



## 2006 Youth Empowered Ambassadors for Health! (YEAH!) Campaign Campaign Overview and Toolkit Elements

**It's not always easy to talk with kids about healthy nutrition and physical activity.** This toolkit offers you resources to help you connect with young people and adults about the benefits of eating healthfully, getting enough physical activity and becoming an advocate for a healthy lifestyle. The goal is to share the facts and tips provided and facilitate a community dialogue around this important topic.

### **Florida Department of Health partners with CWK Network, Inc.**

The Florida Department of Health (FDOH) has partnered with CWK Network to launch an important educational campaign that focuses on the health and wellness of young people. Founded in 1998, CWK Network produces the Emmy® award-winning *Connect with Kids* television series, featuring real kids sharing their true stories about today's youth issues. CWK Network has produced a half-hour television program for this campaign called *The Biggest Generation*, which has aired throughout Florida during the 2006 television season, and will have special encore airings on select Florida television stations this fall. Research shows that *Connect with Kids* programs on TV and in the classroom are changing youth behavior and inspiring conversation about important youth issues among parents, educators and children.

### **A Generation at Risk**

The rate of overweight among children has tripled in the past two decades, and it does not appear to be slowing down. What's critical is that overweight children have shown an alarming increase in the incidence of type 2 diabetes and other high health-risk diseases rarely seen in childhood, including high cholesterol and high blood pressure. You'll find more facts and myth-busters inside this toolkit.

### **Young People Are Making a Difference**

Children and teens all over the country are working together to make positive changes in their schools, communities, and even in local and state policy. You'll find more information in this toolkit about youth success stories and how you can become active in the cause.

### **The Power of Advocacy**

With super-sized meals, video games and an automobile-driven society, staying healthy today can be a challenge. In addition, we are bombarded with messages encouraging us to eat at fast-food restaurants, play computer games and buy snack foods. Adults and kids don't always receive the information they need about the benefits of having a healthy weight and lifestyle. The FDOH's YEAH! campaign provides this much-needed information, and supports the role that we can all have in becoming advocates. Grassroots campaigns such as this – involving local communities and local media – have the power to influence change; consider seat belt safety, recycling and designated drivers, just to name a few. It works, and it takes a community of people just like you to get involved and make it happen.

Thank you for your participation in this year's campaign, and for helping to support the emotional and physical health of children throughout the state of Florida.



## What You Will Find Inside the Toolkit

- A copy of the half-hour television program, *The Biggest Generation*, which aired throughout Florida this year and will have special encore presentations on select Florida television stations this fall.
- This Implementation Guide to help you use the campaign elements.
- A list of participating Florida television stations and broadcast dates for the half-hour program.
- A sample Meeting Announcement for you to photocopy and post, announcing your own organization's video viewing and discussion meeting.
- A Fact Sheet with the latest information and statistics about youth obesity.
- A Parent Tip Sheet with expert advice to help parents talk with their children about the benefits of healthy nutrition and physical activity.
- A Youth Information Sheet to help young people learn about this important health issue and what they can do to help.
- A magnet showing your campaign support and creating awareness of the campaign website.
- Information about the Florida Department of Health/YEAH website: [www.connectwithkids.com/YEAH](http://www.connectwithkids.com/YEAH). The website contains custom online resources, including video streaming of the half-hour television program, group discussion questions, youth self-reflection questions and more. The site also contains downloadable versions of many of the toolkit documents.

## How to Use the Community Toolkit

- Schedule a screening of the half-hour video in your school, club or other community setting. Invite parents, youth or both and use the materials in the toolkit and on the website to make the event a positive educational experience.
- Complete and photocopy the sample Meeting Announcement to post in and around your community announcing the screening.
- Start a discussion group for children or teens that focuses on the youth obesity issues highlighted in the resources and the half-hour video program. Use the discussion questions and self-reflection questions on the website to help facilitate the sessions.
- Lend the video program to parents and/or students for home use or for leading discussions in other settings (religious meetings, civic groups and clubs, schools). Show meeting facilitators how to access additional materials on the website. (See details below or at [www.connectwithkids.com/YEAH](http://www.connectwithkids.com/YEAH)).
- Use materials in the toolkit and on the website to send information to parents through your organization's newsletters, email notices and other direct communication channels.

