



WILLIAMSON COUNTY AND CITIES HEALTH DISTRICT

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Williamson County and Cities Health District Trains Head Start Schools on Obesity Prevention Program

September 28, 2009 (Williamson County) –

In Williamson County, Texas, 53% of children are not getting enough physical activity daily, 52% do not meet the recommendation for fruit consumption daily and 59% do not meet the recommendation for vegetable consumption daily according to a sample from the 2005 Youth Activity Weight and Nutrition Survey.

Williamson County and Cities Health District held training for Williamson and Burnet County Head Start teachers on August 4, 2009. Margaret Rodriguez, Teacher, and Dena Yantz, Education Coordinator, of Williamson-Burnet County Opportunities, Inc. said:

[We are] extremely pleased with the Color Me Healthy staff training that has been provided...They focused on the many aspects that are of concern within the communities that we serve. They gave each of our centers a curriculum to implement with the children at the [classroom level] to promote healthy eating. We are proud to help set the foundations that will make our children healthier. We applaud the efforts of the Williamson County and Cities Health District; they are making a difference and changing lives.

Training focused on an obesity prevention program, titled Color Me Healthy, which was developed by North Carolina Cooperative Extension and the North Carolina Division of Public Health. Color Me Healthy will be implemented this Fall in all Head Start classrooms to show children that physical activity and healthy eating are fun through stimulation of their five senses – touch, smell, sight, sound, and taste. In conjunction, Raising Healthy Families will be offered to Head Start Families. Topics for this family obesity prevention program include: reading food labels, tips on smart grocery shopping, understanding serving sizes, preparing meals and snacks at home, tips for smart eating out, and physical activity for the entire family. Raising Healthy Families is offered in English and Spanish and is available to the entire community.

Williamson County and Cities Health District recognizes the generous donations by Friends of Public Health, Inc. and Build-A-Bear Workshop Bear Hugs Foundation in providing the critically needed supplies that make the Color Me Healthy program available. Friends of Public Health, Inc. is a public non-profit organization in Williamson County that supports local public health programs by augmenting funding for innovative programs that encourage better health for Williamson County's school children and citizens of all ages. The Build-A-Bear

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Workshop Bear Hugs Foundation is committed to making life more bearable for children, families, and pets, who are in need of a helping paw. With the sale of each Champ – A Champion Fur Kids – a special furry friend available in all Build-A-Bear Workshop stores, one dollar is donated to children’s health and wellness causes. Funds are available to qualified non-profit groups in the United States and Canada through a bi-annual grant process. Visit www.buildabear.com for more information.

To learn more about Color Me Healthy, Raising Healthy Families, or other health education programs WCCHD offers please contact the Community Health Education team at healthed@wcchd.org or call 512-248-3252.

For more information about *your public health department* please visit www.wcchd.org.