

**New York State Department of Health  
Division of Nutrition**



**Eat Well Play Hard Goal**

To prevent childhood overweight and reduce long-term chronic disease risks through the promotion of physical activity and targeted dietary practices with children over the age of two.

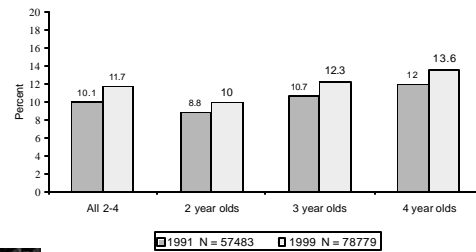


**Why is NYS So Concerned About Childhood Overweight?**

- Prevalence of obesity in NYS school children ranges from 13-20%
- Adolescent obesity increases risk of Type 2 diabetes and growing number of children diagnosed with Type 2 diabetes
- 11% of NYS WIC participants age 2-5 are overweight

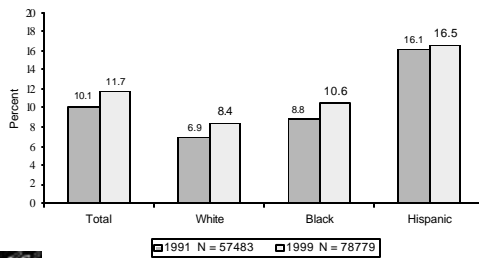


**% of overweight children on WIC by age**



Overweight = weight for height greater than or equal to the 95th percentile

**% of overweight children on WIC by race/ethnicity**



Overweight = weight for height greater than or equal to the 95th percentile

**Eat Well Play Hard Approach to the Problem**

- Develop positive behavioral strategies
- Establish consistent nutrition and physical activity recommendations in child nutrition programs
- Link and reinforce EWPH recommendations at the community level



### ***Eat Well Play Hard Strategies***



Increase developmentally appropriate physical activity

Increase consumption of 1% or less milk & low-fat dairy products



Increase consumption of fruits and vegetables

### ***Eat Well Play Hard Target Audience***

- Pre-school children
- Their families
- Their communities



### ***Physical Activity***

- Physical Activity Guide
- Daycare Training
- Ambassador Bike Ride
- International Walk Our Children to School Day



### ***Low-Fat Milk***

- Milk Taste Tests
- WIC Milk Campaign
- Got Milk? Advertisement by Watertown, NY PBS Station



### ***Low-Fat Milk***

- Fort Drum Child Development Services
- Milk Mustache



### ***Fruits and Vegetables***

- McDonald's Happy Meal Plus
- Community Gardens
- Community Supported Agriculture (CSA) Project
- Mini-Grants



***Eat Well Play Hard***

- For information, contact  
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