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NEWS RELEASE

FOR IMMEDIATE RELEASE
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Miss Idaho Falls: "Eat Healthy, Play Strong!"

Interactive Assembly for Schools Give Children Tools to Help Them Make Healthy Choices

EASTERN IDAHO – Because healthy kids learn better, Eastern Idaho Public Health District (EIPHD) and Miss Idaho Falls, Kelsie Roper, have partnered to offer local elementary schools a high-energy, interactive assembly: **"Fuel Up to Play 60!"** This assembly encourages kids to be active and eat a variety of healthy foods every day.

Over the past 25 years, the obesity rate of adults has doubled, but even more alarming is that for children ages 6 to 19 the rate has tripled according to the Centers for Disease Control and Prevention. Miss Roper found these rates startling and as the reigning Miss Idaho Falls, focused her platform on the childhood obesity epidemic.

Partnering with EIPHD's Action for Healthy Kids team, Miss Idaho Falls developed an assembly to offer local schools to help them with their efforts to improve school wellness. Using the model of "Go, Slow, Whoa," Miss Idaho Falls teaches the students foods they should eat every day—the "Go" foods such as fruits, vegetables, whole-grains and low-fat milk—to foods they should only eat every once in a while—the "Whoa" foods such as candy, pastries, and chips.

Utilizing the concept of a traffic stop light, the "Go" foods are green, the "Slow" foods are yellow, and the "Whoa" foods are red. This helps the kids understand that they, like a car, need food, or fuel, to keep their bodies moving every day to be healthy and strong. Students learn that they need to fuel up their bodies in order to be healthy, and that they need to play for at least 60 minutes every day to be strong.

From January through March of this year, the **"Fuel Up to Play 60!"** assembly has been held at nine area elementary schools from Idaho Falls to Rexburg, educating and inspiring approximately 3,655 students to be healthy and strong. During April and May, an additional nine schools are scheduled to have Miss Idaho Falls and Eastern Idaho Public Health District's health educator provide this assembly to an additional 4,300 students.

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To provide further incentive for these students to eat healthy and move their bodies for at least 60 minutes every day, a Family Fun Run will be held at the Idaho Falls Community Park on Saturday, May 21, 2011 at 10:00 a.m. The first 150 kids will receive a free T-Shirt. There will also be many prizes and giveaways for attendees, free healthy snacks provided by the Idaho Dairy Council, and Miss Idaho Falls running and interacting with the families.

For more information about the "Fuel Up to Play 60!" assembly or to schedule the assembly for your school, contact Kaylene Craig, Health Education Specialist at Eastern Idaho Public Health District, at 533-3150 or kcraig@phd7.idaho.gov.

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