) featuring the First Lady and tennis stars Andre Agassi and Steffi Graf as well as announcing their commitment to build and renovate 3000 kids size tennis courts across the United States. [You can find out more about getting a tennis court in your community here.](#)

Register your school(s) to Celebrate Let's Move in School During National Physical Education and Sport Week, May 1-7!

Let's Move in School is a national initiative to increase physical activity before, during, and after school. The first 10,000 schools to [register](#) will receive a LMIS poster, and one lucky school will win a visit from a President's Council for Fitness, Sports & Nutrition member - a federal supporter of this initiative. Schools can choose from a [variety of fun activities](#) that will get students moving and bring attention to the importance of physical education and physical activity. To register a school celebration, find out more about the initiative, and access promotional videos, tools and more, visit www.LetsMoveInSchool.org.

Partner News

[SPARK](#)

SPARK presents "Driving" for Quality Education Programs Everywhere featuring Annika Sorenstam on Wednesday, March 16 at 3 p.m. pacific and 6 p.m. eastern.

Annika will speak about her passion for healthier children and discuss the initiatives her Foundation is undertaking to support quality physical education in America's schools.

Data show that one of the more effective strategies for improving children's health is ensuring they participate in an active and efficacious physical education program. What does a quality physical education program look like? What health-related student and teacher outcomes might it produce?

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 feature Dr. Ian Thomas, Executive Director of the PedNet Coalition of Columbia, Missouri. Dr. Thomas will describe a promising strategy for effectively and inexpensively establishing Walking School Bus programs in new communities. This method, consisting of a highly "hands-on" training workshop combined with very small mini-grants, has led to successful and sustainable Walking School Bus programs throughout Missouri and in other states.

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

For more information please contact Nicole Mogul at nmogul@americawalks.org. To register online, visit <https://www1.gotomeeting.com/register/256175065>.

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.

Kohl's Cares Scholarship Program

Every year, Kohl's recognizes and rewards young volunteers (ages 6-18) across the country for their amazing contributions to their communities. This year they are recognizing more than 2,100 kids with more than \$415,000 in scholarships and prizes. Nominations are being accepted through Tuesday, March 15. For more information, please visit www.KohlsKids.com.

Visit nrgBalance at Upcoming Conferences/Events

This spring nrgBalance is taking to the road.

Visit us at the [Pennsylvania Recreation and Park Society Conference](#), March 20 - 22 at the Valley Forge Convention Center.

Stop by our exhibit at the [Pennsylvania Association of School Nurses and Practitioners Conference](#), April 1 - 2, at the Valley Forge Convention Center.

Listen to our presentation at the upcoming [Pennsylvania PTA State Convention](#) on Saturday, April 9 at the Hilton in Scranton, PA.

Visit our booth at the [Chocolatetown Challenge](#) Health Fair on Saturday, April 16.

Take part in our Healthy Families exhibit at [Central Penn Parent's Family Favorites Festival](#) on Saturday, June 4 at the Harrisburg campus of Harrisburg Area Community College.

Participate in our workshop at the 2011 Keystone Health Promotion Conference, June 14 - 16 at Penn State Harrisburg.

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

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>.

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.

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