

Children's Health

Kids Taking Charge Of Their Health

(NAPSA)—According to the Mayo Clinic, in just two decades, the prevalence of childhood obesity has doubled for U.S. children ages 6 to 11—and tripled for American teenagers. It's an epidemic that can have serious health consequences.

Fortunately, kids are taking initiative and signs are pointing to the beginning of a kids' movement to improve their health. One example is the Roosevelt Elementary School in Fresno, California, whose kids are "running across America" by contributing to a collective count of miles with a pedometer. To date, these kids have figuratively crossed the country twice.

And 260,000 kids have pledged to join Nickelodeon's Let's Just Play Go Healthy Challenge—an on-air and off-air campaign centered on helping kids improve health and wellness in their own lives and communities—and have committed to getting healthy since the program launched in 2006.

Making sure kids live healthier lifestyles can be "child's play"—especially if children get pointers on nutrition and fitness by participating in fun programs, like those found at local Boys and Girls Clubs of America or through Nickelodeon's Let's Just Play Go Healthy Challenge.

The Let's Just Play Go Healthy Challenge, developed by Nickelodeon in partnership with the Alliance for a Healthier Generation, is helping kids change the outcome of their generation and measuring their pledges to adopt healthier lifestyles. Part of the network's five-year-old "Let's Just Play" health and wellness campaign, it includes tools for kids such as a monthly personalized health tracker, which allows kids



One way to get kids excited about eating better and staying fit is a show that challenges kids to do just that.

to keep an online journal that tracks their daily activities and food intake, and an interactive game where kids are encouraged to get up and be active.

Each monthly episode of the Let's Just Play Go Healthy Challenge provides kids with practical tips to help get them started on the road to healthier lifestyles, such as:

- Drink a glass of water for every other beverage you drink.
- Walking is a great low-impact exercise. Walk at least 30 minutes a day.
- Pump up your activity while watching TV by getting up and active. During commercials, try stretching, sit-ups and marching in place.
- Instead of regular potato chips, try baked chips or whole grain crackers with low-fat cheese.
- During lunch, replace unhealthy side items with fruit or raw vegetables at least three days a week.

Kids and families can log on to www.nick.com/letsjustplay to register to take the Let's Just Play Go Healthy Challenge or get more information.