



Get Kids **in** *Action*





Program Overview



Get Kids **in** *Action*



Gatorade Commitment

Gatorade heritage built on research

Formula developed by scientists and physicians for the Florida Gators

Gatorade Sports Science Institute continues research and educational outreach

Gatorade brand synonymous with active lifestyles

Declining physical activity among children

Responsibility to contribute to solution

Overview

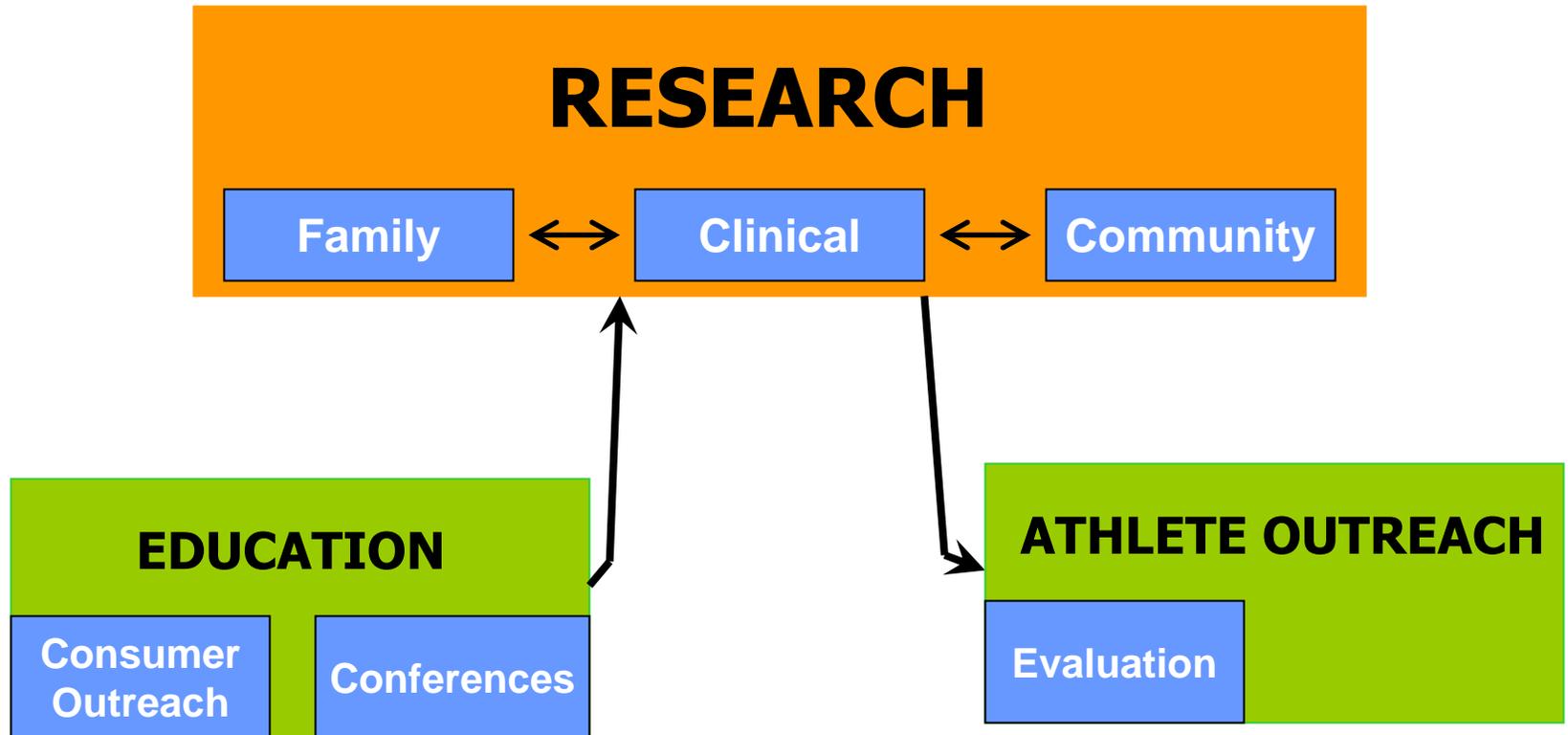
4-year, \$4 million partnership with University of North Carolina at Chapel Hill's School of Public Health and Department of Athletics

A leading school of public health
Nationally recognized athletic department

Identify **real and proven solutions** to increase childhood activity and decrease obesity

First study to explore linkages between full range of individuals who can have an impact on issue

Get Kids *in* Action



Research

Clinical

Strategies to improve the BMI assessment and tracking of BMI in children

Counseling strategies for behavior change

Resources to help clinicians link families with community resources

Family

Parents' and families' perceptions of childhood overweight

Role of parenting skills in negotiating eating, activity and TV/screen time

Where parents and families currently obtain information

Families' preferences for receiving intervention information

Community

Existing community resources

Usefulness of cataloging resources and providing recommendations to families

Intervention opportunities during the after-school period

Advisory Board

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Executive Director, North Carolina Heart Disease and Stroke Prevention Task
Force
North Carolina Department of Health and Human Services

Sandra Hassink, MD

Director, Pediatric Obesity/Weight Management Clinic
duPont Hospital for Children, Wilmington, Del.

