

COMMUNICATIONS 473  
"TO IMPROVE THE LIVES OF CHILDREN IN CENTRE COUNTY"



**HEALTH AND WELLNESS**  
**THE BENNETT FAMILY CENTER**  
**FAMILY FUN EXTRAVAGANZA**

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## **EXECUTIVE SUMMARY**

Children in Centre County, Pennsylvania have faced much scrutiny in the public eye since November 2011, when horrific news was exposed surrounding a serious child abuse case. Our class of public relations students made it our mission to improve the lives of children in Centre County in four short months through five different facets: bullying, drug and alcohol prevention, early intervention awareness, foster care shortage awareness, and childhood obesity. All of these areas needed great improvement in the community which was achieved by pairing with local organizations to increase programming and awareness.

Childhood obesity is erupting in the United States and certainly in Centre County, where more than 1/4 of children are currently overweight or obese. Overweight and obese children face detrimental health problems including high risk for diabetes, heart disease and several types of cancer.

The health and wellness team paired with the Bennett Family Center to start the conversation of living healthier, more active lifestyles with families in Centre County. The main goal is to improve the lives of children by taking steps to reduce the high rate of overweight and obese children.

Research:

### **Secondary**

The United States is facing the biggest percentage of citizens being overweight and obese than ever before. Our team observed multiple sources that are currently studying this outbreak. The National Childhood Obesity Awareness Month stated that more than 23 million children in the United States ages 2 - 19 are obese or overweight. According to the Center for Disease Control, "*Overweight* is defined as having excess body weight for a particular height from fat, muscle, bone, water, or a combination of these factors. *Obesity* is defined as having excess body fat." These issues are detrimental to health, causing further disabilities and diseases such as heart disease, Type 2 Diabetes, stroke, and several types of cancer.

It is said that prevention of childhood obesity by health campaigns will save billions in health care spending, while advancing the lives of future generations, according to the Childhood Obesity Awareness Month. Further research indicates that prevention programming and campaigns are proven effective to decrease obesity related conditions by about 25%. These statistics encouraged our health and wellness team to create an event or program that would hit home with State College and residents and can be continued by our clients in the future.

There are countless campaigns across the U.S. attempting to reduce childhood obesity rates and make healthier lives for American children. The most significant national campaigns include Let's Move, The Campaign to End Childhood Obesity, Healthy Schools Campaign, Play 60!, and The Month to End Childhood Obesity.

### **Primary**

A 12-question telephone survey was completed by 374 adults in the Centre County Region, asking questions about the severity of problems that children in the community may face. Approximately 20% of respondents thought that childhood obesity was the biggest issue facing children in Centre County today. Additionally, 39% of respondents said that there are not sufficient resources to educate children and parents about childhood obesity. A number of respondents also made comments that the resources to educate the public about childhood obesity were not being used properly, and that parents are responsible for finding and using the resources to keep their kids healthy.

Planning:

The primary goal of the health and wellness campaign was to improve the lives of children in Centre County by encouraging healthy lifestyles. The health and wellness team paired with the Bennett Family Center, a childcare center on Penn State's campus, to plan "Family Fun Extravaganza."

## Objectives

- To have a minimum of 50 families, at least one parent and/or guardian and at least one child, attend at the Bennett Family Center's "Family Fun Extravaganza" on Apr. 18, 2013
- To provide each family in attendance at the Bennett Family Center's "Family Fun Extravaganza" with educational resources to encourage living healthier lifestyles
- To motivate more than 50% of families in attendance at the Bennett Family Center's "Family Fun Extravaganza" to adopt healthier and more active habits

Execution:

## Strategies

- Coordinate with teachers at the Bennett Family Center to plan age-appropriate physical activities for the event that children will likely continue
- Seek donations from local food markets for take-home resources for parents to continue awareness and education of healthy habits
- Compile informational handouts for parents on healthy meals for children and physical activities available to children in the community
- Create media impressions through traditional media sources in Centre County to inform the public of the success of the event and further the conversation of healthier lifestyles

## Tactics

- Send media alerts and press releases to Centre Daily Times and Pennsylvania legislators
- Partner with local grocers to promote their healthy foods and provide families with healthy resources
- Compile educational resources for each family to take home to learn about active child programs in the community
- Publicize event to families of the Bennett Family Center to include parents in physical activities and wellness education
- To provide each family in attendance at the Bennett Family Center's "Family Fun Extravaganza" with information on local sports and camp registrations
- To provide each family in attendance at the Bennett Family Center's "Family Fun Extravaganza" with one coupon book from a local grocery store

Evaluation:

A 7-question survey was conducted to parents of the Bennett Family Center at the conclusion of Family Fun Extravaganza. Results indicated that more than 60 families attended the event and the majority would return for an event of the same nature.

- **Objective met and exceeded by at least 10 families--** To have a minimum of 50 families, at least one parent and/or guardian and at least one child, attend at the Bennett Family Center's "Family Fun Extravaganza" on Apr. 18, 2013
- **Objective met--** To provide each family in attendance at the Bennett Family Center's "Family Fun Extravaganza" with educational resources to encourage living healthier lifestyles
- **Objective met--** To motivate more than 50% of families in attendance at the Bennett Family Center's "Family Fun Extravaganza" to adopt healthier and more active habits

## **INTRODUCTION**

This publication is the manual for the health and wellness campaign completed for Communications 473 taught by Dr. Marcia DiStaso. The contents include information and examples supporting the research, planning, execution, and evaluation that went into a student-run public relations campaign.

The Bennett Family Center served as the client for the health and wellness campaign. The Bennett Family Center is located on The Pennsylvania State University campus, at 123 Bennett Family Center, University Park, PA 16802. Though it has been functioning since the 1990s, the Bennett Family Center officially became a part of Penn State University's "Human Development and Family Studies" program in 2001.

Three staff members of the Bennett Family Center have served as main contacts for this campaign, including Director Wendy Whitesell, Assistant Director Gail Guss and teacher Colleen Mortimer. Wendy has been Director of the Bennett Family Center since 1994 and stayed with the transition in 2001; Gail Guss joined the staff in 2001.

The health and wellness campaign was completed by five students in the Public Relations major at Penn State University Park, including Mallory Brown, Brittany Coury, Chris Hershey, Kim Schmohl, and Rachel Yurchak.

## RESEARCH

### ISSUE BACKGROUND

Nationally:

The United States is facing the biggest percentage of citizens being overweight and obese than ever before. According to the Center for Disease Control, (CDC) , “*Overweight* is defined as having excess body weight for a particular height from fat, muscle, bone, water, or a combination of these factors. *Obesity* is defined as having excess body fat.” Our team is aiming to improve the lives of children in Centre County in relation to health and wellness. There has been much research done in the past few years around the U.S. on causes of childhood obesity, statistics, prevention methods, and effectiveness of prevention methods. We will provide information on the issue in the U.S. and Centre County.

According to National Childhood Obesity Awareness Month, (NCOAM), more than 23 million children in the United States ages 2 - 19 are obese or overweight. This frightening statistic equates to almost one-third of our youth that are largely at risk for further problems. Problems associated with obesity include cardiovascular disease, bone and joint problems, sleep apnea, psychological problems, bullying, and more (NCOAM). In addition to terrible health problems, childhood obesity is also a financial burden, with more than \$14 billion per year in direct healthcare costs in the U.S. (NCOAM).

It is said that prevention of childhood obesity by health campaigns will save billions in health care spending, while advancing the lives of future generations (NCOAM). Research by the Childhood Obesity Awareness Month indicates that prevention programming and campaigns are proven effective to decrease obesity related conditions by about 25%. This encouraged our health and Wellness team to create an event or program that will hit home with State College and residents and can be continued by our clients in the future[Dr.D3] .

The Surgeon General of the United States published “The Surgeon General’s Vision for a Healthy and Fit Nation” in the summer of 2010, highlighting strategies to transform the nation into a healthier public. Their three strategies heavily reflected the goals of our campaign for Centre County. *Mobilizing the Medical Community* encourages healthcare providers to “explain the connection between BMI and increased risk for disease and, when appropriate, refer patients to resources that will help them meet their physical, nutritional, and psychological needs.”

Focusing on *Individual Healthy Choices and Healthy Home Environments* encourages families to start living healthier and becoming more aware of their choices in their own homes. The Surgeon General recommends to “reduce consumption of sodas and juices with added sugars; eat more fruits, vegetables, whole grains, and lean proteins; drink more water and choose low-fat or non-fat dairy products; limit television time to no more than two hours per day; and be more physically active.”

*Improving Our Communities* encourages Americans to make a difference in their community by participating in more active programs and doing more outside activities. Each of these three initiatives defines the highlight of our campaign in Centre County, and they should be adapted across the U.S.

There are countless campaigns across the U.S. attempting to reduce childhood obesity rates and make healthier lives for American children. The most significant national campaigns include Let's Move, The Campaign to End Childhood Obesity, Healthy Schools Campaign, Play 60!, and The Month to End Childhood Obesity.

### **National Campaigns Surrounding Childhood Obesity--**

Let's Move! Washington, DC:

- National initiative led by First Lady of the United States, Michelle Obama, dedicated to solving the problem of obesity within a generation.
- Focuses on five pillars, including:
  - Creating a healthy start for children
  - Empowering parents and caregivers
  - Providing healthy food in schools
  - Improving access to healthy, affordable foods
  - Increasing physical activity
- Aims to reduce the national childhood obesity rate to 5% by 2030, the same rate before childhood obesity first began to rise in the late 1970s.
- Social Media:
  - Twitter: @letsmove
    - 70,631 followers
    - 1,258 tweets

The Campaign to End Childhood Obesity, Washington, DC:

- Provides the information and guidance that decision-makers need to make policy changes that will reverse one of the nation's costliest and most prevalent diseases by bringing together leaders from across industry, academia and public health.
- Plans and publicizes events and summits for policy makers to speak about potential interventions and challenges to this national epidemic.
- Social Media:
  - Twitter: @toendobesity
    - 2,283 followers
    - 3,165 tweets

Healthy Schools Campaign, Chicago, IL:

- Healthy Schools is an independent not-for-profit organization that focuses on healthy school environments and gives a voice for people who care about environment, children and education.
- Mission is to advocate for policies and practices that allow all students, teachers and staff to learn and work in a healthy school environment.
- Healthy Schools prepares students, parents, teachers, school nurses, administrators, community members, and others to become leaders in efforts to create change at the school, district, state, and national levels.
- Social Media:

- Twitter: @healthyschools
  - 13,920 followers
  - 8,261 tweets
- Facebook: Healthy Schools Campaign
  - 2,263 “likes”

#### Fuel up To Play 60, National Football League:

- Launched in October 2007, their mission is to make the next generation of youth active and healthy.
- Focused on increasing the wellness of young fans by encouraging them to be active for at least 60 minutes a day.
- Brings together the NFL's long-standing commitment to health and fitness with an impressive roster of partner organizations. In addition to national outreach and online programs, NFL PLAY 60 is implemented at the grassroots level through NFL's in-school, after-school and team-based programs.
- Social Media:
  - Facebook: 123,000 likes
  - Twitter: 404 followers

#### National Childhood Obesity Awareness Month:

- NCOAM was first implemented in September 2012, which gained congressional approval and approval by the President of the United States, Barack Obama.
- Organizations around the United States planned and activities to build awareness about childhood obesity and encourage action.
- Recognizes the serious threat obesity poses to the health of America’s children and decreasing its prevalence in the United States.
- Urges the general public to send press releases, RNRs and VNRs to local media to make communities aware of the ongoing problem.
- Social Media:
  - Twitter: encourages use of #childhoodobesity for awareness purposes

#### Additional Social Media Campaigns:

- Twitter: [@ChildObesity\\_jn](#)
  - The only journal exclusively focused on actionable, real-world strategies to fight the childhood obesity epidemic. [liebertpub.com/chi](http://liebertpub.com/chi)
- Twitter: [@PHAnews](#)
  - Official account of the Partnership for a Healthier America. PHA works with honorary chairwoman, First Lady Michelle Obama, to end obesity within a generation. Washington, DC · <http://www.ahealthieramerica.org>
- Twitter: [@RWJF\\_ChObesity](#)

- The RWJF childhood obesity team wants to help all children and families eat well and move more, to reverse the childhood obesity epidemic by 2015. Princeton, NJ  
<http://www.rwjf.org/childhoodobesity>

In addition to these monumental campaigns, there are countless movements, organizations and programs wanting to shift America into a fit society. The problem with these positive movements is not the intentions but the actions. America needs to be more active in revamping our lifestyles. This can be done with more involved programming on the local level.