### Using the Half-Hour Television Program

- Invite people from your organization and/or the community to watch *The Biggest Generation* television program together. (See broadcast dates in toolkit and on the website.)
- When you play *The Biggest Generation* in group settings, pause the tape after each segment and discuss what you have viewed. Use the discussion and self-reflection questions from the website to facilitate learning.
- Assign young people in your class or organization the task of watching the program with their parents.
- Allow youth to show the tape to groups of peers or other pre-teens and teens (school classes, after-school clubs youth groups, church groups, etc.)
- Encourage schools in your community to use the video program and correlating resources in health classes.

### Using the Group Discussion and Self-Reflection Questions

- Train youth and/or adults to become group discussion leaders using the resources in the toolkit and on the website.
- Print the discussion questions and self-reflection questions to use as a viewing guide in group sessions. The discussion questions are ideal for a group; the self-reflection questions are help individuals reflect and write their personal responses to issues raised in the video.
- Post the questions on the wall to help people continue to think about the benefits of healthy nutrition, physical activity and youth advocacy.
- Use the questions as part of a homework assignment for youth as they discuss these issues with their parents.

### Using the Sample Meeting Announcement

- Fill in your organization's name, date and session information on the sample Meeting Announcement in the toolkit (also available on the website).
- Print copies of the Meeting Announcement and mail to families, inviting them to participate in a viewing of *The Biggest Generation* video program. Hold a discussion of the program at your facility.
- Post the Meeting Announcement on bulletin boards and other visible locations in your school or facility and the community.
- Include the Meeting Announcement in your organization's newsletter and/or post it on your website to let parents and youth know about upcoming youth obesity-focused events.

### Using the Parent Tip Sheet

- Make copies of the Parent Tip Sheet (also available on the website at [www.connectwithkids.com/YEAH](http://www.connectwithkids.com/YEAH)) and distribute during a parent meeting and/or video viewing. Have the group talk about specific ways they can implement the tips with their children.
- During a parent meeting, use the Tip Sheet as a starting place and have the group brainstorm additional tips and strategies they can use with their children.
- As a group, review the Tip Sheet prior to watching *The Biggest Generation*, and have parents identify scenarios during the video where the Tip Sheet applies.

### Using the Fact Sheets

- During a community meeting, have parents and children pair up and quiz each other on the facts. Have one group member report to the rest of the meeting something new that they learned.
- Review the Fact Sheet prior to watching *The Biggest Generation*. After watching the program, ask participants to identify additional facts they learned or misconceptions they had prior to viewing the video.
- As an adult leader or young person, you have the power to make changes at the school, community and policy-making levels. Use the fact sheets in your campaign activities to help draft support letters you may write to policy-makers or educators, and simply to talk about the importance of this issue with your friends and classmates.

### Using the Community Website

[www.connectwithkids.com/YEAH](http://www.connectwithkids.com/YEAH)

- Instruct families to go to the website and view *The Biggest Generation* together, and use the discussion questions to begin a dialogue about healthy nutrition, physical activity and today's peer and media pressures.
- Instruct teachers to have their students view a streaming video segment on the website, and to answer and turn in the self-reflection questions. Anonymously read the youth responses to the self-reflection questions as a starting point for group discussion.
- Have youth associated with a community program learn how to use the web at an on-site demonstration.
- Download and print any additional materials you may need for your group sessions, meetings, program viewings, etc.

The materials and resources in this toolkit and on the web will help you support the Florida Department of Health's YEAH! campaign and increase awareness about obesity prevention among youth and their adult mentors.