



News Release

Contact: Yvonne Dorsey
(816) 283-6242 ext. 257

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LOCAL ORGANIZATION TEACHES KIDS HOW TO EAT SMALL

Kansas City, MO—For kids in the greater Kansas City area, really big food is normal. Since they were old enough to watch TV they've been exposed to images of giant burgers, enormous candy bars, monster-sized tubs of popcorn and sodas large enough to splash in.

And boy, does it show. Our kids are less healthy than ever. As first lady Michelle Obama recently pointed out when launching her Let's Move program, a combination of lower activity levels, harried lifestyles, access to quick, inexpensive food and out-of-control portion sizes is adding up to more type II diabetes in young people, as well as a host of other ailments.

Eat Small, a Kansas City nutrition campaign of Mother & Child Health Coalition (MCHC) and the Weighing In Collaborative, combats childhood obesity by helping 8 to 12 year olds learn about portion control and the importance of healthy food choices. The campaign's "Eat Small," "Choose Smart" and "Don't Supersize Me!" messages can be spotted on Kansas City-area billboards, TV stations and buses, and heard on local radio stations.

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Yvonne Dorsey, Eat Small project director, said, "It is exciting to have our first lady initiate a national program that tackles this critical issue. If eating styles don't change, health experts warn that for the first time a generation of young people may have shorter life spans than their parents. The time to act is now."

The Eat Small campaign also provides resource materials about portion control and nutrition for use in the classroom or at community events. These downloadable materials are free and available by visiting http://www.mchc.net/programs/weighing_in_collaborative.aspx and clicking on the Resources tab.

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Mother & Child Health Coalition promotes the health of mothers and children through community planning, education, advocacy and collaboration with organizations addressing infant mortality, immunization, childhood obesity, maternal health and child safety.

The Eat Small Campaign is a public awareness campaign with media and educational messaging teaching kids 8-12 the importance of choosing appropriately sized portions. Weighing In (WI), a childhood-obesity collaborative in the Kansas City area, is a partnership between Mother & Child Health Coalition and Children's Mercy Hospital. The collaborative provides a network of organizations and individuals who have an interest in preventing and reducing childhood obesity. The Eat Small Campaign was developed from the WI collaborative; Eat Small is funded by a grant from the Health Care Foundation of Greater Kansas City.