Locally:

This chart shows the results of BMI tests conducted on all K-12 kids located in the Northcentral District during the 2010-2011 school year. According to the statistics for Centre County, 29.24 percent of kids in grades K-6 were above the 85th percentile, meaning they are overweight and/or obese. For kids in grades 7-12, 31.63 percent ranked above the 85th percentile.

 **Growth Screens/BMI-For-Age Percentiles by Health District and County** School Year 2010-11

Legend: <5th Percentile = At risk for underweight; 5th to 85th Percentile = Healthy weight; >85th to <95th Percentile = Overweight (Formerly At risk for Overweight); >=95th Percentile = Obese (Formerly Overweight)

District	County	Grades K - 6								Grades 7 - 12									
		# of Students Screened for BMI	BMI < 5th Percentile	Percent	BMI 5th to 85th Percentile	Percent	BMI > 85th to < 95th Percentile	Percent	BMI >= 95th Percentile	Percent	# of Students Screened for BMI	BMI < 5th Percentile	Percent	BMI 5th to 85th Percentile	Percent	BMI > 85th to < 95th Percentile	Percent	BMI >= 95th Percentile	Percent
<b>Northcentral District</b>																			
	Bradford County	5,455	92	1.69%	3,255	59.67%	922	16.90%	1,186	21.74%	4,611	62	1.34%	2,655	57.58%	795	17.24%	1,099	23.83%
	Centre County	7,356	214	2.91%	4,991	67.85%	1,124	15.28%	1,027	13.96%	6,471	118	1.82%	4,306	66.54%	954	14.74%	1,093	16.89%
	Clinton County	2,453	47	1.92%	1,486	60.58%	395	16.10%	525	21.40%	2,176	45	2.07%	1,225	56.30%	399	18.34%	507	23.30%
	Columbia County	5,358	100	1.87%	3,304	61.66%	910	16.98%	1,044	19.48%	3,969	56	1.41%	2,365	59.59%	653	16.45%	895	22.55%
	Lycoming County	9,245	196	2.12%	5,684	61.48%	1,585	17.14%	1,780	19.25%	7,490	136	1.82%	4,611	61.56%	1,265	16.89%	1,478	19.73%
	Montour County	1,439	26	1.81%	926	64.35%	248	17.23%	239	16.61%	1,074	23	2.14%	690	64.25%	175	16.29%	186	17.32%
	Northumberland County	7,221	151	2.09%	4,507	62.42%	1,115	15.44%	1,448	20.05%	5,919	113	1.91%	3,736	63.12%	854	14.43%	1,216	20.54%
	Potter County	1,271	23	1.81%	821	64.59%	183	14.40%	244	19.20%	1,217	21	1.73%	708	58.18%	211	17.34%	277	22.76%
	Snyder County	2,708	45	1.66%	1,956	72.23%	329	12.15%	378	13.96%	2,315	41	1.77%	548	23.67%	1,076	46.48%	650	28.08%
	Sullivan County	319	5	1.57%	208	65.20%	43	13.48%	63	19.75%	317	1	0.32%	203	64.04%	50	15.77%	63	19.87%
	Tioga County	3,012	57	1.89%	1,791	59.46%	514	17.07%	650	21.58%	2,797	51	1.82%	1,645	58.81%	482	17.23%	619	22.13%
	Union County	2,299	48	2.09%	1,532	66.64%	330	14.35%	389	16.92%	2,093	40	1.91%	1,296	61.92%	363	17.34%	394	18.82%
	<b>Northcentral District Summary</b>	<b>48,136</b>	<b>1,004</b>	<b>2.09%</b>	<b>30,461</b>	<b>63.28%</b>	<b>7,698</b>	<b>15.99%</b>	<b>8,973</b>	<b>18.64%</b>	<b>40,449</b>	<b>707</b>	<b>1.75%</b>	<b>23,988</b>	<b>59.30%</b>	<b>7,277</b>	<b>17.99%</b>	<b>8,477</b>	<b>20.96%</b>

Disclaimer: Data is reported annually by Educational Institutions to the Pennsylvania Department of Health. Responsibility for data accuracy lies with individual Educational Institutions. The Department specifically disclaims responsibility for any analysis, interpretations or conclusions made by the user.

Bureau of Community Health Systems  
Division of School Health

According to the Pennsylvania Department of Health, (PDH), one-third to one-fourth of children in Centre County are overweight or obese. This is the second largest amount of children at risk in relation to all of Pennsylvania. This statistic proves that there are children locally who can benefit from an educational event teaching about obesity, health and wellness.

Centre County Partnership for Community Health (CCPCH):

- Aims to assess the health needs of Centre County residents and to develop data-driven outreach and partnering efforts that will bridge gaps in service and eliminate barriers to holistic health.
- Planning and project implementation is directed by a volunteer board of directors elected by the general membership.
- <http://www.partnersforhealth.org/index.htm>

- There are listed summits on their website and surveys to gain information, but no information on past or future events or partnerships.

#### YMCA:

- A national non-profit serving the community for recreation, social and fitness purposes.
- “Because we know that healthy lifestyles are achieved through nurturing mind, body and spirit, well-being and fitness at the Y is so much more than just working out. Beyond fitness facilities, we provide educational programs to promote healthier decisions, and offer a variety of programs that support physical, intellectual and spiritual strength.”
- There are three branches of the YMCA within Centre County.

#### Penn State Center for Childhood Obesity:

- Grant award establishes obesity prevention program
- A \$4.5 million, 5-year grant from the U.S. Department of Agriculture to be used for research formation of Penn State's Childhood Obesity Prevention Graduate Training Program, a joint effort of the Departments of [Nutritional Sciences](#) and [Human Development and Family Studies](#).
- Program cross-trains students in ingestive behavior, nutrition education, epidemiology, child development, family development, intervention and prevention, and research methods
- Supports nine grad students along with two fellowship grad students each year
- Long term goal is to reduce prevalence of overweight and obese children
- First program of students started in the fall of 2011
- Contact: Dr. Mulflinger

#### The Center for Disease Control and Prevention

<http://www.cdc.gov/healthyyouth/npao/wellness.htm>

- In 2004, national and local Congress recognized the importance and necessity of the roles schools play in youth growth and development. They passed the Child Nutrition and Women Infants and Children (WIC) Reauthorization Act (CDC).
- “...By law that all local education agencies participating in the National School Lunch Program or other child nutrition programs create local wellness policies” (CDC).
- They left it up to local governments to create programs to address individual local needs.
- In 2010, Congress passed Healthy, Hunger-free Kids Act (CDC).
  - It mandated that all educational institutions or child nutrition programs establish a school wellness policy for all programs and education centers within its area.
  - A school official must be designated to make sure the school complies with the local wellness policy
  - The wellness policy must:
    - Include goals for nutrition promotion and education, physical activity, and other school-based activities that promote student wellness (CDC).
    - Include nutrition guidelines to promote student health and reduce childhood obesity for all foods available in each school district (CDC).
    - Encourage and allow all members of the community to participate in the health and wellness policy (CDC).

- Inform and educate the community about the health and wellness policy (CDC).
- Measure to track the status and progress of how far schools are complying with the policy. It is also compared locally to other programs implemented around the nation by other schools and child nutrition programs. This assessment and progress must be available to the public at any time (CDC).

Small Steps, Big Changes:

- Contact: Scott Mitchell, State College, PA
- Program is for children 8-years-old and older

## **CLIENT BACKGROUND**

### **Purpose/Objectives:**

The Bennett Family Center, “BFC”, cares for and educates children ages 6 weeks old to 6 years old. The center officially became a part of the Human Development and Family Studies, “HDFS”, Children’s Program in 2001. The center hopes to become an extension of the family of all children who attend and values each child’s unique cultural, ethnic and socio-economic background. The BFC utilizes an “open-door policy” to encourage parent participation in the educational curriculum and programming.

### **Composition:**

The Department of Human Development and Family Studies at The Pennsylvania State University operates the BFC. The center has eight classrooms including four infant/toddler rooms, three pre-kindergarten rooms and one kindergarten room. The director of the BFC is Wendy Whitesell, who has served as the director since 1994. Gail Guss has served as the Assistant Director since 2001. There are additionally three more administrators and more than 20 teachers.

### **Relevant Publics:**

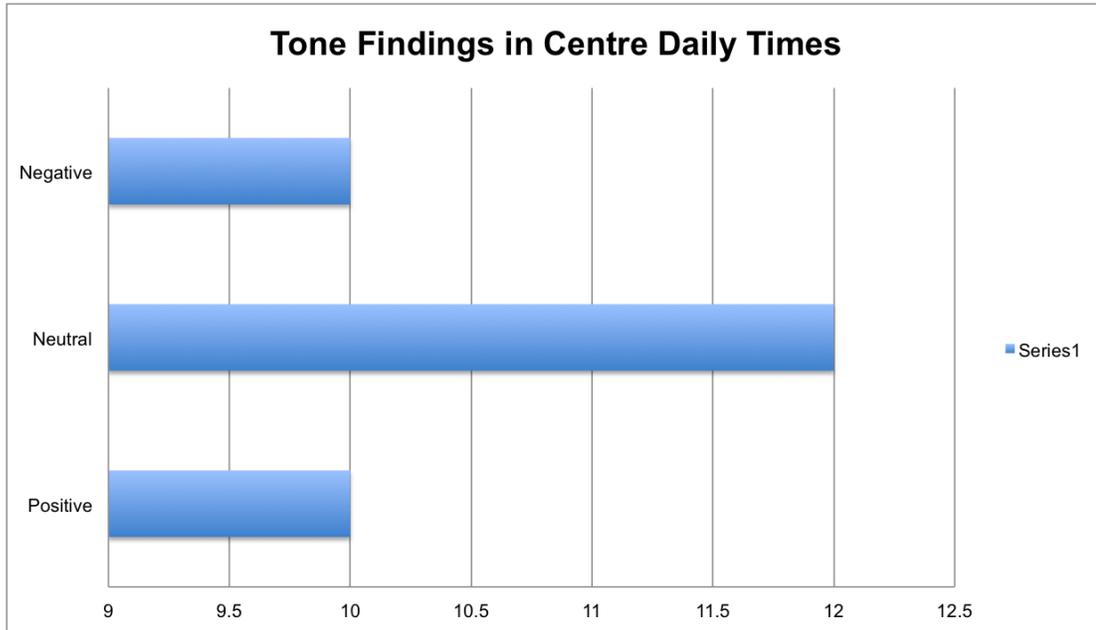
The BFC is available to families in the Centre County area. There are currently more than 130 children enrolled. Their relevant publics include families living in the area with children ages 6 weeks old to 6 years old.