Education Update

Sponsor conferences related to childhood obesity

Fall 2004 conference on developing physical activity measurement standards

Develop resources to increase and share knowledge about childhood obesity prevention for families and professionals

Education Update

GetKidsinAction.org

Get Kids in Action

Home | Childhood Obesity | Physical Activity | Healthy Eating | Myths & Facts | About Get Kids in Action

Help Them Out. And Up. And Outside.

Physical Activity Tips
Start a family tradition of Saturday bike rides.
[More >](#)

Healthy Eating Tips
Helping the kids eat right is easier than you might think.
[More >](#)

Welcome to Get Kids in Action!

Helping parents inspire kids to adopt an active and healthy lifestyle is the goal of Get Kids in Action, a partnership between the University of North Carolina at Chapel Hill and GetWade; this web site, you'll find resources to help your child maintain or reach a healthy weight, inspirational material on [howto.yourchildbesthealth.com/resources/learn-outdoor-activities](#) that's relevant to kids (not just adults!) and straight talk on the [whyitsbestfacts](#) surrounding childhood obesity.

Experts recommend that kids get at least 60 minutes of physical activity every day and eat balanced diet to maintain a healthy weight. As a parent, you may find it challenging to ensure your children meet these recommendations, but it's important to remember that [you're the most important role](#) for your children to become more active - even if you are not active yourself.

What can you do? Find out all the ways you can help your child get fit.

BMI Calculator Find out the ideal weight for your child for any measurement.

Myths or Facts? Kids need to get organized sports or work out to be fit.

Get Kids in Action

Home | Childhood Obesity | Physical Activity | Healthy Eating | Myths & Facts | About Get Kids in Action

BMI Calculator

Causes
Prevention & Treatment
Risk Assessment Tool
[BMI Calculator](#)

Body Mass Index, or BMI, is an indirect measure of body fitness calculated directly from height and weight measurements. It is intended as a screening tool to identify children who may be at risk and need further assessment by a health care provider. BMI for children is age-specific because body fitness changes over the growth period. It is also related to the sex of the child because boys and girls differ in body fitness as they mature. For this reason a simple calculation of height and weight is not enough to determine BMI in children. BMI needs to be linked to both age and gender and this is done by plotting it on a special growth chart.

To simplify things, we have created a BMI calculator that will allow you to easily determine your child's BMI and find out if he or she is at risk for becoming overweight.

Some things to keep in mind:

- You will need to know your child's height and weight to use this tool properly. If these measures were not taken today, enter your child's age at the time of the measurement.
- The information you receive today only represents one point in time. BMI is most useful when it is tracked over time to see if there is a trend. We suggest that you return to the site and update your child's information every six months to one year.
- The calculator is for kids and teenagers aged 2-20.

Is your child at a healthy weight?

- 1 First, select all measurements in Metric (US Standard) Metric
- 2 Next, select your child's gender...
 Male Female
- 3 Then, enter your child's height and weight...
Height: ft. in.
Weight: lbs.
- 4 Finally, enter your child's height and weight...

Education Update

Wal-Mart/SAM'S CLUB Outreach
\$1 million sports camp scholarship program

Awarded to children ages 8-12
Leverages relationships with
Division One schools

Program Extension

Channel One public service
announcement targets
sedentary teens with message
on the importance of being
active

Features Mia Hamm

Get Kids in Action
UNC
WAL-MART

Motivate Your Kids To Get Active

Did you know that kids should get at least 30 minutes of physical activity each day?

Be A Physical Activity Champion

Parents are a powerful motivator

Get Kids in Action
UNC
WAL-MART

Joining Forces To Increase Childhood Activity

Get Kids in Action:
Help your child reach 60 minutes of physical activity every day!

Why?

- Helps your child maintain a healthy weight
- Builds your child's self-esteem
- Provides your child with a healthy lifestyle and helps the development of important adult attitudes, such as sports participation at a high school level and
- It's fun!

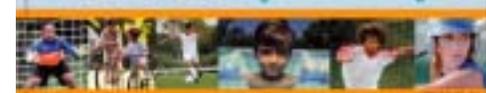
How?

- Encourage your children to choose healthy, fun, active, or adventurous sport
- Provide your children with tools and games
- Allow time for active play with friends, especially team activities
- Plan active family weekends to hike, hike, or bike together
- Invite your children to attend supervised parties
- Make it fun whenever children are from school
- Be an active role model yourself!

