

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

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

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 doctors are availing 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.

In four elementary schools across Chilliwack, doctors are coordinating with staff and teachers to teach kids about health, nutrition, and fitness and how to have fun while doing it. Participating schools include: FG Leary, Greendale Elementary, Rosedale Traditional Community School and Watson Elementary School.

NEWS RELEASE

October 5, 2015

FOR IMMEDIATE RELEASE



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

- Dr. Henry, leading the challenge at Watson Elementary comments, "This is the second year that the challenge is taking place in Chilliwack and it is really gaining traction. We're up from one school last year to four this year, and hope to reach even more schools in subsequent years."
- Dr. Chris, leading the challenge at FG Leary Fine Arts Elementary School and Greendale Elementary School comments, "This challenge allows us to preach this message beyond our offices and truly make a difference in the community."
- Dr. Harder, leading the challenge at Rosedale Traditional Community School comments. "As primary care providers for our patients, family doctors advocate preventative measures, such as one hour of physical activity every day to encourage kids and adults to stay healthy."

Each doctor will welcome kids to the challenge beginning the week of October 5 with videos and promotional items. During the final week of October the doctor will celebrate the kids' achievements 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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