### **Mission Statement:**

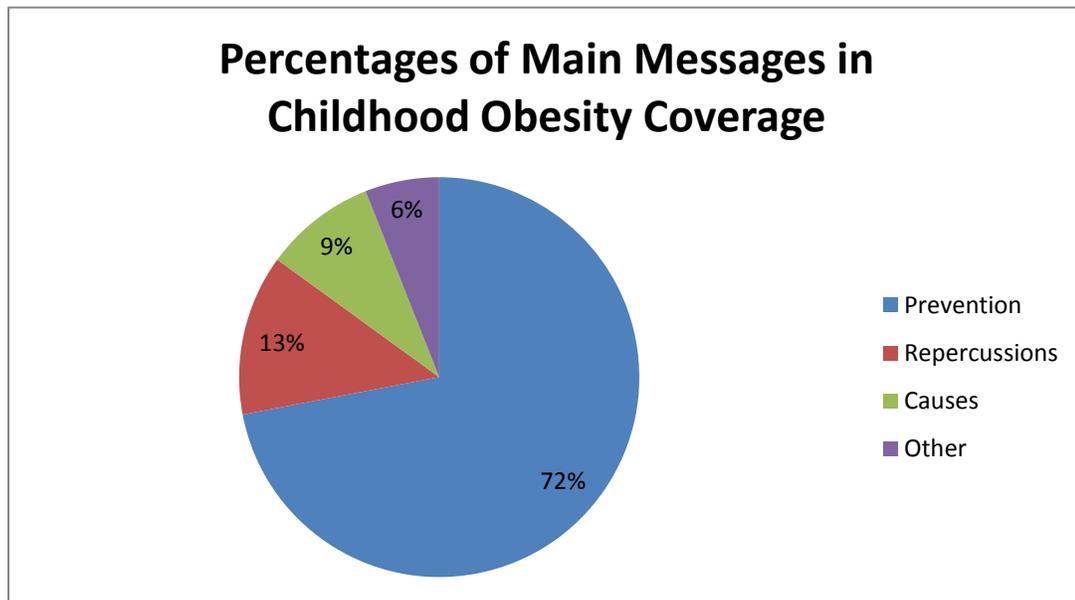
According to the BFC website, their goal is “to provide a supportive and nurturing environment by building a sense of community among parents, children, and staff members.

## MEDIA ANALYSIS

We found 32 articles relating to childhood obesity going back to 2008 in The Centre Daily Times via NewsBank. Of these articles, approximately 31% (n=10) were found to have a negative tone, 38% (n=12) were found to have a neutral tone, and approximately 31% (n=10) were found to have a positive tone.



In the 32 articles observed, there were several topics discussed involving childhood obesity and the health and wellness of children in Centre County. The main topics included obesity prevention, repercussions of obesity, causes of obesity, and other random topics. Of the articles, approximately 72% (n=23) discussed prevention methods, approximately 13% (n=4) discussed repercussions, 9% (n=3) discussed causes, and 6% (n=2) discussed other topics surrounding childhood obesity.



From the analysis of the content, we observed that the majority of these articles focus on the prevention of childhood obesity and wellness. Our team thus realized that there should be more literature focusing on the repercussions and causes of childhood obesity.

Childhood Obesity Articles from the Centre Daily Times			
Article Title	Date	Tone	Main Messages
Helping Hands - Home Nursing Agency programs educate expectant mothers for healthy pregnancy	February 6, 2013	Neutral	Home Nursing Agency's WIC nutritional program provides first-time mothers with skills and information for motherhood in Centre and Blair counties monthly. Resources include talking about childhood nutrition as well as healthy eating habits and ways to deal with picky eaters to prevent <b>obesity</b> .
Breast Feeding is the gift that lasts a lifetime	November 28, 2012	Positive	Discusses good nutrition during infancy and the benefits of breast feeding. Also discusses how the benefits of breast feeding stack up: including one year- when breast feeding can reduce the rate of <b>obesity</b> into adulthood
50 years later, barrage of chemicals goes on	October 4, 2012	Negative	Harmful chemicals are polluting and harming the environment and animals. Discusses a study from September that "found that high levels of the chemical BPA, which is used to strengthen plastic bottles and prevent corrosion in food cans, are associated with <b>obesity</b> ." Also talks about how bad diet and lack of exercise are the leading contributors to <b>childhood obesity</b> .
A psychological approach to success	Oct. 1, 2012	Negative	Focuses on the results of a study on adverse childhood experiences. Psychological issues make it "harder to exercise self-control, focus attention, delay gratification and do many of the other things that contribute to a happy life."
Researchers study habits kids form when parents use food as a reward	August 12, 2012	Negative	Talks about parents using food to calm down or quiet down their kids as well as using food as a reward. Trying to figure out (with a study) whether if parents' use food to soothe their children leads to <b>childhood obesity</b> .
Well-Seasoned	July 14, 2012	Neutral	American Chef: Road Trip took place at Penn State. Parents were also involved with weekly parent seminars. During camp, it focused on using lots of fruits and vegetables to build familiarity, which will help battle <b>childhood obesity</b> .

Fly diets leading to disorder discovery	June 10, 2012	Neutral	Focuses on whether or not healthy eating can reduce the risk of some kind of disorders. Scott Selleck, the head of Penn State's department of biochemistry and molecular biology wonders if <b>obesity</b> rates are linked to neurological and behavioral diseases.
Diabetes Walk	May 12, 2012	Neutral	Talks about Diabetes walk in the Centre County meeting. Mentions that an increase in <b>obesity</b> can cause an increase in certain types of diabetes.
Overfeeding causing U.S. pet obesity epidemic	December 10, 2011	Negative	Discusses <b>obesity</b> in pets and animals.
Company's health offers kids health, safety tips	August 15, 2011	Positive	Focused on a camp which talked about nutrition and healthy living habits to children. Also discussed safe ways in which to stay healthy
Children's garden offers opportunities to explore, grow outdoors	July 19, 2011	Negative	Talks about the Bellefonte Community Children's Garden and how children can go and explore to learn new things. Briefly mentions the "disturbing health trends such as <b>childhood obesity</b> ."
Enlist families to make changes in diabetes fight	May 16, 2011	Negative	Discusses the rise in diabetes among children and a cause of that is because of obesity. The proportion of obese children in the U.S. has tripled since the 1970s and the first step in change is to admit you have a problem. Parents need to be realistic and notice when their child is overweight and not only encourage them to remain active, but also start new family traditions based around being healthy and active.
Students 'flash' dance for fitness	May 10, 2011	Positive	Talks about Bellefonte Area Middle School and their involvement with Michelle Obama's Let's Move Campaign which aims to stop <b>childhood obesity</b> . Students participated in a dance to Beyonce's song <i>Move Your Body</i> .
Chef takes on school lunch	April 22, 2011	Positive	State College Area School District partnered with Carnegie House in Patton Township and "Chefs Move to Schools" under Michelle Obama's Let's Move campaign. There was a push to expose children to healthier foods at lunchtime.

Mel Curtis living local	April 3, 2011	Neutral	Article about the new executive director of the Moshannon Valley YMCA (Mel Curtis). Discusses plans to better the YMCA programs including a fitness center to help fight <b>childhood obesity</b> .
OUR VIEW < Schools trying to help keep kids fit	November 14, 2010	Negative	San Francisco banned toys in fast-food kids meals. According to the article, such moves are taking the fight against <b>childhood obesity</b> too far. Pennsylvania Board of Education proposed that teachers limit parties and only allow no more than 12 classroom parties with sweets per year. Parents are also encouraged to send healthy snacks for parties.
COMMUNITIES THAT CARE< More parents in denial over childhood obesity	September 29, 2010	Negative	Discusses the negative health and emotional effects of <b>childhood obesity</b> . Talks about rising <b>obesity</b> rates and how it can have an effect on overall health. Also talks about parents being in denial that their child is overweight or obese. Families need to commit to healthier lifestyles in order to help their children.
HEALTHBREAK < Keeping kids healthy keeps them in school	September 27, 2010	Neutral	Talks about the importance of a healthy life and how healthier kids usually perform better in school. Gives suggestions on how to keep kids healthy including getting them involved in sports or other active activities because it helps prevent <b>childhood obesity</b> .
WELL-SEASONED - Students look at effects of eating habits	July 24, 2010	Neutral	An annual camp, Cook Like a Chef cooking camp, was visited by two international students from England in hopes of learning healthy meals for elementary and middle school kids. England is having similar <b>childhood obesity</b> problems as the US and the international students don't have such cooking camps at home so they are hoping to learn new dishes. In England, it's been a new requirement where secondary school children are required to learn how to cook.
PSU gets grant to study school lunches	May 12, 2012	Negative	Penn State researchers will research how schools approach exercise and nutrition. The state Department of Education requires schools to have students partake in 30 minutes of exercise per day. <b>Childhood obesity</b> is one of the greatest public health threats today, so a lot is being done to help schools become a

			healthier environment. School menus are being looked at and hopefully changed to healthier options as well.
Fueled up and ready to go	March 27, 2010	Positive	Discusses that <b>childhood obesity</b> has become an epidemic because of the lack of movement kids have today due to the Internet and social media. Fuel Up to Play 60 program was launched at both Park Forest Middle School and Mt. Nittany Middle School in hopes of reducing <b>childhood obesity</b> .
Fitness begins at home	February 19, 2010	Positive	Families in the Park Forest area have started a campaign called "Change the World From Your Doorstep," to encourage kids to become more active and spend more time outside in order to reduce <b>childhood obesity</b> . One parent formed a 'fitness night' where kids came over to partake in various activities. Park Forest Elementary school also had its annual 100 Day project where students perform something 100 times over 100 days. A parent who started "Change the World From Your Doorstep," suggested to encourage kids to walk a mile a day for a total of 100 miles in 100 days.
Students getting physical - Increased physical education hours mean more time on the rock wall for pupils	January 28, 2010	Positive	Philipsburg-Osceola school district gives students the chance to take physical education class every day because of the rise in <b>childhood obesity</b> . Talks about one student who takes rock climbing as an elective and how they challenge themselves to beat their previous times making it up the wall or to choose a harder path.
Diabetes Story	November 14, 2009	Neutral	Talks about pre-diabetes and what you can do in order to stay healthy.
FATHERING - Dads should inspire kids to become active	October 3, 2009	Positive	To help prevent <b>childhood obesity</b> , encourage kids to stay active and keep moving. Suggestions include keeping junk food out of the house, be a role model, turn off video games/computer and make exercise fun and enjoyable.
Communities That Care < Nature A better world for kids	August 12, 2009	Neutral	Talks about the importance of kids being in nature and learning to love the environment. Mentions <b>childhood obesity</b> briefly as another problem to kids.

Helping Hands < Centre homecare educates personal care staff	January 28, 2009	Neutral	Centre HomeCare Inc. will provide health information for those who are caregivers in order to make them the most comfortable and give the best care possible. Along with disease and medication information, caretakers will be educated on <b>childhood obesity</b> .
Action Sports Giants set to raise global profile	January 11, 2009	Neutral	Camp Woodward, a sports-based camp in Haines Township is going international and there will be a spinoff camp in Beijing, China. Founder of the spinoff camp came to Camp Woodward to help start up the camp in China. The hopes of this camp is to keep kids active and help reduce <b>childhood obesity</b> .
Cross Country Runner Nears Finish: Ultra-Endurance Athlete Supports Childhood Obesity Awareness Effort	November 1, 2008	Positive	Two ultra-endurance athletes from Colorado have been running/cycling cross country (60 miles a day) from San Francisco to New York City. They're staying active as part of the United Way's <b>Childhood Obesity</b> Awareness Campaign.
Communities That Care: From Screen to Green	June 4, 2008	Negative	Discusses how kids have turned from active/outdoor summers and have gravitated towards electronics. Non-active kids have lead to an increase in <b>childhood obesity</b> . The article gives ideas to parents on outdoor things to do in the summer with their kids.
PSU Breast-feeding Center to Close	May 2, 2008	Neutral	The Penn State breastfeeding center is set to close. It was partially funded by the Center for <b>Childhood Obesity</b> Research.
BEA Takes Steps to Encourage Healthy Diet	March 18, 2009	Positive	Wingate Elementary School took part in Bald Eagle's "Go Greens Day on St. Patrick's Day where students were able to taste different/new fruits and vegetables (that were green) during lunchtime. Food service director Mark Ott said, "an annual activity promoted by the Pennsylvania Advocates for Nutrition and Activity, is part of Bald Eagle's wellness policy aimed at reducing <b>childhood obesity</b> and encouraging healthy lifestyles."

