Appendix J

J Media, Nutrition, and Physical Activity Resources

The following resources (websites and other materials) offer facilitators access to additional information on the main topics of the *Media-Smart Youth: Eat, Think, and Be Active!*® curriculum.* The checks in the chart denote whether the resources are geared toward adults or youth and the type of information offered.

Use of brand names (or in this case, nonfederal websites and printed materials) does not mean that the NICHD, NIH, or HHS endorses these organizations or their positions.

* Note that the websites listed in this appendix were accurate at the time of publication. Since that time, websites may have been taken down, moved to a different location, or taken over by a different organization. The NICHD is not responsible for broken links or changes to websites.

Name and/or Contact Information	Description	Geared to Adults	Geared to Youth	General Health Info	Physical Activity Focus	Nutrition Focus	Calcium Focus	Media Info
Action for Healthy Kids http://www.actionforhealthykids.org/ (800) 416-5136	Action for Healthy Kids provides information about joining a nationwide initiative for improving the health and educational performance of children through better nutrition and physical activity in schools.	✔			✔	✔		
Best Bones Forever! http://www.bestbonesforever.gov (202) 842-3600	The Best Bones Forever! campaign encourages girls to get active and eat more foods with calcium and vitamin D. The website has quizzes, games, and recipes, plus information for educators.		✔	✔	✔		✔	
Body and Mind http://www.bam.gov	The Body and Mind website, sponsored by the Centers for Disease Control and Prevention (CDC), is an interactive tool for adolescents, providing up-to-date information and encouragement to help youth increase physical activity levels and establish lifelong fitness habits.			✔	✔	✔		
Dietary Guidelines for Americans http://health.gov/dietaryguidelines/ (240) 453-8280	The Dietary Guidelines for Americans, jointly released by the U.S. Department of Health and Human Services (HHS) and the U.S. Department of Agriculture (USDA), outline nutrition recommendations for Americans in various age groups.	✔			✔	✔		
Games Kids Play http://www.gameskidsplay.net/	The Games Kids Play website will get your body moving and your heart pumping with active games, rules for playground games, and verses for jump-rope rhymes.		✔		✔			
girlshealth.gov http://www.girlshealth.gov/	The mission of girlshealth.gov is to promote healthy, positive behaviors in girls between the ages of 10 and 16. The site gives girls reliable, useful information on the health issues they will face as they become young women and tips on handling relationships with family and friends, at school and at home.		✔	✔	✔	✔		

Name and/or Contact Information	Description	Geared to Adults	Geared to Youth	General Health Info	Physical Activity Focus	Nutrition Focus	Calcium Focus	Media Info
healthfinder http://www.healthfinder.gov	A guide to consumer health and human services information, the healthfinder site leads to online publications, clearinghouses, databases, other websites, support and self-help groups, as well as government agencies and not-for-profit organizations that produce reliable information for the public.	✔			✔	✔		
health.gov http://www.health.gov (240) 453-8280	This portal provides entry to the websites of a number of multi-agency health initiatives and activities of the HHS and other federal departments and agencies.	✔		✔				
Healthy School Meals Resource System (HSMRS) http://healthymeals.nal.usda.gov	The HSMRS provides information to people working in USDA Child Nutrition Programs.	✔				✔		
HHS's Food and Drug Administration and USDA's Food and Nutrition Service. (2008). *The Power of Choice: Helping Youth Make Healthy Eating and Fitness Decisions.* http://www.fns.usda.gov/tn/RESOURCES/power_of_choice.html	Developed by HHS and the USDA, it is intended for after-school program leaders working with young adolescents. Everything you need to know is in the Leaders' Guide, including most activity materials. It's full of quick, simple things to do with kids; many activities take little or no preplanning. A CD contains 10 interactive sessions based on 6 posters. Included in the Leader's Guide are a recipe booklet, parent letter, and Nutrition Facts cards.		✔		✔	✔		
Journalism Education Association http://www.jea.org/category/resources-for-educators/	The website of the Journalism Education Association, the only independent national scholastic journalism organization for teachers and advisers, provides resources on teaching writing and producing news and information for print productions, including newspapers and magazines.	✔						✔
Kidnetic http://www.kidnetic.com/ (202) 296-6540	The Kidnetic site is for youth who like to play hard and, more importantly, have fun. It lets youth tap into their own energy so they can feel great all day long. Site visitors can post messages, use the Kidnector virtual messaging service to connect with their parents, or find tasty and fun recipes.		✔		✔	✔		

