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empowerME4Life

A fun and practical healthy living course equipping kids with the skills and knowledge to live healthier lives

The Alliance for a Healthier Generation is a partnership between the American Heart Association and the William J. Clinton Foundation. We have come together to fight one of our nation's leading health threats—childhood obesity. Today, nearly one in three kids and teens in the U.S. is overweight or obese. Some experts believe that if obesity among kids increases, our current generation could become the first in American history to live shorter lives than their parents. To address this, the Alliance is working to eliminate childhood obesity and to inspire all young people in the United States to develop lifelong, healthy habits.

The Alliance's empowerME campaign is a by kids, for kids movement that's inspiring all kids to make healthy behavior changes and to become leaders and advocates for healthy eating and physical activity in their communities. Through empowerME, healthy lifestyles become "cool" for tweens and teens.

To date, more than 1 million kids across the country have joined the empowerME movement and committed to eat better and move more. In addition to working to engage 2 million kids by 2010 (only 1 million more!), we're encouraging kids to get educated and get activated.

Learning healthy habits to last a lifetime

To teach kids the basics of healthy eating and living active lifestyles, the Alliance created a free, 8-session healthy living course - empowerME4Life. The course is age-appropriate, culturally relevant, targeted to kids ages 8-12; and can be facilitated by older youth or adult allies. When young people learn to make small changes in what they eat and how active they are, they can make a big difference in their health over time.

Each session of empowerME4Life is grounded in the expertise of the American Heart Association's recommendations and expertise in promoting heart-healthy lifestyles. The educational content and methods are aligned with the National Health Education Standards for fifth grade. empowerME4Life is based on empowerME's five steps kids can take to live healthier:

- Get active for 60 minutes each day
- Drink primarily water, 1% or fat free milk, and 100% juice with no added sugar
- Eat fruits and vegetables with EVERY meal
- Cut back on screen time and limit it to 1-2 hours a day
- Get at least 9 hours of sleep every night

Ideal for Afterschool and Community Settings

empowerME4Life is designed for optimal integration into afterschool programs, and is versatile and customizable. The 45-minute sessions can build on prior sessions or can be used as independent lesson modules.

empowerME4Life reinforces the nutrition and physical activity objectives of health education curricula such as Coordinated Approach To Child Health (CATCH!) Kids' Club, ReCharge!™ from Action for Healthy Kids and the National Football League, as well as a host of others.

Snapshot

empowerME4Life is an 8-week healthy living course equipping kids ages 8-12 with new attitudes, skills and knowledge about eating better and moving more - for life.

Kids can get started @

empowerme2b.org

Adult Allies can learn more @

HealthierGeneration.org

As an adult ally you can empower young people to take charge of their health by eating right and getting physically active.

See Session Objectives on page 2

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empowerME4Life: Session Objectives

Session 1 On Your Mark, Get Set...

By the end of the lesson youth will be able to:

- Participate in physical activities that engage them in movement and knowledge-based activities
- Identify the different topics and vocabulary that will be covered in this program
- Complete a pre-assessment on knowledge and behavioral intentions

Session 2 Go!

By the end of the lesson youth will be able to:

- Label some benefits to physical activity on a silhouette
- Define different physical activity terms and demonstrate what they mean
- Participate in physical activity and share what physical changes occur in their body

Session 3 Jumping Hurdles!

By the end of the lesson youth will be able to:

- Discuss barriers to getting 60 minutes of physical activity every day and share *solutions*
- List five barriers they face and commit to implementing one solution within the week
- Advocate to others how to participate in physical activity safely

Session 4 Fueling myBody

By the end of the lesson youth will be able to:

- Describe the benefits of eating a variety of fruits and vegetables at every meal and as snacks
- Describe the benefits of keeping hydrated by drinking plenty of water, 1% or fat-free milk and/or 100% fruit juice, no sugar added
- Review a food label and describe its function
- Begin a daily log to see how many fruit and vegetable servings they eat in a day

Session 5 Energy In/Energy Out

By the end of the lesson youth will be able to:

- Understand that drinking fluids is one way to replace energy and nutrients
- Analyze the influences that encourage youth to drink certain products
- Develop an advertisement that encourages others their age to drink 1% or fat-free milk, water and/or 100% fruit juice, no sugar added

Session 6 Read B 4 U Eat

By the end of the lesson youth will be able to:

- Visit a grocery store or local food mart to identify foods on their food log
- Access and read components of a nutrition label
- Analyze marketing messages on food products
- Recognize serving sizes for fruits and vegetables and other food groups

Session 7 Move More!

By the end of the lesson youth will be able to:

- Describe the health benefits of participating in physical activities other than screen-time related activities
- Identify health risks associated with screen time
- Communicate to others the importance of screen time reduction

Session 8 The Victory Lap

By the end of the lesson youth will be able to:

- Share completed food log and goals with instructor
- Construct and eat a healthy snack
- Complete a post-assessment on knowledge and behavioral intentions