## SOCIAL MEDIA ANALYSIS

### **Bennett Family Center:**

- The Bennett Family Center, “BFC,” has a [home website](#) with information surrounding the history and current programs of the center. When searching in Bing, Google and Yahoo, the BFC website comes up first when searching “Bennett Family Center.” The only social media link on the website is to the Penn State College of Health and Human Development’s Facebook page, which is the university program that is associated with the BFC. There is no information about the BFC on this Facebook page.
- The BFC also has a website for the [Bennett Family Center Parent-Teacher Organization](#). According to the website, the BFC Parent-Teacher Organization (BFC PTO) “is affiliated with the BFC and provides a means to plan events, involve parents in the BFC both in and outside of the classroom, and serve as an organized mechanism for communication between parents and the staff and teachers at the BFC.” Links on the website include a calendar, menu and monthly newsletter. As well, there is information about fundraisers, PTO projects and PTO organizations.
- The BFC PTO has a [Facebook](#) account with 79 likes which is primarily used to promote events, fundraisers and meetings affiliated with the center.
- The BFC does not have a blog, Twitter account, flickr account, slideshare account, Instagram account, Pinterest account, YouTube channel or Wikipedia page.
- The BFC has not frequently been in the news. Recent articles include [Provisional license ordered at Penn State preschool center](#), [Penn State child care centers have openings in preschool rooms](#) and [Openings available in Penn State preschool rooms, summer day camp](#).
- When searching “child care” in GoogleTrends, findings show that it is a significant issue in the United States as it is the second country that searches this issue the most frequently worldwide following Australia. In regards to the United States, there are interest peaks in August which is most likely due to parents searching for information for child care centers to begin the school year.

### **Childhood Obesity:**

- When searching “childhood obesity” in GoogleTrends, findings show that it is the most significant in the United States. Important headlines include [Michelle Obama's anti-childhood obesity campaign prompts food industry change](#) and [Health Buzz: Genes Linked to Childhood Obesity](#).
- When searching “childhood obesity” with GoogleAlerts, findings show that it is an important issue that is being addressed across the United States. News and web articles range from events and sponsorships to help fight childhood obesity to the success in reducing obesity rates. Important headlines include [Reducing childhood obesity by 20%](#), [Drop in childhood obesity rate energizes efforts](#), [YMCA Encourages Obesity Prevention](#) and [Florence Co. middle school sponsoring event combating obesity](#).

### **The Goddard School:**

- The Goddard School is a child care and education center with over 385 locations in the United States including State College. The school has a home [website](#) with a information regarding their

philosophy, curriculum and programs. According to their website, “The Goddard School uses the most current, academically endorsed methods to ensure that children have fun while learning the skills they need for long-term success in school and in life. Our talented teachers also collaborate with parents to nurture children into respectful, confident and joyful learners.” The website has links to the Facebook, Twitter, blog and YouTube channel. The Goddard School also utilizes Pinterest and Wikipedia. When searching in Bing, Google and Yahoo, their website comes up first when searching “Goddard School.”

- The [Facebook](#) page has 18,150 likes. The page is used to promote events, share photos and connect with followers. Posts encouraged engagement such as “Exercise can be a great way for families to spend quality time together. Research has shown that families who regularly participate in activities together are happier and their children have more self-confidence. What physical activities do you participate in as a family?” The Facebook page is updated frequently and provides parents and staff with useful information as well as created a sense of community.
- The [Twitter](#) account has 3,673 followers and 9,831 tweets. Their Twitter page is primarily used to promote their events and link to their blog. They frequently tweet as well as retweet. According to [WhosTalkin](#), the Goddard School has recently been mentioned in tweets such as “Plans Approved for the Goddard School in Pleasant Prairie” and “Goddard teacher wins national award: Alison Domangue, a teacher at the The Goddard School.” [MyTweetCloud](#) found that the hashtags that @goddardschool tweets the most are “children” and “parenting.” Based on an analysis on [Social Mention](#), “The Goddard School” has a generally neutral sentiment among people.
- The [Wikipedia](#) page includes information on their location, accreditation and history.
- The [blog](#) provides parents with recipes, activities, information about child development and news about the school.
- The [Pinterest](#) account has 226 followers, 12 boards and 156 pins. Boards include [Parenting Tips and Articles](#) and [Goddard Cares](#).
- The [YouTube](#) channel has 43 subscribers and 61,120 views. These professional videos and commercials include virtual tours and yoga and dance videos.

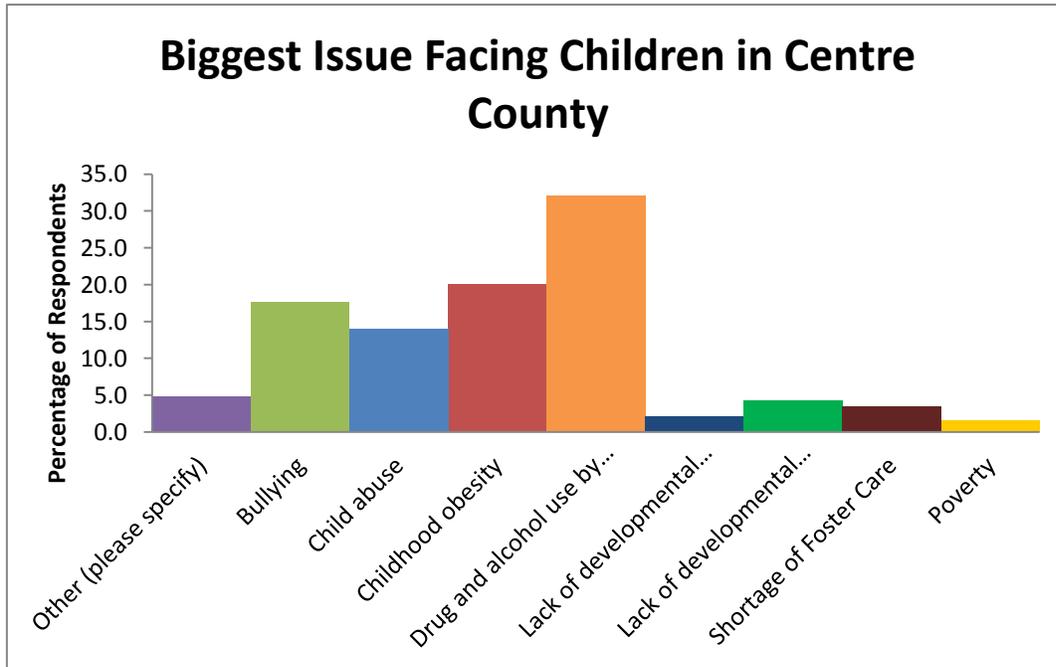
### **Recommendations:**

- The BFC can utilize social media to improve communication with parents and staff, create a sense of community and gain prospective clients. The center could employ other forms of social media such as a blog, Twitter and YouTube to further engage their audience. Though the Goddard School’s social media is for the nationwide programming, the BFC can implement similar methods.
- The BFC could post useful information and links on their Facebook that would be beneficial to parents including topics such as health, education and child development. Posts could include links to [ChooseMyPlate](#) and [More4Kids](#) which could provide parents with useful resources and advice. Examples of posts are “What is your favorite physical activity to engage in as a family?” and “10 tips for picky eaters: <http://tinyurl.com/58pc9g>.” As well, the BFC has not used their Facebook recently so they could maintain their social media presence by posting more frequently or at least once a week.

- YouTube videos are visual and engaging as well as easily shareable to other social media outlets. The BFC could take advantage of this medium and promote health and wellness through dance and workout videos geared toward children.
- Twitter would facilitate communication through tweets and retweets. Tweets could incorporate videos, pictures and parenting tips. Examples of tweets include “How much physical activity is needed? <http://tinyurl.com/8622eu8>” and “Learn how to keep kids active: <http://tinyurl.com/cpsno5q>.”
- The BFC could utilize a blog to provide parents with school news as well as parenting information and advice. Examples of blog posts are “how to prepare your child for kindergarten” and “things to do as a family over the summer.”

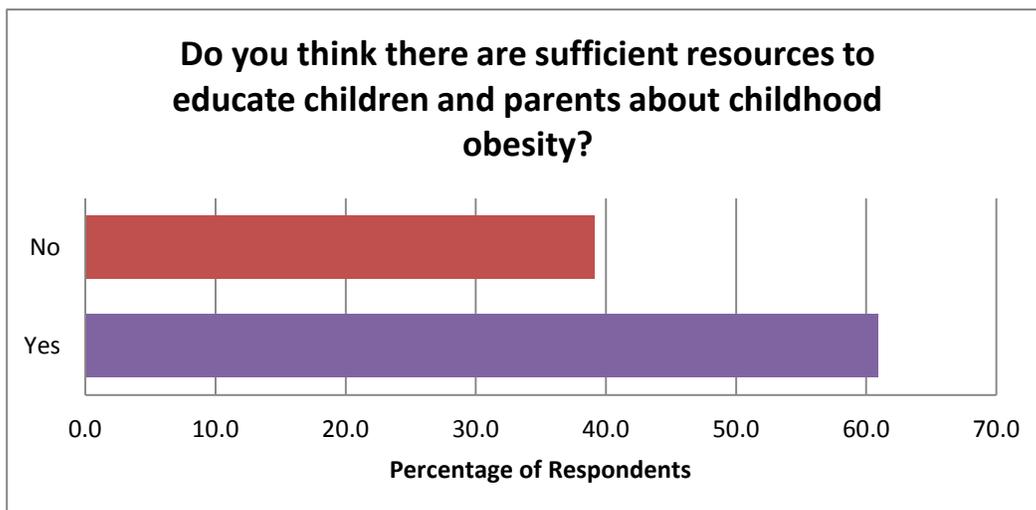
## PRIMARY RESEARCH

The public relations class as an entirety created and conducted a 12-question telephone survey to random Centre County adults. Of the 374 respondents, 41.7% (n=155) had children under the age of 18 and 58.3% (n=217) did not have children under the age of 18. The survey asked respondents, “What is the biggest issue facing children in Centre County?”



Based on the chart above, the majority of respondents (32.1%, n=120) thought that drugs and alcohol use among minors was the biggest issue facing children in Centre County. Approximately 20.1% (n=75) of respondents thought that the biggest issue was childhood obesity.

