PUBLIC SERVICE ANNOUNCEMENT FOR IMMEDIATE RELEASE

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The YMCA helps during Childhood Obesity Awareness Month

September is National Childhood Obesity Awareness Month and the Rogue Valley Family YMCA — a leader in youth development and healthy living—wants to help families understand the risks of childhood obesity and how to incorporate regular physical activity and healthy eating into their lives.

Given the recent Centers for Disease Control and Prevention (CDC) report, which shows a small decline in childhood obesity rates among preschoolers in several states there is still a long way to go before declaring an end to the childhood obesity epidemic. Obesity puts children at risk for chronic diseases often seen in adults, such as high cholesterol, cardiovascular disease, high blood pressure and type 2 diabetes.

"At the YMCA, we want families to understand the risks of childhood obesity and the lifetime benefits of eating right and getting physically active,” said Jeni Beck, Fitness Director. "Our physical education classes begin this week for homeschoolers, charter school kids and high school teens so the Y is a great place for families to get started.”

In addition, the YMCA offers the following tips:

1. **Eat Healthy**: Make water the drink of choice (supplemented by age-appropriate portions of 100 percent fruit juices and low-fat milk) and make it easy for everyone to fill half their plates with fruits and vegetables by offering two or three colorful options.

2. **Play Every Day Outside**: Kids should have at least an hour a day of unstructured play outside and break a sweat at least three times a week by getting 20 minutes or more of vigorous physical activity.

3. **Get Together**: Eat as a family as frequently as possible with kids involved in meal preparation and clean up. In addition, adults should take a break from electronics and spend one-on-one time each day with their kids, enjoying one another’s company.

4. **Reduce Screen Time**: Time spent in front of a television, computer, tablet, cell phone or video game should be limited to two hours per day.

5. **Sleep Well**: Kids and adults need to keep a regular sleep schedule—ten to twelve hours per night for kids and seven to eight hours for adults.

For more information about YMCA healthy living programs visit [www.rvymca.org](http://www.rvymca.org) or contact Jeni Beck, Fitness Director, at 541-772-6295 x104 or jbeck@rvymca.org.

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