

Play Nice! Newsletter

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School Talk

Young People today live media saturated lives, spending an average of nearly 6 1/2 hours a day with media.

**Generation M:
8-18 Year olds**

**Kaiser Family
Foundation
Mar. 2005**



Fat Times for Fast Foods

The Nov. 9 issue of *Business Week*, pointed out that if you're thinking that all the talk about obesity is scaring people away from fatty foods, think again.

Consider these facts: 1) Kentucky Fried Chicken sales are up 6% over the previous year, 2) Hamburger outlets served over 500 million more customers in 2004 than in the previous year, 3) doughnut shops served about 150 million more people last year than in 2003, and 4) Carl's Jr., created quite a stir with the Monster Thickburger, which has two 1/3-pound slabs of Angus beef, four strips of bacon, three slices of cheese, and mayonnaise on a buttered sesame-seed bun -- totaling 1,420 calories and 107 grams of fat.

It comes as no surprise that a new study which followed Americans for three decades suggests that, over the long haul, 9 out of 10 men and 7 out of 10 women will become overweight. http://www.businessweek.com/bwdaily/dnflash/nov2005/nf2005119_4208_db016.htm

What to do?

Given the limited success of individual weight loss programs, a change in the environment may be needed to address increasing childhood (and adult) obesity. Some suggestions for children include: change children's play environments, designate safe play areas, return to walking to school, build schools in local neighborhoods away from busy streets, and put physical education and recess back into every school day.

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Adults aren't the only ones at risk for heart disease, stroke and other cardiovascular diseases. More and more kids are at risk too. That's why the American Heart Association and the Clinton Foundation have joined forces to ensure that today's generation of youth grows to be one of the healthiest. The alliance has also teamed up with Governor Mike Huckabee of Arkansas who has been instrumental in creating policies that promote healthier lifestyles in his state. The joint goal of the alliance is to stop the increasing prevalence of childhood obesity in the United States by 2010. Go to www.americanheart.org or www.healthiergeneration.org for more information.



"Don't Sit. Get Fit." and the "Promote Peace" Wrist bands are bracelets made of 100% pure silicone for the longest lasting and best quality bands available.

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