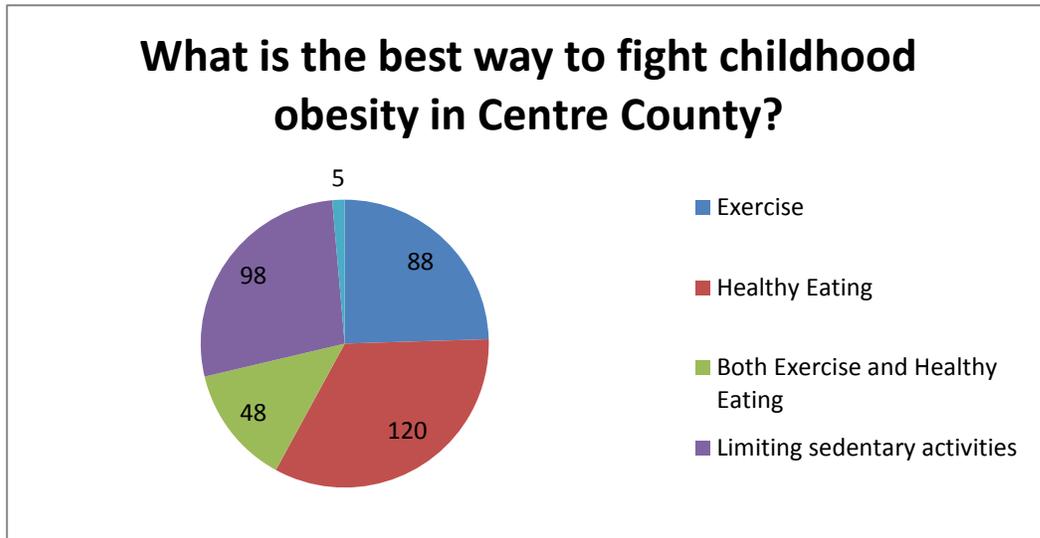
Adults in Centre County were then asked, “Do you think there are sufficient resources to educate children and parents about childhood obesity?”



Based on the chart above, 60.9% of respondents said that there are sufficient resources for educating children

and parents about childhood obesity, while 39.1% disagreed. However, participants were also given an ‘Other’ option. While participants thought there were sufficient resources, many said indicated in the ‘other’ option that the resources were not being used properly. Many respondents also felt the parents were responsible for finding and using the resources to keep their kids healthy.

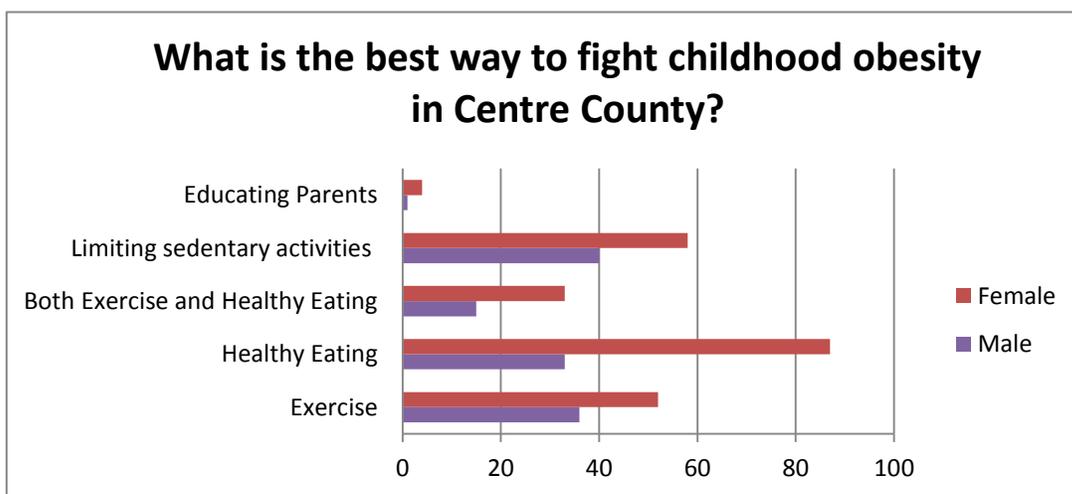
The next question participants were asked was, “What is the best way to fight childhood obesity in Centre County?”



The majority

of respondents (n =120) said that healthy eating is the best way to fight childhood obesity. Limiting sedentary activities (n=98) was the second most common response, followed by exercise (n=88) and then a combination of exercise and healthy eating (n=48). Few respondents felt that educating parents (n=5) was the best way to fight childhood obesity.

The same results were then broken down by gender of the respondent.



According to the survey results, 37.2% (n=87) of females and 26.4% (n=33) of males believe healthy eating is the best way to fight childhood obesity. Limiting sedentary activities was voted the best way to fight childhood obesity by 24.8% (n=58) of females and 32.0% (n=40) of males. For the ‘Exercise’

option, 22.2% (n=52) of females and 28.8% (n=36) of males chose this as the best option. Approximately 14.1% (n=33) of females and 12.0% (n=15) of males thought that a combination of exercise and healthy eating was best. Only 1.7% (n=4) of females and 0.8% (n=1) of males thought educating parents was the best way to fight childhood obesity.

Based on these findings, we conclude that childhood obesity is a big problem in Centre County. While participants said there are sufficient resources available on the topic, more needs to be done to ensure they are easily accessible and used properly. In Centre County, the majority of respondents answered that the best way to fight childhood obesity is by eating healthier but limiting sedentary activities and exercise are also important in reducing childhood obesity.

Further survey questions focused on other issues present in the community. Respondents were given options to the question, "What do you think is the main reason kids in Centre County use drugs and alcohol?" The majority of respondents (40.9%, n=153) felt the main reason was peer pressure, while 19.8% (n=74) said lack of adult supervision and 15% (n=56) said easy access.

When respondents were asked if they had previously heard of early intervention, 50.7% (n=189) said yes and 49.3% (n=184) said no.

When asked about the reasons that deter people from becoming foster parents, 211 respondents said time, 181 said having children in the home and fearing a conflict may arise and 174 respondents said money.

Approximately 41.5% (n=154) of respondents think enough is being done to help victims of child abuse and 58.5% (n=217) said there is not.

When asked the question, "Have you had a conversation with your child about bullying in the past year," 69.9% (n=114) of the respondents said yes and 30.1% (n=49) said no.

## **SITUATIONAL ANALYSIS**

Identified below are the strengths, weaknesses, opportunities, and threats surrounding the situation at large with consideration to health and wellness in Centre County and the Bennett Family Center.

### **Strengths:**

- Facility Location
  - Rationale: The BFC is located on Penn State University's campus. This is convenient and accessible to many parents in the Centre County area, particularly those who work on campus.
- Student Age
  - Rationale: Attendees of the BFC range in age from 6 weeks-old to 6 years-old. This provides an opportunity to reach an array of parents and guardians.
- Facility Staff
  - Rationale: The regular staff of the BFC is trained and educated to work with children.
- Facility Layout
  - Rationale: The BFC has an abundance of classrooms and two large playgrounds to be utilized for planned events.
- Teacher-Parent Relationships
  - The relationships between the staff and parents of children at the BFC help to encourage parents to participate in activities and educational programs.

### **Weaknesses:**

- Online Presence
  - Rationale: The BFC does not utilize any form of social media. This lack of online presence may hinder the likelihood of parent knowledge of additional programming.
- Time
  - Rationale: The BFC does not have excess amounts of time to meet with outside sources.

### **Opportunities:**

- Quality Perception
  - Rationale: Given recent events in the area in relation to children, the BFC has the chance to create a positive perception of child care facilities and educational programs in the area.

### **Threats:**

- Funding
  - Rationale: The campaign started with a budget of \$0. The team will need to be resourceful and attempt to solicit donations and sponsorship to supply the audience with learning materials.
- Public Perception

- Rationale: Centre County, Pennsylvania has been associated with a scandal in recent years surrounding child sexual abuse. Public perception of child care in Centre County may be viewed by some as inadequate and unsafe for children in the community.

## PLANNING

### Health and Wellness

#### KEY PUBLICS

- Stakeholders: Children at the Bennett Family Center, the Bennett Family Center parents, the Bennett Family Center teachers and staff
  - Rationale: Children at the Bennett Family Center
  - Rationale: The Bennett Family Center parents are encouraged to maintain a healthy lifestyle for their children.
  - Rationale: The Bennett Family Center teachers and staff help promote healthy eating and activities in a school setting.
- Demographics: Children ages 6-weeks-old to 6-years-old who regularly attend the Bennett Family Center; parents of children who attend the Bennett Family Center; teachers and staff of the Bennett Center; policy makers in Centre County and all of central Pennsylvania
  - Rationale: Early childhood, 6-weeks-old to 6-years-old, is an appropriate age to teach children healthy habits to adapt for the rest of their lives. Parents are heavily involved in children's lives, influencing how they eat and spend their time. Teachers influence decisions and behaviors of children everyday inside the classroom.
- Geodemographics: Schools and homes located in Centre County, Pa.
  - Rationale: Our campaign is limited to Centre County residents.
- Psychographics/Behavior: Children and parents who are overweight/obese and practice unhealthy and inactive lifestyles; children and parents who are technically healthy but do not necessarily participate in healthy lifestyles; children and parents who are healthy and knowledgeable of healthy habits
  - Rationale: People of all knowledge levels need to be aware of new information and techniques to keep our next generation healthy.
- Involvement Levels: How often children participate in physical activities, ranging from intense physical activity to low physical activity
  - Rationale: We aim to influence children with low activity levels to participate in more activities, and keep the children with high activity levels inspired.

## MESSAGES

The lives of children in Centre County can be enriched by health and wellness education through physical activities and informational resources for parents.

### Key Messages:

- The adaptation of healthy lifestyle habits for early childhood , 6-weeks-old - 6-years-old, and their parents will help lower the risks of childhood obesity at a young age.
- Countless long-term and fatal health risks are associated with childhood and adult obesity, including heart disease, diabetes, high blood pressure, depression, social anxiety, etc.
- One’s social life can be negatively affected by childhood obesity , by teasing by peers, depression, etc.
- A balance of healthy eating and exercise should be encouraged both at school and at home to lower the rates of the overweight and obese population.
- Nutritional education can help instill healthier lifestyles for both parents and children.
- Nutritional resources are available to the public and provide information about healthy lifestyles habits.
- Parental influence plays a vital role in promoting healthy habits in children. If poor health habits are noticed early and dealt with immediately, children have a greater chance of living healthier lives. This is essential when children are old enough to make health choices on their own.

### Messengers:

- Choosy
  - Rationale: Choosy, an animated character, promotes healthy eating and healthy choices. His motto is, “Be Choosy, Be Healthy.” Please reference Appendix F

### Media:

#### *Controlled Media*

#### Ability to control message:

- Flyers: Visual reminders for parents to receive information and a description of the event
  - Rationale: The flyers will encourage parents to participate in the event with their children.
- Handouts: Keep the audience informed of facts learned at the event
  - Rationale: The audience can physically take away something visually appealing to remind them of lessons learned.

#### Maximizing Reach:

- Email to parents at the Bennett Family Center
  - Rationale: An email to parents will notify all of them of the opportunity to attend the event and play with their kids.
- Flyers hanging in the Bennett Family Center
  - Rationale: Flyers are a visual reminder of the event.
- Sign-up sheets for parents in each classroom
  - Rationale: Parents have an easy way of signing up for the event when they drop their child off and sign them into class.
- Centre Daily Times: After the event, a press release will be sent to the local newspaper, The Centre Daily Times (CDT), to inform the community of the success of the event through traditional press.
  - Rationale: Many community members rely on the CDT for information.

Maximizing frequency:

- Activities: Help the children gain a better understanding of the importance of physical activity
  - Rationale: Activities keep kids engaged and focused. Children learn better through hands-on activities, which enable them to practice what they have learned. Learning is enhanced through interactive activities and engagement.

