

New!

Let's Get Moving!

Working Together to Promote Active Lifestyles in Young Children

This exciting new resource kit for childcare providers, professionals, and parents is designed to introduce quick and easy ways to incorporate physical activity into the daily routines of children ages 2–7. The kit highlights ways to promote activity in 5–10 minute intervals throughout the day. The video and activity cards emphasize the importance of being physically active in increasing confidence, self-esteem, problem solving, social skills, and in building lifelong healthy habits.



This resource kit includes:

- An 11-minute motivational video
- One set of 7 colorful physical activity cards—each with a simple physical activity idea introduced in the video
- 10 colorful pamphlets highlighting the 7 simple physical activity ideas introduced in the video
- A users guide with ideas on how to use kit

3494 \$55.00

The activity cards can also be purchased separately in sets of 10.

New!

Fit Families Novela Series: For Parents Who Want the Best for Their Families

This innovative bi-lingual resource kit was created for health professionals working with parents with young children. The video and print fotonovelas are designed to stimulate discussion on how to create healthy snacks, increase physical activity, and limit TV watching. Created using “realistic” characters that are struggling to make improvements in their families’ health habits, they help parents understand how small changes can increase a family’s healthful activities.

Included are:

- A series of three 12-minute videonovelas each in VHS and DVD format: “Marisa’s Big Move” —a story about limiting time watching TV and videos, “Marta’s Delicious Snacks”—one mother’s story about the rewards of creating healthy snacks, and “Christina’s Day of Discovery”—a family’s story about increasing exercise
- 10 of each of the 3 fotonovelas that can be used in combination with the video novellas
- A leaders guide for educators with 3 simple lesson plans on how to incorporate the video and fotonovelas into existing curricula

3496 \$65.00

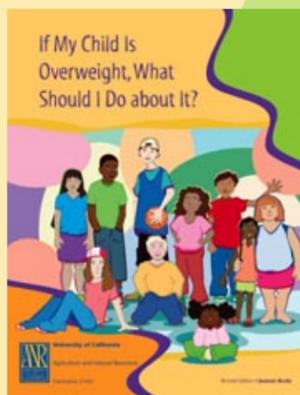
The three fotonovelas can also be purchased separately in sets of 10.

New!

If My Child is Overweight, What Should I Do about It?

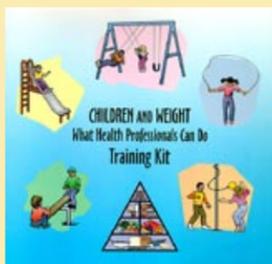
This best-selling pamphlet has been updated and now includes lively, full-color illustrations throughout. This how-to guide gives sound advice to parents who have a child who is overweight. Topics covered include healthy meals, snacking, increasing physical activity, and issues faced by overweight children such as self-esteem and stigmatization. 32 pp. Rev. 2004.

21455 \$5.00



Children and Weight: What Health Professionals Can Do

This results-oriented kit contains everything you need to conduct in-service training for physicians, nurses, dietitians and other health professionals, on diagnosing, assessing, and treating pediatric obesity. In pilot tests with over 500 health professionals, this training received overwhelmingly positive feedback.



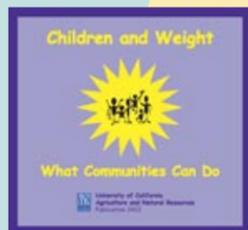
Included in the kit are:

- A three-part videotape that includes a segment on body image, a pediatric endocrinologist discussing the medical risks pediatricians need to screen for when examining an overweight child, and an interview with a pediatrician discussing her approach to assessment and care planning for her overweight patients
- A notebook containing 5 lesson plans complete with educational objectives, teaching activities, overhead masters, and handout masters
- An extensive resource list
- A teaching “flip chart” for use with low-income families
- Samples of pamphlets for parents
- A review of recent scientific research on pediatric obesity
- An evaluation instrument

3416 \$100.00

Children and Weight: What Communities Can Do

The *Children and Weight: What Communities Can Do* resource kit is a how-to guide offering technical assistance to community leaders who want to launch a local task force dedicated to reducing childhood overweight.



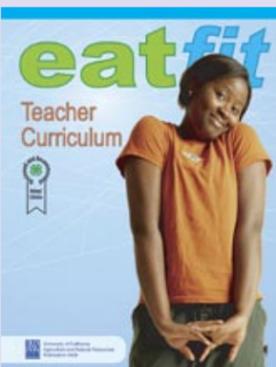
This resource kit includes:

- Essential, up-to-date information on childhood overweight, including: prevalence, best practices approaches for prevention, and social concerns related to body image
- An explanation of rationale and philosophy for empowerment approach
- Guidelines for mapping community resources, identifying and recruiting potential task force members, and discovering the range of possible activities; and objectives, and devising an action plan
- Tips for facilitating effective meetings
- Step-by-step guides for initial task force meetings including agendas, overheads, and handouts
- Suggestions for how to help the group maintain momentum
- An extensive list of resources on childhood overweight and community building
- *Make A Change* an inspiring video that shows different ways that local communities have mobilized to improve kids access to nutritious foods and fun ways to stay fit

3422 \$100.00

EatFit Teacher’s Curriculum

This curriculum is designed to improve the eating and fitness choices of middle school adolescents. The curriculum consists of nine lesson plans, lesson enhancements, recipes, educational standards, references, answer sheets for the student workbook and web-based diet analysis. 2001. 144 sheets, 3-hole drilled



3424 \$18.00

EatFit Student Workbook

This fun, colorful, goal-oriented magazine is designed to be used as a handout when presenting the *EatFit* curriculum. Sold in sets of 10. 2002. 19 pp.

3423 \$10.00/10

