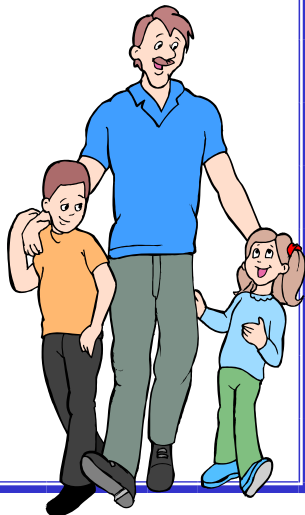


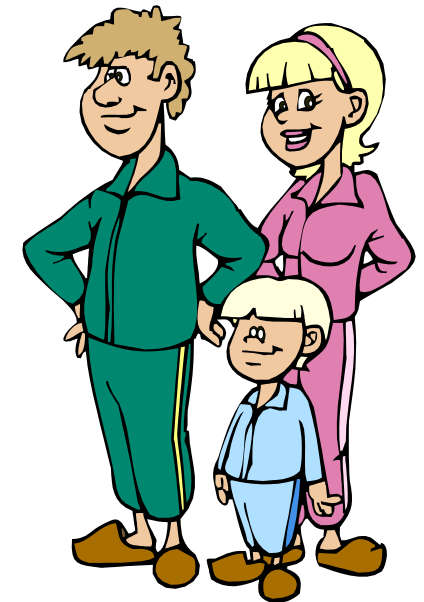
Regular physical activity is the best defense against weight problems. Children of parents who exercise are less likely to have weight problems and more likely to exercise! Watching too much television can lead to inactivity, so it's a good idea to limit TV time.

A child learns from watching and imitating his or her parents. The best way to encourage youngsters to adopt healthful habits is to **be a good role model.**

Encourage children to stop eating when they feel full, rather than insisting on a "clean plate."
Don't use food as a reward, bribe or pacifier.



Physical Fitness is a Family Affair



Summer sets the stage for fun and fitness. Longer daylight hours, warmer temperatures and summer vacation make it the perfect time to be outdoors and be active.

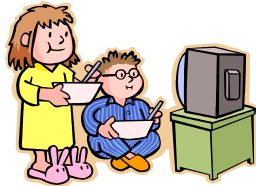
Why is Activity Important?

Children and adults who exercise regularly enjoy lots of benefits. Regular physical activity not only helps you look and feel better, but it sets the stage for healthy lifetime habits. It also provides an easy way to share activity with friends, family, classmates and playmates and is a good way to make new friends.

What can Parents and Care Givers Do?

Regardless of the season, make exercise a regular part of your youngster's lifestyle. Start by arranging family outings or regular activities that revolve around exercise. Children love the attention and companionship when a parent joins in. For a child to enjoy activity, it needs to be fun, pleasant and convenient.

- Provide a safe environment for children that lets them run and play.



- Limit the amount of television a child watches to no more than one or two hours per day.

- Encourage kids to play outdoors all year long. Good outdoor activities include playing tag, jumping rope, swimming, sledding and hide-and-seek.

- Take trips to the local playground so children can climb, swing and slide on playground equipment.

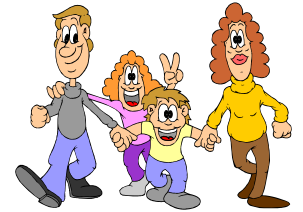


- Walk with children instead of driving when you are going anywhere within walking Distance.
- Use stairs instead of elevators.



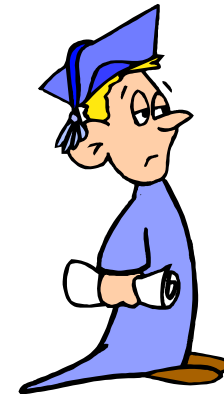
- Encourage kids to play with other youngsters. Running, skipping, jumping and dancing are good group activities.

- Purchase simple exercise or easy activity videotapes for a child to have on a rainy day.



- Take family walks and bicycle rides.

By High School Graduation, the Average Youngster Has:



- Watched about 15,000 hours of television.

- Been exposed to 350,000 commercials (more than half of those are for food products)
- Spent 13,000 hours in the classroom.

