



Get in the Action 2010 – Launching a National Platform for Improving Children’s Health

Get in the Action, Action for Healthy Kids’ new national volunteer service initiative, was launched in Chicago on September 29, 2010. *Get in the Action* demonstrates how groups of passionate volunteers can improve school health environments by making sustainable changes that encourage students to eat better and be active every day.

DEDICATED VOLUNTEERS

More than 200 volunteers from 48 states convened in Chicago for a day of service to launch the national *Get in the Action* initiative. The volunteers – educators, school personnel, health professionals and others committed to healthy kids – reflect Action for Healthy Kids’ extensive national network.

Action for Healthy Kids volunteers worked alongside local parents, grandparents and community members to make renovations that immediately improved the health environments of two Chicago Public Schools serving more than 500 students.

SCHOOLS RECEIVE MAKEOVERS



Chopin Elementary School and Schmid Elementary School, both Chicago Public Schools, together serve more than 500 students in pre-kindergarten through eighth grade. More than 90 percent of these students are from low-income households.

At both schools, *Get in the Action* volunteers got students moving with ‘brain breaks’ of physical activity and introduced kids to fruits and vegetables in fun tastings throughout the day. They transformed the schools’ worn, defaced playgrounds into colorful activity magnets!

Volunteers brightened Chopin Elementary’s cafeteria with a healthy foods and fitness mural and installed a salad bar to entice children to eat fruits and vegetables. At Schmid Elementary an unused classroom was converted into a colorful, action-centered fitness room with mirrors, a ballet bar, a climbing wall, fitness equipment and a big screen television equipped with Wii Fit.

CELEBRATING ACCOMPLISHMENTS

A reception with Action for Healthy Kids leadership and partner organizations celebrated the volunteers and honored Action for Healthy Kids Founding Chair and former U.S. Surgeon General Dr. David Satcher and his wife, Nola, with the inaugural *Dr. and Mrs. David Satcher Award for Healthy Kids*. Five peer-nominated volunteers received *Healthy School Hero* awards for their commitment. First Lady Michelle Obama sent a congratulatory message praising Action for Healthy Kids for thinking big and working effectively to address childhood obesity.

SPONSORS COMMITTED TO HEALTHIER KIDS

Get in the Action 2010 was made possible by generous contributions of sponsors including the National Football League, the National Dairy Council, Kellogg’s, Chobani Greek Yogurt, MMS Education, Northwestern Mutual Foundation, S&S Worldwide, Sidley Austin and a range of in-kind donors who believe in healthy kids.

GET IN THE ACTION: A NEW NATIONAL PLATFORM



Get in the Action has the potential to be the national catalyst for mobilizing volunteers and linking them with schools to improve nutrition and physical activity environments for students. It is a national platform for corporate and philanthropic sponsors to support a project that addresses childhood obesity and gains brand exposure to key audiences across America.