



**ActionNow!4Kids**  
**Report to the ActionNow! Steering Committee**  
**October 25, 2007**

Accomplishments of the past year:

1. Children and Youth materials added to ActionNow! Resource List.
2. Draft children and youth content for ActionNow! Resource manual.
3. Plan children and youth content for ActionNow! Web site
  - a. Compose key messages:
    - **Eat Healthy**
      - *Choose Healthy Snacks*
      - *Decrease Sugary Drinks*
      - *Increase Fruit and Vegetable Servings*
    - **Move More**
      - *All kinds of activities "count." You don't have to be a sports star to get adequate activity.*
      - *All kids need at least 60 minutes of activity each day.*
      - *Activity in periods of 10 minutes or more "counts."*
      - *Decrease "screen time" to 2 hours or less per day.*
    - **Know Your Numbers**
      - *Learn to read food labels*
      - *Understand and limit portion or serving sizes*
      - *Know recommended daily amounts of each food group*
  - b. Identify web links for site
4. Plan "youth" version of Mr-Can-Do-It and captions for images.
5. "Nourishing Our Children conference held Sept. 24, 2007.

Plans for the coming year:

1. Pursue the use of the kid images for a media campaign focusing on pilot testing screen savers with messages and posters in four schools, with evaluation by kid and adult audiences in the pilot schools.
2. Carry out the repeat of the Nourishing Our Children conference for a statewide audience using the tele-health system in Spring, 2008.
3. Complete the Resource Book material and web page launching focusing on kids and youth.
4. Plan an ActionNow!4Kids presentation for the local school board by workgroup members in 2008:
  - a. Request placement on the agenda

- b. Present evidence that actions schools take relate to the development of childhood obesity and diabetes risk and are pertinent to mandated school wellness policies.
- c. Propose that schools pursue policy development and practices in two key, cost-neutral practices:
  - i. Develop policy that teachers not be permitted to use candy as reward or incentive for classroom performance, and present alternative ideas.
  - ii. Develop policy that schools not be permitted to use candy or other foods without nutritional value for fundraisers and present alternative ideas.