

Just 9% of kids are meeting the Canadian Guidelines of one hour of fitness a day

Let's challenge kids to Be Active Every Day this October

NEWS RELEASE

October 2, 2015

FOR IMMEDIATE RELEASE

Doctors of BC's Council on Health Promotion program *BE ACTIVE EVERY DAY* challenges kids age 5-11 to be more active and make healthy choices for one hour every day from October 5-30. Local primary care providers are making use of this opportunity to start younger patients on the right track at the beginning of the school year, and help keep them there for the rest of their life.

Across BC, more than 40 primary care providers are leading the challenge in 33 schools to 4700 participating students. This year's challenge has incorporated the Live 5-2-1-0 healthy habits message, which Hope has been strongly supportive of. The Live 5-2-1-0 message is to:

- Enjoy **5** or more vegetables and fruits every day
- Power down to no more than **2** hours of screen time a day
- Play actively at least **1** hour each day
- Choose healthy, **0** sugar-sweetened drinks

Be Active Every Day in Hope

At Coquihalla School in Hope, Nurse Practitioner Sue Lawrence is coordinating with staff and teachers to teach kids about health, nutrition, and fitness and how to have fun while doing it.

Commenting on leading the challenge in Hope, Sue shares "It's important to have kids start out on the healthy path early in their life. Healthy habits formed at a young age are easier to follow as they get older. Hosting the challenge at a local school gives local primary care providers the chance to build on community partnerships and to really have a positive impact on how youth perceive healthy living."

Sue Lawrence will welcome kids to the challenge beginning the week of October 5 with videos and promotional items. During the final week of October, kids' achievements will be celebrated by providing certificates and encouraging them to continue with their new healthy habit. This year's biking theme has Bike Stars showing kids how to keep moving through a series of videos and activities to get them to Bike Fit. Kids will be given activity books to track their progress and help them learn about getting active and making healthy choices. By writing in to tell their active stories, kids have a chance to win a New Bike to help them achieve their Bike Fit goals.

For more information:

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Let's get kids moving
60 minutes a day
October 5 - 30, 2015

Just 9% of school age children meet the Canadian Guidelines of 60 minutes of fitness per day.

This October doctors across BC are coordinating with their local schools to challenge kids to Be Active Every Day.

Be part of the event that gets kids moving!
doctorsofbc.ca/active

doctors of bc