

FOR IMMEDIATE RELEASE

September 30, 2011

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Play Hard, Eat Well- Have Fun!

New Jersey Partnership for Healthy Kids – Trenton and Monument School Partner

Trenton, NJ – On Friday, September 30th at 1 PM, in recognition of National Childhood Obesity Month, the New Jersey Partnership for Healthy Kids – Trenton launched their partnership with Monument Elementary School in an effort to fight obesity. In conjunction with the school's *All About ME* program, NJPHK-Trenton supplied new recess equipment to help increase student's daily physical activity.

NJPHK-Trenton is the City's new leader in reducing childhood obesity. "With over 30 partner organizations and three active workgroups, we are committed to reversing the trend of increasing childhood obesity rates," said Marissa Davis, Project Coordinator, NJPHK-Trenton. "Childhood obesity is preventable. It's up to adults to encourage healthy habits and our partnership is working to make that easier."

The *All About ME* (Motivation to Exercise) program, developed by Monument School Physical Education instructor, Tiffanie Messinger, organizes afterschool jogging and exercise clubs as well as more structured recess during the school day. The *ME* program is modeled after the Presidential Active Lifestyle Award, which requires students to exercise 300 minutes a week during a 6 – 8 week period. The recess equipment purchased by NJPHK Trenton will be used at multiple play stations to help student reach this goal.

A 2010 study completed by Rutgers Center for State Health Policy Research reports that Trenton's youngest children are at highest risk for long-term health problems due to obesity- 49% are overweight or obese versus 21% nationally. The U.S. Department of Health and Human Services' Guidelines for Americans recommend that children should be physically active for at least 60 minutes every day. In Trenton 66% of 3-18 year olds do not meet this recommendation.

"The growing rate of childhood obesity in our City is alarming," said Marissa Davis, Project Coordinator, NJPHK-Trenton. "National Childhood Obesity Awareness Month is a perfect time to recognize the serious threat obesity poses to the health of Trenton's children and the importance of decreasing its prevalence not only at Monument School, and the City of Trenton, but across the entire United States."

About New Jersey Partnership for Healthy Kids – Trenton

The New Jersey Partnership for Healthy Kids – Trenton is an initiative of the Robert Wood Johnson Foundation and aims to reduce the prevalence of childhood obesity in five high need cities in New Jersey. The communities targeted include Camden, Newark, New Brunswick, Trenton and Vineland. The goal is to reverse the childhood obesity epidemic by 2015. For more information, please visit www.trentonhealthykids.org or contact Marissa Davis at mdavis@trentonymca.org.

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