



FOR IMMEDIATE RELEASE
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Health District launches Kids Challenge online program
Updates Nutrition Challenge

LAS VEGAS - The Southern Nevada Health District has launched its free, Kids Challenge interactive online nutrition program to encourage children between the ages of six and 12 to adopt healthy eating habits and engage in daily, physical activity. In addition, the health district updated its three-year-old Nutrition Challenge, the adult complement to the Kids Challenge. Both online programs are free and accessible via www.GetHealthyClarkCounty.org. For more information contact the health district's Office of Chronic Disease Prevention and Health Promotion, (702) 759-1270.

More than 80 percent of Nevada children do not meet the minimum daily requirement of fruit/vegetable consumption and the U.S. Department of Health and Human Services recommends children in this age group participate in at least 60 minutes of daily physical activity.

The Kids Challenge is an opportunity to help kids consume more fruit and vegetables on a daily basis and encourages them to participate in physical activity. The site is designed as a board game and helps kids track their physical activity and fruit and vegetable consumption. As with any online game, kids get to select their own character to make their way through the game as they track their results. The Kids Challenge also provides tips, recipes and links to online health-related games.

Kids Challenge registration information is available at www.GetHealthyClarkCounty.org or via e-mail kids@snhdmail.org. Kids who participate regularly are eligible for prizes including: Cool Fuel Kids Cookbooks, Kid's Challenge T-shirts and activity books.

In addition, the health district's adult Nutrition Challenge has been updated. The program's duration has been changed from 12 to eight weeks and graphics have been included to help participants track their consumption of fruit and vegetables. Automatic email reminders are sent weekly to remind participants to track their fruit and vegetable consumption and offer helpful tips and information to help them achieve the goal of incorporating more fruit and vegetables into their diet each day.

Participants can start the Nutrition Challenge at any time by logging onto www.GetHealthyClarkCounty.org; they will be eligible for monthly prize drawings.

The Nutrition Challenge is also available in Spanish and, to date, more than 2,000 people have signed up to participate. The National Association of City and County Health Officers named The Nutrition Challenge a Model Program in 2007.

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Health District launches Kids Challenge – add one

According to the 2007 Behavioral Risk Factor Surveillance Survey, more than 80 percent of Nevadans do not meet the minimum daily requirement of five servings of fruit and vegetables. More than 63 percent of the state’s adults are either overweight or obese according to their body mass index.