



the movement to make healthy easy

nrgBalance eNewsletter

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September 2011

Welcome to our September 2011 eNewsletter!

The Center for Nutrition and Activity Promotion (CNAP) at Penn State Hershey Children's Hospital welcomes you back to the 2011/2012 school year! Through nrgBalance, our goal is to provide information to help youth and families live healthier by promoting eating well and being active.

Be sure to like us on our [nrgBalance Facebook page](#)!



Why like nrgBalance?

- **Tips to make healthy easy**
- **Suggestions to get you involved**
- **Updates on healthy and active living**
- **Reminders about upcoming nrgBalance events**
- **Information about nrgBalance programs**
- **Dialogue with other health conscious individuals**

We welcome feedback along with new ideas and suggestions for our 2011/2012 newsletters. Please feel free to email your feedback, ideas and/or suggestions to info@nrgbalance.org.

September is Fruit & Veggies - More Matters Month

Every September, Fruit and Veggies - More Matters Month promotes the health benefits of eating fruit and vegetables.

Fruit and vegetables are an important part of a healthy diet that can help protect you from:

- Heart disease
- Bone loss
- Type 2 diabetes
- High blood pressure
- Some cancers, such as colorectal cancer

Check out MyPyramid.gov
(<http://www.mypyramid.gov/pyramid/index.html>)

Sponsor: Centers for Disease Control and Prevention & Produce for Better Health Foundation
(<http://www.fruitsandveggiesmorematters.gov/>)

Celebrate Walk to School Day 2011

October 5, 2011

Walk to School Day joins kids and families from around the globe to walk and bicycle to school in October, all hoping to create communities that are safe places to walk.

Now in its 14th year, this year's event will be celebrated on **Wednesday, October 5, 2011**. Walk to School Day participation reached a record high in 2010 with more than 3,500 registered U.S. events, and that number is expected to rise once again in 2011.

Walk to School Day event registration is free and available to individuals and organizations holding an October event in the U.S. Events that register on the [Walk to School website](#) will be displayed on an interactive U.S. map on the website.

Registering a Walk to School Day event provides organizers access to free, downloadable materials including event ideas, certificates and customizable flyers. Registrants can also subscribe to a weekly e-newsletter for six weeks in September and October with tips and resources for holding a Walk to School event.

For more information on Walk to School activities in the U.S., visit the Walk to School website. To see photos from events held in 2010, visit www.iwalktoschool.org/photos/index.htm.

Food Day - October 24, 2011

October 24, 2011

On Monday, October 24, 2011,
the Center for Nutrition and



Activity Promotion (CNAP) will host an event in conjunction with the Center for Science in the Public Interest's (CSPI) national Food Day at the Penn State Milton S. Hershey Medical Center. According to CSPI, "Food Day seeks to bring together Americans from all walks of life—parents, teachers, and students; health professionals, community organizers, and local officials; chefs, school lunch providers, and eaters of all stripes—to push for healthy, affordable food produced in a sustainable, humane way."

CNAP will host a variety of events for staff and community members.

Look for more information to appear on the nrgBalance [Facebook](#) page about the event at Penn State Hershey.

For more information on Food Day and Food Day events, in the U.S., visit the [Food Day website](#).

Crunch Away on Apple Crunch Day

Celebrate Apple Crunch Day on
Wednesday, October 26, 2011



Fun Apple Facts

- Apples are a member of the rose family
- Fresh apples float because 25% of their volume is air
- Archeologists have found evidence that humans have been enjoying apples since at least 6500 B.C.
- Americans eat approximately 19.6 pounds of fresh apples every year

Browse the [Apple Crunch Planning Guide](#) for celebration ideas, promotional templates, and much more!

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

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.

Partner News

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.

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](#).

Monthly School Wellness Messages

September NOW Available

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



Download September's school wellness message,

["Building Healthy Schools & Communities"](#).

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

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 

Grant/Award Opportunities

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.

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.