## **TIMETABLE**

### **Jan. 9 - Jan. 23:**

- Conducted secondary research on problems in the United States concerning health and wellness of children
- Conducted secondary research concerning obesity rates in Centre County and former and current organizations and campaigns to help solve this problem

### **Jan. 25 - Feb. 12:**

- Contacted possible clients in Centre County

### **Feb. 2 - Feb. 8:**

- Conducted primary research via our class survey by phone to random adults in Centre County

### **Feb. 12 - Mar. 1:**

- Contacted possible clients in Centre County

### **Mar. 2 - Mar. 13:**

- Contacted possible clients in Centre County

### **Mar. 17 - Mar. 31:**

- Contacted possible clients in Centre County
- Secured The Bennett Family Center as a client

### **Apr. 1**

- Meeting with client

### **Apr. 3**

- Meeting with The Bennett Family Center teachers to talk about event logistics

### **Apr. 3 - Apr. 12**

- Reached out to Wegmans, Giant, and Trader Joe's about coupon and product donations

### **Apr. 10**

- Meeting with The Bennett Family Center to set aside event resources

### **Apr. 11 - Apr. 17**

- Contacted legislators about event
- Picked up donations from sponsors
- Gathered resources from The Bennett Family Center for activities
- Created handouts, flyer and sponsorship poster for event
- 

### **Apr. 18**

- The Bennett Family Center Event

### **Apr. 20 - Apr. 26**

- Send press release to CDT
- Evaluation and stewardship

### **Apr. 26**

- Presentations to client

## **RESOURCES / BUDGET**

- Total Budget= \$0

### **Resources:**

- Equipment for physical activity
- Flyers
- Handouts
- Coupon donations from local supermarkets
- Bottled water and brown grocery bag donations

## **GOALS**

- To improve the lives of children in Centre County by encouraging healthy lifestyles
  - Rationale: By promoting positive healthy habits in children, it can influence better health and decisions in the near and distant future.

## **OBJECTIVES**

- To have a minimum of 50 families (at least one parent and/or guardian and at least one child) attend at the Bennett Family Center's "Family Fun Extravaganza" on Apr. 18, 2013
  - Rationale: We hope to reach a portion of our target audience through our event.
- To provide each family in attendance at the Bennett Family Center's "Family Fun Extravaganza" on Apr. 18, 2013 with educational resources to encourage living healthier lifestyles
  - Rationale: Educational resources would enable participants to take home and reinforce the lessons that they learned.
- To motivate more than 50% of families in attendance at the Bennett Family Center's "Family Fun Extravaganza" on Apr. 18, 2013 to adopt healthier and more active habits
  - Rationale: The campaign aims to motivate families to adopt a more healthy and active lifestyle to prevent childhood obesity and related diseases.

## Class Campaign

### KEY PUBLICS

- Stakeholders: Local government, community leaders, parents, teachers, family members of children
  - Rationale: Everyone was negatively affected by the break of the child abuse case, these community members will be essential in improving lives of kids in the community.
- Demographics: Children of both genders ages birth - 18, parents of both genders of children ages birth - 18, extended family members of children ages birth - 18, teachers and instructors of both genders of children ages birth - 18
  - Rationale: Children of this broad age range will be targeted throughout the five class campaigns; Parents and families of these children will also be targeted.
- Geodemographics: Schools and homes located in Centre County, Pa.
  - Rationale: Our campaign is limited to Centre County residents.
- Psychographics/Behavior: Children and parents who have overweight or obese family members; Families available to host a foster child; Families who have young children; Families who are planning to have children; Families who have teenagers
  - Rationale: Our campaign will target families that are prone to encounter the problems that we are targeting.
- Involvement Levels: How often children and parents participate in outside-of-school activities and programming
  - Rationale: The events and contents of our campaign will take place after school and on weekends so that children and parents can attend together.

### MESSAGES

The lives of children in Centre County can be improved by programming and awareness of health and wellness, drug and alcohol prevention, early intervention awareness, bullying prevention, and foster care awareness.

#### Key Messages:

- The adaptation of healthy lifestyle habits for early childhood (6 weeks- 6 years) and their parents will help lower the risks of childhood obesity at a young age.
- The availability of early intervention services is plentiful in Centre County, Pennsylvania and should be utilized by those who need it.
- Bullying can and should be prevented by educating children, parents and school staff on prevention methods and tactics.
- Children should be influenced to find a passion in life to guide them away from the negative effects of drug and alcohol use.
- There is a major shortage of foster care in Centre County that can be solved if more families learn more and volunteer to take in children in need.
- Parental influence plays a vital role in the welfare of children in every facet.

## **TIMETABLE**

### **Jan. 9 - Jan. 23:**

- Conducted secondary research on problems in the United States concerning health and wellness, foster care, drug and alcohol use by minors, early intervention care, and bullying
- Conducted secondary research concerning health and wellness, foster care, drug and alcohol use by minors, early intervention care, and bullying in Centre County and former and current organizations and campaigns to help solve this problem

### **Jan. 25 - Feb. 12:**

- Contacted possible clients in Centre County

### **Feb. 2 - Feb. 8:**

- Conducted primary research via our class survey by phone to random adults in Centre County

### **Feb. 12 - Mar. 13:**

- Began planning events and future campaigns

### **Mar. 17 - Mar. 21:**

- Met with clients and continued to gather resources and consider strategies for individual campaigns and events

### **Mar. 21 - Apr. 20:**

- Held individual events at respecting agencies to improve lives of children in Centre County

### **Apr. 20 - Apr. 26**

- Alerted press success of individual campaigns and events
- Conducted evaluation of individual campaign efforts
- Created stewardship plans for individual campaigns

### **Apr. 26**

- Presentations to client

## **GOALS**

- To plan and implement five separate campaigns for each respecting focus area: Bullying, Drug and Alcohol Prevention, Early Intervention Awareness, Foster Care Awareness, Health and Wellness
- To gain five different clients in respect to all focus areas: Bullying, Drug and Alcohol Prevention, Early Intervention Awareness, Foster Care Awareness, Health and Wellness
- To conduct post-event research to evaluate potential success of campaigns
- To create stewardship plans for each respective agency

## **OBJECTIVES**

- To have five events for each individual campaign by Mar. 21, 2013
  - Rationale: Each group needs to implement an event; If done by mid-March, there will be supple time to complete an evaluation stage

## **RESOURCES / BUDGET**

### **Health and Wellness:**

- Total Budget= \$0

## **EXECUTION**

Budget= \$0

Donations were solicited from Trader Joe's, Wegmans, Giant, and the Bennett Family Center. These materials were put together in a Trader Joe's recyclable bag and distributed to families at the conclusion of the event.

Trader Joe's

- 300 recyclable bags
- 7 cases of 24 plastic bottles of water

Wegmans

- 150 booklets of coupons

Giant

- 150 "Healthy Living" recipe magazines

Bennett Family Center

- 10 cases of water (varying sizes)
- Various toys, including: toy parachute, bean-bag toss, obstacle courses

## STRATEGIES

- Invite Pennsylvania legislators to Family Fun Extravaganza at the Bennett Family Center, “BFC”
  - Rationale: Gaining political attention during the “Week of the Young Child” would bring publicity to the Bennett Family Center and publicize the “Family Fun Extravaganza” event.
- Seek donations from local food markets for the event activities
  - Rationale: Food markets will be exposed to more credibility and visibility in the area and will allow us to gain necessary materials for event activities with no budget.
- Coordinate with teachers at the BFC to plan physical activities for the event
  - Rationale: Children need to play and do physical activities to adopt healthier lifestyles. Teachers at the BFC know appropriate activities for the age groups that motivate kids and parents.
- Compile resources for families to take away from the event
  - Rationale: Lessons and examples will help families learn how to lead healthier lifestyles in relation to physical activity and meals.
- Create media impressions through traditional media sources in Centre County to inform the public of the success of the event
  - Rationale: Many community members still use traditional media sources (i.e. newspapers, radios, word of mouth) to gain information about events/news.

## TACTICS

- Sent media alert to Pennsylvania legislators about Family Fun Extravaganza at the BFC
  - Rationale: This resource will notify legislators of the event and inform them of the details.  
Please reference Appendix C.
- Sent press release to the Centre Daily Times on Apr. 23, 2013 concerning The Bennett Family Center Family Fun Extravaganza event
  - Rationale: The Centre Daily Times is read by many in the area and is a good medium to spread the word of childhood obesity and the possibility of positive programming.  
Please reference Appendix D.
- Contacted the manager of Wegmans to seek donations of coupon booklets of organic foods
  - Rationale: We need to provide families of the BFC with resources to adopt healthy lifestyles and prepare healthier meals.  
Please reference Appendix E.
- Contacted the manager of Trader Joe's to seek donations of reusable bags and water
  - Rationale: We need to provide families of the BFC with materials to promote living healthier lifestyles.  
Please reference Appendix E.
- Contacted the manager of Giant stores located in Centre County to ask for healthy living magazines for event
  - Rationale: Families of the BFC can learn wholesome recipes to use in everyday life.  
Please reference Appendix E.
- Compiled take-away bag of resources for each family in attendance
  - Rationale: These handouts will teach and reinforce our message to families of the BFC.  
Handouts included:
    - List of activities to get children involved in the community
    - Choosemyplate.gov handout focused on balanced meals
    - Family lesson from Choosy focused on meals for young childrenPlease reference Appendix F.
- Emailed flyers to parents to announce and promote the family friendly event
  - Rationale: The flyers will be used as visual and tangible reminders about the event.  
Please reference Appendix B.
- Distributed flyer in each students' "cubby" at venue and hung on venue walls
  - Rationale: Parents need to be aware of the event to promote attendance; Students take contents of cubbies home to show parents, and parents pick their kids up at the BFC.  
Please reference Appendix B.
- Provided each family in attendance at the Bennett Family Center's "Family Fun Extravaganza" on Apr. 18, 2013 with information to stay active
  - Rationale: Information may motivate and encourage children to be physically active.  
Please reference Appendix F.

- Provided each family in attendance at the Bennett Family Center’s “Family Fun Extravaganza” on Apr. 18, 2013 with resources to encourage healthy eating habits
  - Rationale: Coupons will help reduce the cost of healthier food options for families to incorporate into their healthier lifestyles.  
Please reference Appendix F.

## EVALUATION

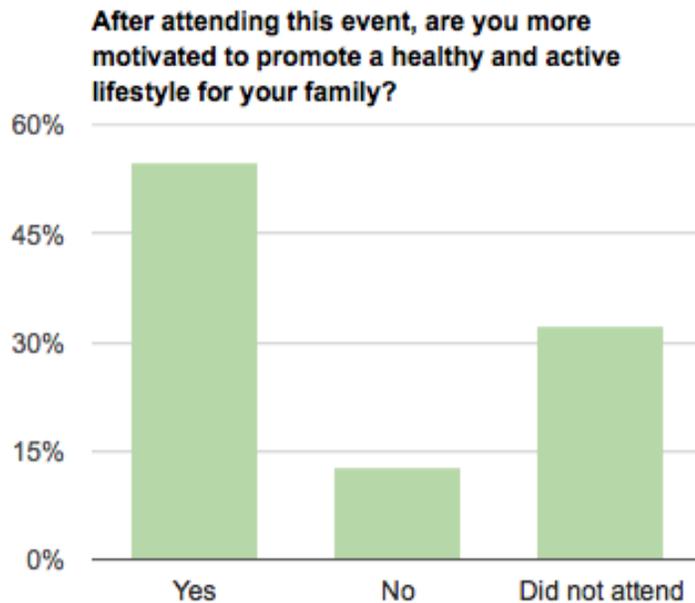
### CRITERIA

To evaluate the success of our campaign, several methods were used including a post-event survey, counting attendance at our event and measuring our objectives.