Name and/or Contact Information	Description	Geared to Adults	Geared to Youth	General Health Info	Physical Activity Focus	Nutrition Focus	Calcium Focus	Media Info
KidsHealth http://kidshealth.org/kid/	KidsHealth provides doctor-approved health information for children, teens, and parents. The site offers accurate, up-to-date, and easy-to-understand health information.	✔	✔	✔				
Milk Matters http://www.nichd.nih.gov/milk (800) 370-2943	Milk Matters, an NICHD website, focuses on educating people about the importance of calcium for building strong and healthy bones.		✔	✔			✔	
National Heart, Lung, and Blood Institute, National Institutes of Health. HHS (2002). *CATCH: A Coordinated Approach to Child Health.* http://www.catchinfo.org/	CATCH is an evidence-based, coordinated school health program designed to promote physical activity, healthy food choices, and the prevention of tobacco use in children. The CATCH Programs cover kids from preschool through 8th grade. By teaching children that eating healthy and being physically active every day can be fun, the CATCH Program has proven that establishing healthy habits in childhood can promote behavior changes that can last a lifetime.		✔	✔	✔	✔	✔	✔
Nutrition Café http://www.pacificsciencecenter.org/nutrition-cafe	The Nutrition Café website has several games with nutrition-related themes. Users can learn about healthy food while they play!		✔			✔		
Nutrition.gov http://www.nutrition.gov	This site provides scientific information on nutrition and dietary guidance to help people make the right choices in their efforts to curb obesity.	✔				✔		
President's Council on Physical Fitness and Sports http://www.fitness.gov	This website provides information on the fitness promotion activities of the President's Council on Physical Fitness and Sports and serves as a comprehensive resource for organizations and individuals wishing to take part in the Council's programs.					✔		
Public Broadcasting Service: Teachers http://www.pbs.org/teachers	PBS Teachers includes curricula, ideas for web-based lessons, and other teaching tools. Visitors can learn about web basics, find out where to download free authoring software, and more.	✔						✔

Name and/or Contact Information	Description	Geared to Adults	Geared to Youth	General Health Info	Physical Activity Focus	Nutrition Focus	Calcium Focus	Media Info
Team Nutrition http://www.fns.usda.gov/tn (703) 305-1624	To help meet the goal of healthier children, USDA launched Team Nutrition, which includes many resources for schools.	✔				✔		
the.News for Educators PBS NewsHour Production Tips and Tools http://www.pbs.org/newshour/thenews/foreducators/productiontips/	Using journalism and technology, *the.News* provides educators with content-specific tools while also helping them meet the civic mission of schools.	✔	✔					✔
USDA Youth Resources http://www.usda.gov/wps/portal/usda/usdahome?navid=FOR_KIDS	USDA Youth Resources website offers a range of information for youth, including pages on "MyPlate," food safety, and links to other sites.		✔	✔				
Youth Radio http://www.youthradio.org	Youth Radio promotes younger people's intellectual, creative, and professional growth through education and access to media.	✔	✔					✔

Note: *In web addresses, ".gov" indicates a government agency or office; ".org" indicates a private organization; ".com" indicates a private company.*

Williams, R., & Tollett, J. (2006). *The non-designer's web book* (3rd ed.). Berkeley, CA: Peachpit Press Books.

All About Nutrition in Media-Smart Youth

- Making the right food choices will help young people be healthy today and stay healthy into their adult years.
- Media-Smart Youth is not a weight-loss program or a diet.
- Avoid using the phrases "junk food" or "diet."
- Media-Smart Youth focuses on four basic nutrition concepts: (1) vegetables and fruits, (2) whole grains, (3) foods and drinks high in solid fats and added sugars, and (4) calcium.

Vegetables and Fruits

ACTION: Eat more vegetables and fruits.

WHY? Most vegetables and fruits are low in calories and rich in nutrients and dietary fiber. They are an essential part of a healthy diet.

HOW? Include them in all meals and snacks. Eat them every day. Try new ones.

Calcium

ACTION: Get more calcium.

WHY? Getting enough calcium in the tween and teen years is important to build strong bones and teeth.

HOW? Choose calcium-rich foods such as fat-free and low-fat milk and yogurt. Enjoy other foods that contain calcium, such as dark green leafy vegetables and beans. If you don't use milk or yogurt, try foods with calcium added, such as soy milk or calcium-fortified orange juice or breakfast cereal.

Media-Smart Youth®

Whole Grains

ACTION: Eat more whole grains.

WHY? Whole grains are a great source of fiber and important nutrients such as iron and B vitamins. Many refined grains have been stripped of the parts of the grain that contain most of the fiber and nutrients that grains offer. Only a few nutrients are replaced during enrichment.

HOW? Read the ingredient list and Nutrition Facts label to make sure you're choosing whole grains. Choose whole grains instead of refined grains as much as possible. Ask your parents to buy whole grains when they shop for groceries. Ask for whole-grain options at restaurants and friends' houses.

Foods and Drinks High in Solid Fats and Added Sugars

ACTION: Consume less solid fats and added sugars.

WHY? Foods high in solid fats and added sugars can fill you up without offering important nutrients that your body needs. These foods are also often high in calories.

HOW? Read the Nutrition Facts label to find foods that are high in solid fats and added sugars. Look for sugar-type words in the ingredient list, such as high fructose corn syrup or sucrose. Choose low-fat, low-added sugar foods instead. Have high-fat, high-added sugar foods less often. Have small portions.