



COUNTY OF SAN DIEGO NEWS RELEASE

FOR IMMEDIATE PUBLICATION

Oct. 1, 2004

CONTACT: Wilma Wooten (619) 515-6519

NATIONAL CHILD HEALTH DAY TO BE CELEBRATED OCT. 4

“Healthy Environments, Healthy Children” is Local Theme for Awareness Event

A “Nutrition Olympics” for fourth graders at a San Diego-area elementary school is the focus for a celebration of National Child Health Day, Monday, Oct. 4. The event takes place from 1 to 2:30 p.m. at Jackson Elementary School, 5465 El Cajon Blvd.

“Healthy Environments, Healthy Children” is the local theme for the national day of recognition of children’s health. It is designed not just to increase kids’ awareness of healthy eating habits and behaviors, but to get their parents thinking about it, too.

“Parents set the stage for their children’s behavior,” said Ron Roberts, San Diego County Fourth District Supervisor, who will kick off the Nutrition Olympics on Oct. 4. “Parents can create the ‘environment’ by introducing their kids to healthy nutrition and fitness habits and reinforcing healthy habits. The Nutrition Olympics will send the message that it’s not just good for everyone to eat well and get regular exercise, but it’s fun, too.”

The San Diego County Health and Human Services Agency, along with the Coalition of Children and Weight San Diego and San Diego chapter of the American Cancer Society are sponsoring the Nutrition Olympics, which will put Jackson Elementary fourth graders through eight different nutrition-related games including Watermelon Weightlifting and the Cucumber Javelin Throw. The kids also will be given thought-provoking quizzes to test their knowledge on nutritious eating habits.

Parents have been invited to attend and cheer their children on. The University of California Cooperative Extension and Five-A-Day San Diego also will have booths for parents and incentive items for the kids. Healthy snacks also will be available; Jamba Juice will provide free smoothies.

For more information on children’s nutrition, fitness and general health, please call (619) 692-8819 or visit the Coalition on Children and Weight San Diego Web site at www.ccwsd.net.

###