### RESULTS

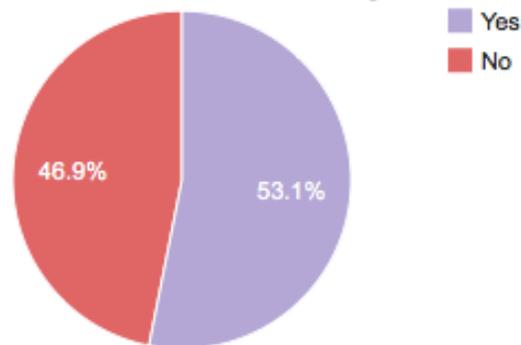
- Survey:
  - Each family in attendance at the Bennett Family Center event was asked to take a survey based on their experiences of the day. Questions ranged from whether or not they thought childhood obesity was a problem in Centre County to how often families participate in physical activity together. This survey helped us gauge whether or not parents enjoyed the event and whether or not they will change habits at home in order to have a healthier lifestyle. Based on the survey, about half of the respondents (53.13%) thought that childhood obesity was a problem in Centre County. We also found that the majority of parents that attended the event (54.84%) said they are now more motivated to promote a healthy and active lifestyle for their family. Nearly 69% of respondents said their child's eating habits are healthy, and 71.88% said they participate in physical activity as a family.

Please reference Appendix G.



---

**Do you think childhood obesity is a problem in Centre County?**



- Attendance:
  - We estimated that more than 60 families attended the event. Families were given a donated grocery bag filled with handouts, coupons, and bottled water all provided by local grocery stores. By the end of our event, 72 bags had been distributed to families in attendance. Several families with multiple children left with additional bags.
- Teacher and staff feedback:
  - The teacher and staff of the Bennett Family Center gave positive feedback of the Family Fun Extravaganza event. The activities that were planned for the children were engaging as well as age appropriate. Teachers and staff appreciated the time and effort put into planning, setting up and tearing down the event.

## SIGNIFICANCE

We did not have enough survey responses to determine a level of significance. However, we met multiple campaign objectives.

- To have a minimum of 50 families attend at the Bennett Family Center’s “Family Fun Extravaganza” on Apr. 18, 2013
  - **Objective exceeded by at least 10 families:** We estimate that approximately 60 families (at least one parent and at least one child) attended the event, which exceeded our expectations.
- To provide each family in attendance at the Bennett Family Center’s “Family Fun Extravaganza” on Apr. 18, 2013 with educational resources to encourage living healthier lifestyles
  - **Objective met:** By providing multiple handouts to parents who attended the event, we helped encourage ways to live a healthy lifestyle and prevent childhood obesity.
- To motivate more than 50% of families in attendance at the Bennett Family Center’s “Family Fun Extravaganza” on Apr. 18, 2013 to adopt healthier and more active habits
  - **Objective exceeded by nearly 5%:** Survey results indicated that approximately 54.84% of families in attendance were more motivated to live healthier and more active lifestyles.

Suggestions for the future:

- More space between the stations and utilizing more of the playground area
- Use a signal and timing the stations so everyone knew when to rotate

## **STEWARDSHIP**

To continue spreading the proactive message of healthy eating and more physical activity, the Bennett Family Center was encouraged by the health and wellness team to have an annual event similar to the Family Fun Extravaganza. The event received a vast amount of positive feedback from staff and parents that were able to attend. By having more active play events in the future, children and parents will better understand the importance of living a healthy lifestyle.

This year, the health and wellness team established relationships with Trader Joe's, Wegmans and Giant. These relationships can be maintained for various donations for future events, which will help offset the costs of healthier food options for families.

The Bennett Family Center also has a contact for the character Choosy, who was a big hit among the children. Having his presence at the yearly event would help reinforce a healthy lifestyle and encourage kids to make healthy choices as they get older.

For future events, the Bennett Family Center and other schools in Centre County should maintain a presence on social media to publicize their event. Social media is a quick and efficient way to reach a large audience of parents to keep them informed on event information.

Our team compiled resources for the Bennett Family Center to assist them in planning future active play events. They are encouraged to share the ideas and resources with other schools in Centre County, including schools with disabled and underprivileged children. Distributing event details to additional schools in the area will help reinforce the importance of physical activity and healthy eating.

## **CONCLUSION AND SUMMARY**

This public relations class started a campaign researching and analyzing prominent issues in Centre County including health and wellness, bullying prevention, drug and alcohol use by minors, foster care awareness, and early intervention awareness. The health and wellness team was able to partner with the Bennett Family Center and implement a successful event for children and parents. Numerous age-appropriate physical activities were designed for children that will influence children and parents to be more physically active in the future. Take-away bags were available for the families who attended our event, containing fresh recipes to create healthy meals for families to enjoy together, as well as coupons to help offset the cost of healthy organic foods. At the end of the event, each family was encouraged to answer a short survey to measure the success of our “Family Fun Extravaganza” event and understand the family dynamics at home in relation to healthy eating and physical activity.

The Bennett Family Center’s managerial staff was extremely helpful to the success of the Family Fun Extravaganza. Their unconditional love and care for the children and the center itself made it extremely pleasant for our team to work with their staff to create and implement our event.

After completing a campaign to improve the lives of children in Centre County in the likes of health and wellness, there are several areas that could be improved in the future. First, gaining a client at an earlier date would have led to a more time-efficient campaign. The Bennett Family Center was a joy to work with but our team felt that we could have done even more at the Family Fun Extravaganza had we have been given more time. The health and wellness team also could have incorporated more media relations in hopes to gain more media attention and impressions.

All in all, we consider this campaign a success and look forward to conducting other campaigns in the future.

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APPENDICIES

Appendix A

Infographic

# Family Fun Extravaganza!

The Bennett Family Center  
Thurs. Apr. 18 from 4-5:30 P.M.

## Summary

The Health and Wellness Committee in Marcia DiStaso's COMM 473 Public Relations Campaigns Course teamed up with the Bennett Family Center to host an event focused on healthy eating and physical activity for children in Centre County. The 90-minute event, created and implemented by the Health and Wellness Committee, encouraged parents to come out and play with their kids to promote healthy lifestyles for the whole family.

## Family Fun Extravaganza: BY the Numbers

Donations & Handouts:	Attendees:
<ul style="list-style-type: none"><li>168 bottles of water</li><li>300 recyclable bags</li><li>150 coupon books</li><li>150 healthy recipe books</li><li>300 printed handouts</li><li>150 activity lists</li></ul>	<ul style="list-style-type: none"><li>About 60 families</li><li>130 children, ages 6-months to 6-years</li></ul>

## Activities

Basketball, Simon Says, Soccer, Hula Hoops, Balance Beam, Bean bag Toss, Chalk, Stepping Stones, Relay Race, Parachute, Musical Scarves, Obstacle Course, Sack Race

## Event Feedback

"It was a success."

"Activities were age-appropriate and engaging."

"I love choosy!"

"I wish we could do this every day!"

A special thanks to the Bennett Family Center staff members for all of your help with the event!

Thank you to our sponsors:

TRADER JOE'S, GIANT Quality. Selection. Savings. Every Day., Wegmans

**Appendix B**  
**Flyer for families of the Bennett Family Center**



Photo Credit: istockphoto.com

## **FAMILY FUN EXTRAVAGANZA**

**Wear Your Play Clothes and Spring  
Into a Healthy Lifestyle!**

**Thursday, April 18  
4 p.m. – 5 p.m.**

**The Bennett Center**

**Come play with your kids and learn about  
health and wellness. Featuring physical  
activities, goodie bags, healthy snacks, and a  
fun-filled hour!**

**Please contact the Health and Wellness Team for more information!  
We are a team of PSU Public Relations students in COMM 473 – Rachel, Chris, Brittany, Mallory, and Kim  
Questions or Concerns? Contact Rachel at [rly5028@psu.edu](mailto:rly5028@psu.edu)**

**Appendix C  
Media Alert**

**MEDIA ALERT**

**Penn State PR Students Organize “Family Fun Extravaganza” at The Bennett Family Center**

**Who:** This event is open to all families who regularly attend the Bennett Center, Bennett Center staff and volunteers.

**What:** The Bennett Family Center is teaming up with public relations students at Penn State to host a one-hour family event that focuses on healthy eating and promoting physical activity. The event will have several activity stations for children ages 6 weeks to 6 years ranging from motor skill activities to obstacle courses. Parents are encouraged to participate in these activities with their children. Complimentary informational packets will be distributed to all families in attendance.

**When:** Thursday, April 18, 2013  
4 P.M. – 5 P.M.

**Where:** The Bennett Family Center  
123 Bennett Family Center  
University Park, Pa 16801  
(At the intersection of Hastings Rd. and Bigler Rd.)

**Why:** April 14-20 is the 2013 Week of the Young Child, sponsored by the National Association for the Education of Young Children (NAEYC). According to NAEYC, this year’s theme is ‘Early Years Are Learning Years.’ This event will teach and encourage young children and their families ways to incorporate healthy choices into their daily lives.

**Press:** With permission, children may be photographed while participating in various activities during the one-hour event.

**Contact:**

Colleen Mortimer  
Supervising Teacher  
Bennett Family Center  
(814) 865-4057  
[esm10@psu.edu](mailto:esm10@psu.edu)

Chris Hershey  
Penn State PR Student  
(717)-333-7609  
[chrismhershey@gmail.com](mailto:chrismhershey@gmail.com)

Marcia DiStaso  
PSU PR Professor  
[mwd10@psu.edu](mailto:mwd10@psu.edu)

## Appendix D Press Release

FOR IMMEDIATE RELEASE

### **Penn State Students Host “Family Fun Extravaganza” Event at the Bennett Family Center**

*Public Relations Students Partner with Local Child Care Center to Promote Physical Activity and Healthy Eating Habits*

STATE COLLEGE, Pa. (April 19, 2013)— Penn State students enrolled in a public relations campaigns course organized and implemented a 90-minute “Family Fun Extravaganza” event held at the Bennett Family Center on Thursday, April 18, 2013. More than 60 families attended the event, as well as the 140 Bennett Family Center children ranging from ages 6-weeks-old to 6-years-old. Several age-appropriate physical activities were available for both children and parents to participate in, encouraging them to partake in healthier lifestyles.

Students were thrilled to see Choosy, a large green character who represents healthy eating. Many children were overheard saying, “I love Choosy!”

Parents also appreciated the activities provided for their children during the “Family Fun Extravaganza” event. Wendy Whitesell, director of the Bennett Family Center, stated that many parents thought the event “was a great way to keep the kids moving and burn some energy.”

Takeaway bags were provided to each family in attendance and included educational materials regarding healthy and organic eating habits for the family. Local grocers Trader Joe’s, Wegman’s and Giant generously donated to the cause, providing more than 150 water bottles, 300 recyclable bags, 150 healthy recipe books and 150 coupon booklets.

For more information about the “Family Fun Extravaganza” event or the Bennett Family Center, please contact Director Wendy Whitesell at [wjw8@psu.edu](mailto:wjw8@psu.edu) or Public Relations Professor Dr. Marcia DiStaso at [mwd10@psu.edu](mailto:mwd10@psu.edu).

###

## Appendix E Sponsorship Letters

Shane Long  
Giant, Store #6072  
255 Northland Center  
State College, PA 16803

April 8, 2013

Dear Mr. Long,

With this letter we seek possible sponsorship for our Family Fun Extravaganza event. We are a team of students in Penn State University's COMM 473 course called Public Relations Campaigns. Our event, Family Fun Extravaganza, will take place at The Bennett Family Center, a program from children ages 6 weeks to 6 years. The goal of the Bennett Center is to provide a supportive and nurturing environment by building a sense of community among parents, children, and staff members.

