

Nutrition for Active Families

Nutrition Education For Children And Families

(NAPSA)—In an effort to scale down the high percentage of Americans who are overweight, the U.S. Department of Agriculture (USDA) and the Ad Council have developed a Public Service Advertising campaign to inspire children and families to adopt healthier lifestyles.

Weighing The Risks

Today, obesity and overweight statistics are staggering. Approximately 66 percent of adult Americans are considered overweight or obese while nearly 16 percent of American children are categorized as overweight. Research shows a direct correlation between being overweight during childhood and adolescence and carrying that through into adulthood.

Is Your Child Physically Fit?

Recent research also indicates that mothers and caregivers understand the importance of healthy eating yet struggle with knowing the best way to provide good nutrition. According to a study by Yankelovich Research for the Ad Council's Coalition for Healthy Children, less than half the mothers surveyed describe their children as physically fit and only 40 percent said their kids are healthy eaters. In addition, 39 percent said they are unclear about which foods are considered healthy and 63 percent report that healthy eating is often a major battle with their child. To promote healthier lifestyles, the USDA and the Ad Council are launching a campaign to encourage parents to provide healthy options for their families, and to motivate their children to seek proper nutrition and physical activity levels.

Reaching Out

Created pro bono by Saatchi & Saatchi, the "Nutrition Education" ads aim to inspire parents to encourage healthy habits by



Research found less than half the mothers surveyed describe their children as physically fit and only 40 percent said their kids are healthy eaters.

emphasizing that "good nutrition can lead to great things" and can help their children be the best at everything they do. The campaign directs families to the USDA's MyPyramid.gov Web site, an effective tool for helping direct healthy choices. "The combination of proper nutrition and daily physical activity are critical for a healthier lifestyle," said USDA's Deputy Secretary of Agriculture, Chuck Conner. "It is time for all of us to work together to ensure a healthier future for our most precious resource, our children."

The Ad Council and USDA also worked with Walt Disney Studios Home Entertainment on a series of complementary ads featuring the lovable characters and memorable songs from Walt Disney's classic "The Jungle Book." The campaign emphasizes the importance of balancing good nutrition and physical activity, by emphasizing the "Bare Necessities" of healthy living. The Jungle Book PSAs send a message to parents and children that leading a healthy lifestyle can help them be the best at everything they love to do.