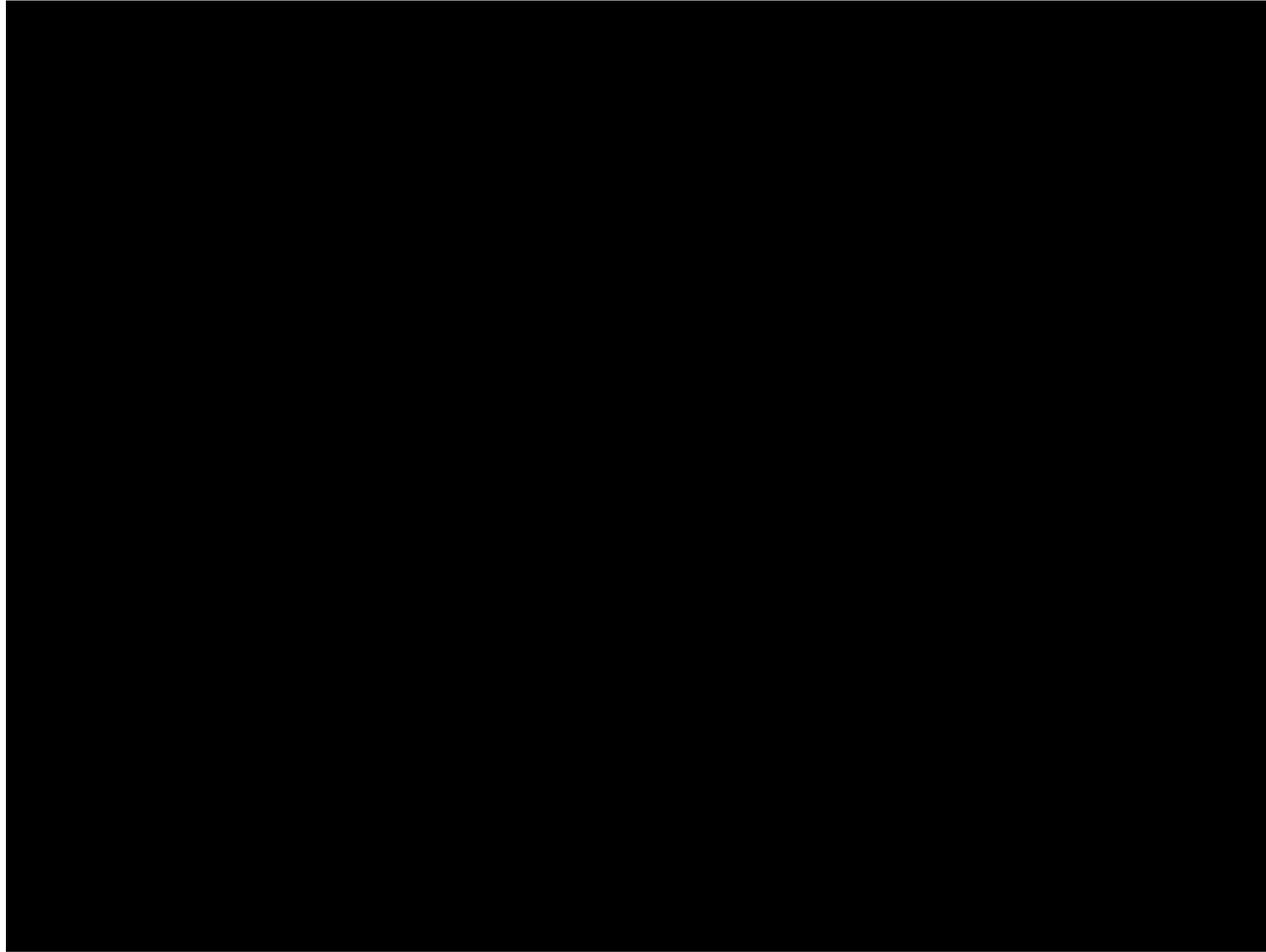
Additional Healthy Lifestyle Tips for Parents

- Create weekly physical activity and nutrition goals for your family
- Limit television viewing activities screen time to less than one hour a day
- Designate at least one time each week to have a "fruit together as a family"
- Limit fast food and eating out to only one time a week
- Keep healthy foods, such as cut-up fruits and vegetables, easily available for snacks

For more information, visit: www.getkidsinaction.org



Channel One PSA



Athlete Outreach

Create a model that leverages UNC athletes to inspire kids to be active

Goal: Help children achieve 60 minutes of physical activity each day

Integrate physical activity messages into range of subjects

Opportunities for Public/Private Partnerships

Leverage partner strengths to increase success

Brand equity

Channels to reach target audiences

Existing relationships



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