Family Fun Extravaganza will be held on Thursday, April 18 from 4 - 5 p.m. The focus of our event is health and wellness and will be open to more than 100 families that regularly attend the Center. Our team aims to provide informative resources about recent health initiatives and healthy recipes for families. To make the event a success, our team would very much like to provide Giant Recipe booklets for all families in attendance of the event. We estimate that we will need 150 booklets for the event, but we would gladly accept any amount that you can provide.

These booklets will greatly assist us in our teaching children and parents about the benefits of adapting more healthy lifestyles. Your sponsorship will be showcased to all of the parents who attend our event, as we will display your logo on our sponsorship poster. Parents will be informed of your generous donation and encouraged to visit your place of business! We will also include sponsorship recognition in our introduction and closing statements of our event. Your generosity will support both the participants and your business.

We greatly appreciate your consideration of our request. Please contact us with any questions, or a response to our inquiry at the contact information provided below. A team member will follow-up with you within seven business days.

Sincerely,

The Health and Wellness Team

Rachel Yurchak  
Mallory Brown

Chris Hershey

Brittany Coury

Kim Schmohl

---

Ken, Store Manager  
Trader Joes State College  
243 Patriot Ln  
State College, PA 16803

April 10, 2013

Dear Ken,

With this letter we seek possible sponsorship for our Family Fun Extravaganza event. We are a team of students in Penn State University's COMM 473 course called Public Relations Campaigns. Our event, Family Fun Extravaganza, will take place at The Bennett Family Center, a program from children ages 6 weeks to 6 years. The goal of the Bennett Center is to provide a supportive and nurturing environment by building a sense of community among parents, children, and staff members.

Family Fun Extravaganza will be held on Thursday, April 18 from 4 - 5 p.m. The focus of our event is health and wellness and will be open to more than 100 families that regularly attend the Center. Our team aims to provide healthy snacks and water for families. To make the event a success, our team would very much like to provide apples, oranges and water for all families in attendance of the event. We estimate that we will need 150 of each item, but we would gladly accept any amount that you can provide. We are also seeking shopping bags to place these items in and feel that your shopping bags are perfectly re-usable. Here is a breakdown of what we are ultimately seeking:

- 150 oranges
- 150 apples
- 150 bottles of water, any size
- 150 shopping bags

These items will greatly assist us in our teaching children and parents about the benefits of adapting more healthy lifestyles. Your sponsorship will be showcased to all of the parents who attend our event, as we will display your logo on our sponsorship poster. Parents will be informed of your generous donation and encouraged to visit your place of business! We will also include sponsorship recognition in our introduction and closing statements of our event. Your generosity will support both the participants and your business.

We greatly appreciate your consideration of our request. Please contact us with any questions, or a response to our inquiry at the contact information provided below. A team member will follow-up with you within three business days.

Sincerely,

The Health and Wellness Team

Appendix F  
Take-away resources



# 1 GREAT PLATE

for Preschoolers!

$\frac{1}{2}$  Vegetables and Fruit +  $\frac{1}{4}$  Whole Grains +  $\frac{1}{4}$  Lean Protein

**Top Tips for Feeding Preschoolers:**

**Set the stage for family mealtimes**

- Encourage eating in a family whenever possible.
- Allow plenty of time for eating and serve food family style.
- When sit down meals and snacks about every two to three hours.

**Offer a variety of foods**

- Serve a variety of foods that taste good from all food groups.
- Choose whole grain breads and cereals about half the time.
- Encourage brightly colored fruits and vegetables.
- After age two – serve skim or 1% milk and dairy products.
- Offer snacks like small meals, including a few foods from the different food groups.

**Transition from playtime to mealtime**

- Create quiet, calming routines before mealtime or give children five minutes to transition.
- Always have children wash their hands before meals or snack.

**Control distractions during meals and snacks**

- Turn off the TV and focus on pleasant topics of conversation.
- Aim for a relaxed atmosphere – avoid rushing to the next activity or event.

**Let your child control how much they eat**

- Adults control the type and variety of foods served – children control how much to eat.
- Avoid comments about how much or which foods a child is eating.

**Try new foods often**

- Serve new foods in small amounts with foods children are familiar with.
- Ask how the new food tastes, like sweet, sour, salty – not “do you like it?”
  - Never force a child to try a new food or eat one they don’t like.
  - Don’t pressure or reward children for trying new foods – including the “one bite rule.”

**Choose fresh, frozen or canned fruit more often than fruit juice**

- Fruit tastes great and has more nutrients and less sugar than juice.
- Offer water instead of juice when children are thirsty.
- Limit juice to about 4-6 ounces per day for children.

**What's a preschooler sized serving?**

- 1/3 cup dry cereal
- 1/4 cup cooked pasta or rice
- 1/4 cup fruit
- 1/4 cup vegetable
- 3/4 cup of milk
- 1 egg
- 1 ounce of meat or poultry

# Choosy News

Newsletter #6

**I Can Do It!**

The healthy news to help you choose!

Dear Family,

When you were a child, did someone teach you how to jump, skip, or catch a ball? Some children enjoy learning movement skills on their own, through independent exploration and discovery. But there may be times when your child could benefit from a little coaching! By offering movement cues, suggesting different approaches, or modeling (demonstrating) a skill, you can minimize frustration and help your child develop a feeling of competence. Try some of these tips to boost your child's movement skills.

**Stability (Balance)**

- Begin by walking along a string or a chalked line. As your child's skills improve, try balancing on a board or beam that is on or close to the ground.
- Remind your child to look at the line or the beam. Say, "Hold your arms out to the sides."
- Stay close, but don't offer your hand for support unless your child is starting to fall.

**Jumping**

- Try jumping up, out, over, down, and with a turn.
- Coach your child to crouch first, then swing the arms while jumping with both feet. Say, "When your legs jump up, your arms go up!"
- Ask your child to make his or her fingers "jump" in your palm to show you that jumping is blasting off with two feet and landing on two feet.

**Catching**

- Start with large, soft, colorful balls that are easy to grab. Gradually reduce the size.
- Make sure your child is looking at you before you toss the ball.
- Say, "Hold out your hands!" (Arms should be slightly bent with palms up or facing each other.)

**Throwing**

- Use beanbags or soft balls that are small enough for your child to hold in one hand. Be sure you have several so your child doesn't have to chase them after every throw.
- Use a very large target to ensure success. Don't emphasize accuracy with preschool children.
- Say, "Throw it as hard (or as far) as you can toward the target!"
- Beginners usually face the target and throw without moving their feet. A more effective method is to stand with your non-throwing side facing toward the target, rock back, and then step toward the target and throw. Give cues or suggestions to help your child discover this method. For example, say, "What would happen if you stepped forward when you threw?"

Remember to praise your child for effort and improvement. Cheer or applaud, give a high five, or pat your child on the back when you hear, "I can do it!" Choosy says, "Celebrate feeling great!"

Sincerely,

## Activity Sign-up Information in Centre County

### YMCA of Centre County Youth Programs

- Basketball Clinic
- Gym and Swim
- Gymnastics Lessons
- Karate
- Kids Fitness Circuit
- Movin' Groovin' Toddlers
- Rock Climbing Class
- Shotokan Karate
- Tang Soo Do Karate
- T-Ball
- Zumbatomic

For more information visit [www.ymcaofcentrecounty.org](http://www.ymcaofcentrecounty.org)

### Centre Bulldogs Football and Cheerleading (Ages 5-13)

- Monday, April 26, Patton Township Building Library, 6-8 p.m.
- Sunday, May 19, Nittany Mall, Noon-4 p.m.

### Centre Region Parks and Recreation Summer Camps

- Wee KIDventure Camp- Age 3-5 & toilet-trained. 9 a.m.-noon
  - Week 1: June 17-21
  - Week 2: June 24-28
  - Week 3: July 1-5 (omit July 4<sup>th</sup>)
  - Week 4: July 8-12 (omit July 10<sup>th</sup>)
  - Week 5: July 15-19
  - Week 6: July 22-26
  - Week 7: July 29-August 2
  - Week 8: August 5-9
- KIDventure Camp- Entering Grades 1-6. 7:30 a.m.-5:30 p.m.
  - Week 1: June 17-21
  - Week 2: June 24-28
  - Week 3: July 1-5 (omit July 4<sup>th</sup>)
  - Week 4: July 8-12
  - Week 5: July 15-19
  - Week 6: July 22-26
  - Week 7: July 29-August 2
  - Week 8: August 5-9
- Young Martial Arts and Culture Camp- Ages 6 and older
  - Monday-Friday, August 5-9, 9-11 a.m.
- GROSS Outdoor Camp- Entering Grades 1 & 2
  - Monday-Friday, July 22- 26, 9 a.m.-noon
- Wonderful Wetlands Camp- Entering Grades 1-5
  - Monday-Friday, August 5-9, 8 a.m.-5 p.m.

### To register for CRPR summer camps:

- Online: <https://activenet008.active.com/crpr/>
- At Location: 2643 Gateway Dr. #1, State College PA, 16801
- Phone: (814) 231-3071

**Appendix G**  
**Post-event Survey**

**COMM 473 Bennett Center**

**1. Do you think childhood obesity is a problem in Centre County?**

Yes  
No  
Other (please specify)

**2. After attending this event, are you more motivated to promote a more healthy and active lifestyle for your family?**

Yes  
No  
Other (please specify)

**3. There was at least one activity that my child participated in today that I will incorporate into physical activities at home.**

Strongly disagree    Disagree    Neither agree nor disagree    Agree    Strongly Agree

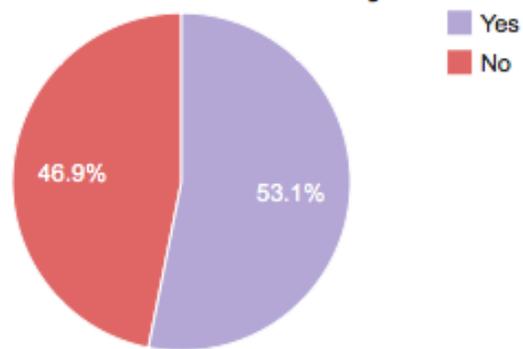
**4. I would attend another event like this in the future.**

Strongly disagree    Disagree    Neither agree nor disagree    Agree    Strongly Agree

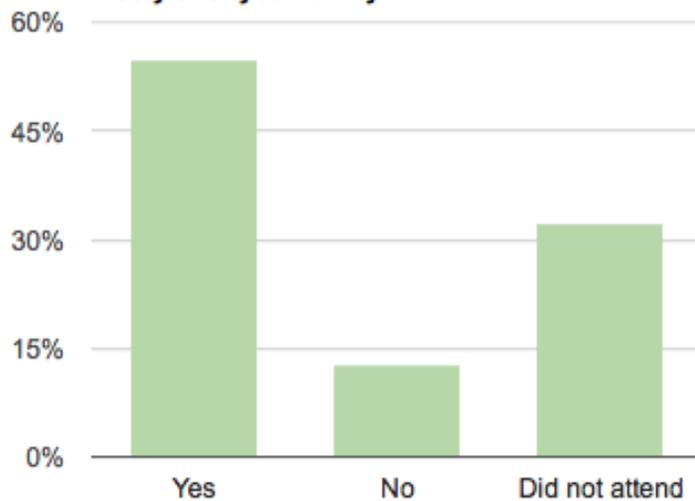
**5. Please list additional comments, questions, or ideas for events like this in the future.**

---

**Do you think childhood obesity is a problem in Centre County?**



**After attending this event, are you more motivated to promote a healthy and active lifestyle for your family?**



**Appendix H**

**Pictures from event**

