



For Immediate Release

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Oklahoma Action for Healthy Kids asks students to Move More, Watch Less

Reducing Screen Time Campaign - a Partnership with the Strong and Healthy Oklahoma Program

Oklahoma City, OK – March 19, 2010 — Research indicates that excessive screen time lowers reading scores, increases violent behavior, disrupts sleep patterns, and contributes to poor nutrition and overweight, all resulting in poorer school performance in children.

“Anything that has a screen counts towards screen time, like televisions, computers, video games, and even cell phones” says Barbara Smith, RN, MPH, M.Ed, OAHK Co-Chair and state School Health Coordinator. “The more time that is spent in front of a screen, the less is spent moving.”

“Turn Off” week is April 19-25. Oklahoma Action for Healthy Kids (OAHK), encourages all schools and communities to recognize this time and activate kids to **Move More, Watch Less** by using the tools located at <http://bit.ly/cu6Ndl>.

“Ideas for kids can be as simple as going for a bike ride, flying a kite, or playing at the park” adds Matt Jacobs, MA, RD/LD., NSCA-CPT and Physical Activity Coordinator at the State Department of Health, and OAHK member.

The **Move More, Watch Less** campaign is sponsored by OAHK as a partnership with Strong and Healthy Oklahoma. Learn more at www.actionforhealthykids.org, Additional free school resources for physical activity and nutrition can be found at www.FuelUpToPlay60.com.

