



## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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### **September is National Childhood Obesity Awareness Month**

September is National Childhood Obesity Awareness month. A recent Crow Wing County survey indicated that 84.8% of respondents thought “obesity [or being] overweight amongst children was a serious problem.” Complications of obesity include: diabetes II, heart disease, and high blood pressure.

Decreasing the chances of your child living with one of these health complications is attainable for everyone!

Try these three steps:

- 1) Get moving! Encourage your child to be active. Limit screen time and have them explore the local park or join a sports team. If you can't find one - try making a league of your own with your neighborhood!
- 2) Offer more fresh fruits, vegetables and less processed foods. By having mostly healthy snacks available to your family, this will decrease the intake of junk food. Healthier food gives your child's body the energy to be active, feel better and think clearer. Foods high in sugar can bog you down and even create a foggy mind! There are some foods that have hidden and unnecessary sugars including: white bread, juice, chips, and sports drinks. Pay attention to the carbohydrates and sugars amounts listed on the nutrition label! Rethink your drink and grab water! It has no added sugars and is free from the faucet!
- 3) Be a good role model. This is the most important one! Your child is watching your every move so encourage family or group exercise such as hiking, biking or swimming. Your child will catch on! The same applies to eating more fresh produce. Checkout your local farmers market on your family bike ride - or catch a “rain shower” in the produce section of your local grocery store!

Here are some resources in our community:

- *‘Healthy Weight and Your Child’* program, created by YMCA and Essentia Health, for children between 7-13 years old with a BMI in the 95<sup>th</sup> percentile or higher. For more information, please call Joanna Collins at 218-454-2554 or email her at [jcollins@blymca.org](mailto:jcollins@blymca.org).
- *Women, Infants, and Children (WIC)* program, children 5 and younger (income guidelines)

And as always, make sure your children are up-to-date on their Child and Teen Check-ups! For more information regarding Child and Teen Checkup, visit: <https://crowwing.us/190/Child-Teen-Checkups>

Community Services administers more than seventy federal and state benefit and assistance services and programs to residents in Crow Wing County. The Department is dedicated to providing excellent service and efficient management in performing its mission of promoting and protecting the health, well-being and self-sufficiency of all Crow Wing County residents.

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**Our Vision:** Being Minnesota's favorite place.

**Our Mission:** Serve well. Deliver value. Drive results.

**Our Values:** Be responsible. Treat people right. Build a better future.

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