



the movement to make healthy easy

## nrgBalance eNewsletter Brought to you by the Center for Nutrition & Activity Promotion at Penn State Hershey

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November 2011



### Welcome to our November 2011 eNewsletter!

We are excited to read your stories and view photos of Walk to School and Apple Crunch Day events at your school. Share your stories and photos on our [nrgBalance Facebook page](#). Check out our Photo Contest section below for additional information.

Continue to follow our [Facebook](#) page for daily updates from the Center for Nutrition and Activity Promotion at Penn State Hershey and nrgBalance!

Happy Thanksgiving! Be well!

### Food Day at Penn State Hershey



On October 24, 2011, the Center for Nutrition and Activity Promotion (CNAP) at Penn State Hershey hosted a Food Day event in conjunction with

nation-wide celebrations.

This event encouraged employees and community members to "Eat Real". CNAP partnered with other health conscious groups on the Penn State Hershey campus and in the community to demonstrate the various ways employees and community members can make simple, healthy decisions every day.

10-minute lunch presentations showcased easy ways to make family eating



healthier, getting started with composting, and creating square foot gardens. Check out the [CNAP Facebook page](#) to view more pictures of this successful Food Day event.

Food Day is a national event sponsored by the Center for Science in the Public Interest (CSPI) designed to raise awareness about whole foods, sustainable agriculture, reduction of diet-related diseases, promotion of healthy eating for kids, and alleviation of hunger.

### Send Us Your Photos - Photo Contest

Share your Walk to School Day photos and stories on our [Facebook page](#). Your school's walk to school day event and/or your school may be selected as a "School Spotlight" or photos may be featured on the 2012 Walk to School Day poster.



Post your Apple Crunch Day photos and stories on our [Facebook page](#) or email them to us at [info@nrqbalance.org](mailto:info@nrqbalance.org) for your schools chance to be featured on the 2012 Apple Crunch Day poster.

Apple Crunch 2011 is sponsored by [Pennsylvania Apple Marketing Program](#).

### Make Your School an NFL PLAY 60 School!

**NFL PLAY 60** is the National Football League's campaign to energize kids to be active for 60 minutes a day in order to help reverse the trend of childhood obesity.

The NFL has partnered with organizations such as the National Dairy Council and the American Heart Association to bring programs like the **PLAY 60 Challenge** and **Fuel Up to PLAY 60** to your school.

To find out how you and your school can join the **PLAY 60 movement**, visit the [NFL PLAY 60 website](#).

### Monthly School Wellness Messages

#### November NOW Available

The monthly messages can be used in newsletters, as morning announcements, and as take-home flyers for families.



Download November's school wellness message, [Turn off the TV & Turn on the Fun!](#)

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

## Partners in Health

### Kohl's Cares® - Cause Merchandise Program

Kohl's sells kid-friendly cause merchandise, with 100 percent of the net profit donated to support kids' health and education initiatives in communities nationwide. Since 2000, more than \$180 million has been raised through our Kohl's Cares® cause merchandise program.



[Shop online](#) or visit a [Kohl's near you](#) to purchase these great Kohl's Cares® items and help kids in your community.

### Learntobehealthy.org - Health Science Education Resources for Educators & Families

[LearntobeHealthy.org](#) is an online health science learning site designed to help educators and parents communicate important health concepts to students. The site contains comprehensive lesson plans, interactive games and activities, webquests and more. The goal of the site is to inspire students - and their families - to make healthy choices that will last a lifetime.

[LearntobeHealthy.org](#) has everything needed to easily implement health education in the classroom. Their collection of kits includes web-based health science education activities with accompanying lesson plans, supplemental worksheets and paper-based activities. These materials can be utilized in the classroom, in after-school programs, in community centers and at home.

### Action for Healthy Kids - *Game On! The Ultimate Wellness Challenge*

*Game On! The Ultimate Wellness Challenge* challenges America's elementary schools, their staff, students, and the families they serve to incorporate healthy food choices and physical activity into their daily lives and into the culture of their school community. This no-cost step-by-step online guide provides all the information and resources you need to host a successful school wellness program in your elementary school during the entire school year and beyond. Working together, we can help students eat better and move more. The Game On! framework features over 35 Eat Better and Move More Challenges, for students grades K through 6, that emphasize healthy eating and physical activity before, during, and after school-even at home!

Action for Healthy Kids offers programs for middle and high schools through the **Fuel Up To Play 60 Movement** and **Students Taking Charge** program.

For more information about *Game On!* and other programs, please visit the [Action for Healthy Kids website](#).

### **Let's Move - America's Move to Raise a Healthier Generation of Kids**

Principals, teachers and parents can help make schools healthier places to learn by providing quality nutrition, integrating physical activity during the day and teaching children about the importance of embracing a healthy, active lifestyle. Follow the 5 steps below for more, or check out the [Let's Move teacher toolkit](#).



To learn more about America's move to raise a healthier generation of kids, visit the [Let's Move website](#).

## **Grant/Award Opportunities**

### **PA Safe Routes to School Noninfrastructure Grants**

Grants to support Safe Routes to School (SRTS) noninfrastructure activities in the 2011-2012 school year are now available. These activities involve the development, implementation, or expansion of programs that address the first four Es of SRTS: education, encouragement, enforcement, and evaluation.

Schools are able to apply for noninfrastructure grant money beginning on Walk or Roll to School Day (October 5), and the deadline for submitting applications is **November 15, 2011**.

Visit the [SRTS website](#) for additional information on how to apply.

### **Fuel Up to Play 60 Funding Opportunities**

Funding is available to K-12 schools enrolled in Fuel Up to Play 60 during the 2011-2012 school year. The competitive, nationwide funding program can help your school jumpstart and sustain healthy nutrition and physical activity improvements.

Whether you're just starting out with Fuel Up to Play 60 or looking to expand and extend an initiative that's already in motion, funding opportunities can help.

You can find background information, eligibility and funding guidelines, judging criteria, an online application, and lots of ideas about how to use funds to support your program based on examples from other schools - even step-by-step guidance on how to apply for funds on the [Fuel Up to Play 60 website](#).

There will be several application deadlines this year - but the sooner you apply, the sooner your school can be considered for funding to support your Fuel Up to Play 60 program.

***Remember:*** Your school must be enrolled in Fuel Up to Play 60 for the 2011-2012 school year to be eligible to apply for funds. [Enroll today.](#)

### **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.

### **PEP Grants**

Each year, the Carol M. White Physical Education Program (PEP) awards millions of dollars to schools and community-based organizations to initiate, expand, and improve physical education programs. Your school or organization could receive \$100,000 to \$750,000. For more information on how to submit a PEP grant application, please visit the PEP grant website at <http://www.sparkpe.org/grants/pep-grant-info/>

### **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 Zone Information

If you have missed the enrollment deadline to participate in the 8th annual nrgBalance Zone campaign, many **free** resources and tools for schools are available on our [nrgBalance website](#). We invite you to browse our website for helpful information on engaging youth and families in healthy eating and active living.

Enrollment in the 2012/13 campaign will open in **March 2012**. If you have any questions about the nrgBalance Zone program, please email [info@nrgbalance.org](mailto:info@nrgbalance.org).

### 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.

Find us on Facebook 

Follow us on 

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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).