



the movement to make healthy easy

Energy balance, a universal measure of healthy eating and active living, simply means energy in = energy out. Historically, most research has focused on the impacts of personal choice on energy balance.

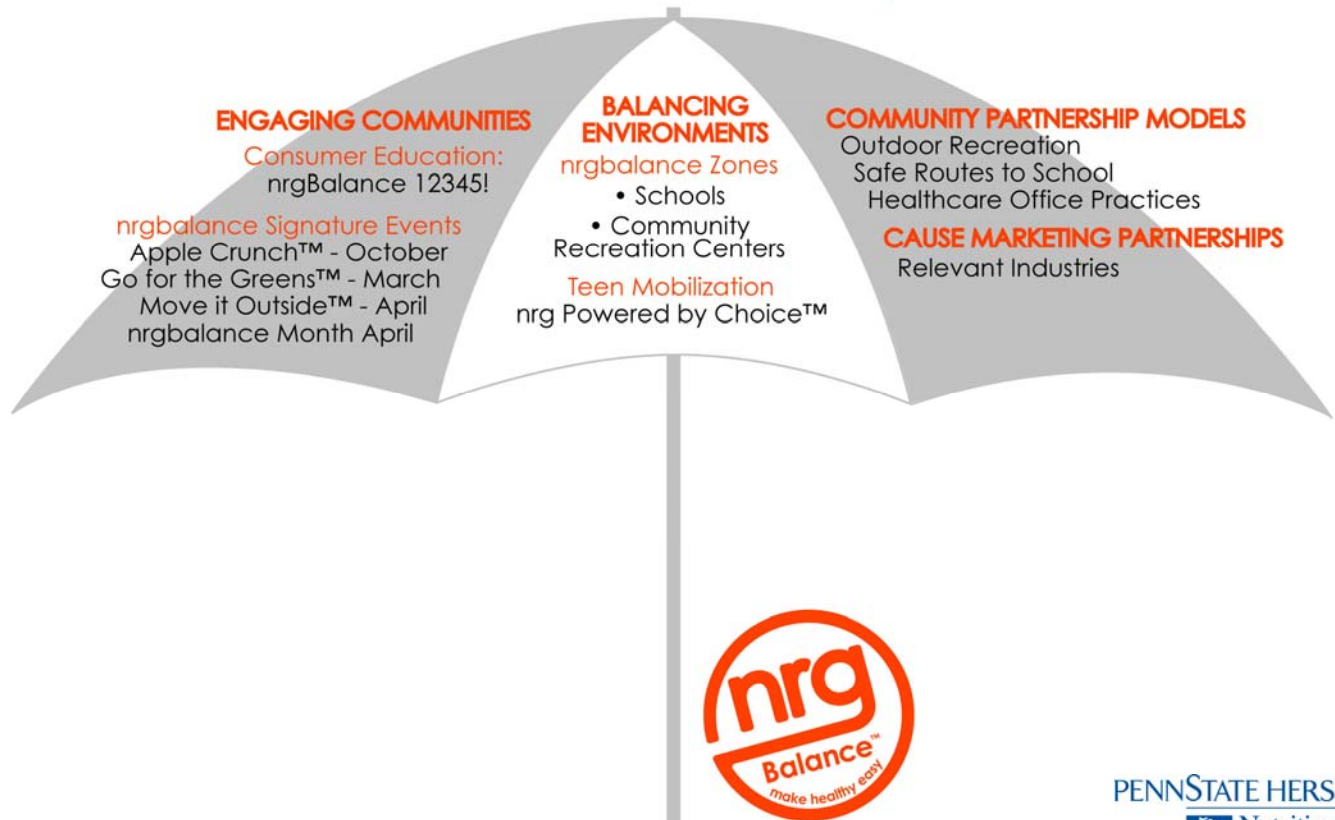
Because so much time is spent in facilities like school, community recreation centers and the workplace, individuals, youth, and families, do not have easy options for healthy eating and active living. What if communities could engage in a movement that made access to these healthy living options more easy...and more appealing?

Through the nationally, branded social movement *nrgBalance™* — *Make Healthy Easy*, the Penn State Hershey Center for Nutrition & Activity Promotion advances knowledge and strategies for achieving energy balance. By exploring how environments — home, school, workplace and recreation centers — and social groups influence healthy choices, and engaging communities in improving access to healthy eating and active living options, the Center is working to *make healthy easy*.

nrgBalance makes it easier for everyone to access healthy eating and active living options by rallying health and wellness champions to create energy balanced environments.

As a movement, nrgBalance primary initiatives include: engaging communities, balancing environments, creating community partnership models and forming cause marketing partnerships.

A Social Movement of Health & Wellness Champions...



Engaging Communities

Consumer Education



nrgBalance 12345! is a newly developed guide for assessing energy balance. Based on the five evidence-based behaviors for maintaining a healthy weight, 12345! provides common measures and goals for organizational change as well as shared behavioral guidelines for individuals, families and groups.

- 1: One or more hours of physical activity per day
- 2: Less than two hours of screen time per day
- 3: Three meals a day with family and friends
- 4: Four or more glasses of no/low-calorie beverages
- 5: Five or more fruits and vegetables each day

nrgBalance Signature Events



Go for the Greens promotes veggies as good food...and good fun!



Move it Outside features versatile Frisbee activities and encourages outdoor play as an option during National Turn off the TV Week.



Apple Crunch, celebrated during National Apple Month, encourages kids and families to eat apples as part of a nutritious diet.

Balancing Environments

nrgBalance Zones annually recognize schools and community recreation centers committed to promoting and improving healthy eating and physical activity options. These organizations are publicly recognized as nrgBalance Zones and are equipped with information, tools and rewards to help *make healthy easy* in their setting.



Teen Mobilization

nrg Powered by Choice is a teen powered health movement for energy balance. The movement empowers teens (13-18) to create and lead changes that support healthy eating and active lifestyles in their schools and communities. A grassroots movement steeped in the teen world of online communication, nrg Powered by Choice gives teens an opportunity to play an integral role in communicating what they believe will make healthy easy. www.poweredbychoice.org

Community Partnership Models

nrgBalance Outdoors offers a coordinated marketing and place-based education program to (1) develop partnerships between health, recreation, and education professionals (2) improve outdoor recreation skills for youth, and (3) increase utilization of close to home outdoor recreation (parks and trails).

Safe Routes to School Academy is a national initiative that aims to make walking and biking to school a safer and more appealing transportation alternative, encouraging health, physical activity, and safety.

Pediatric Obesity Education Network will offer a comprehensive provider network to mobilize the health care sector to address nutrition and physical activity factors for the primary prevention and management of childhood obesity and related chronic diseases.

Cause Marketing Relationships

Businesses interested in reaching and having a positive impact on community health and wellness may engage as a sponsor of nrgBalance. Sponsors may offer products as prizes/giveaways for a contest or event, or they may choose to provide funds to further develop and support the many facets of the movement. Aligning with a movement to help health and wellness champions deliver a positive health message is undoubtedly a proactive move for a number of different industry players. Corporate visibility and brand recognition are clear benefits, aside from goodwill.