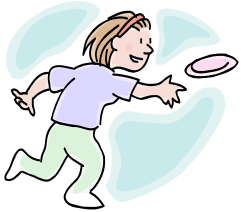


Eat Healthy, Be Active

Welcome to this issue of *Eat Healthy, Be Active*-- the Coulee Region Childhood Obesity Coalition's quarterly newsletter. Through this newsletter we hope to provide you and your family with quick, practical ideas for eating healthy and staying active. We hope you enjoy it, and please...share it with a friend.

Reclaim your Backyard for Summer Fun



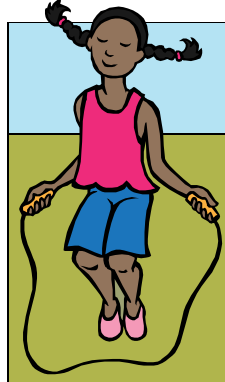
Whether it's a barbeque, a special occasion or just an evening with the family it is a good idea to have some choices for outdoor games. Backyard games not only provide entertainment and competition, but they also encourage togetherness and even a bit of physical activity. There are many fun games that you can have available – several of which are described below.

Ladder ball: This game involves a three rung ladder stand. Players toss bolos, which are two golf balls, connected by a string, toward the three-runged ladders.

Bocce Ball: Bocce ball pits two teams against each other to see who can toss their team balls closest to a small, white ball which is the target.

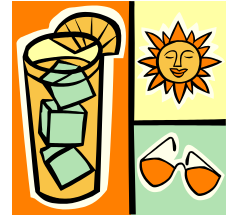
Cornhole (Corn Toss, Bean Bag): This is a four person game involving tossing bags full of corn toward slanted wooden boards with a hole in the middle.

Washers: A more recent creation, Washers is similar to cornhole yet involves a smaller wooden box as the target and players toss large metal or plastic washers instead of the corn bags.



The above, recently favored games can be found in most department stores, but don't forget about the traditional backyard games we adults played as kids:

- Kickball
- Badminton
- Horseshoes
- Frisbee
- Croquet
- Tag/Freeze Tag
- Hopscotch
- Hoola-Hoops
- Jump Rope



Coulee Region
Childhood Obesity
Coalition

Summer 2011

Special points of interest:

- ☺ Backyard Summer Fun
- ☺ Life is Sweeter Challenge



Inside this issue:

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What's the best way to protect your child in the

sun??

Follow these simple rules to protect your family from sunburns now and from skin cancer later in life.

- Keep babies younger than 6 months out of direct sunlight. Find shade under a tree,

umbrella, or the stroller canopy.

- When possible, dress yourself and your kids in cool, comfortable clothing that covers the body, like lightweight cotton pants, long-sleeved shirts, and hats.
- Select clothes made with a tight weave - they protect better than clothes with a looser weave. If you're not sure how tight a fabric's weave is, hold it up to see how much light shines through. The less light, the better.

(Continued on Page 2)

Take the Life 's Sweeter Challenge!



Concerned you and your family are drinking more sugary drinks than is healthy? You are not alone! Sugar sweetened drinks account for 1/2 of all added sugars in the American diet according to experts at the Center for Science in the Public Interest. Not only did American's consumption of sugar sweetened drinks double between 1977 and 2002, but serving sizes of standard canned/bottled sugar sweetened drinks have also ballooned from 6.5 ounce serving to 24 ounces.

Studies show that for each sugary drink your child consumes on a daily basis their likelihood of becoming obese increases by 60%.

Ready to make your family's life sweeter by limiting pop and other sugary drinks?

Join the

Life 's *Sweeter* Challenge

The goal of the challenge is to reduce your (& your family's) consumption of sugared drinks...pop, sweetened tea, energy drinks...to 3 or fewer 12 oz cans per week. Reach for one of the following rather than pop or other sugary drinks!

- Water! Plain or flavored with fruit slices
- Sparkling waters
- Ice tea with lemon
- Ice water flavored with juice cubes

and the shoulders, choose a sunscreen or sunblock with zinc oxide or titanium dioxide. While these products usually stay visible on the skin even after you rub them in, some now come in fun colors that kids enjoy.



Sunscreen for babies

- **For babies younger than 6 months.** Use sunscreen on small areas of the body, such as the face and the backs of the hands, if protective clothing and shade are not available.
- **For babies older than 6 months.** Apply to all areas of the body, but be careful around the eyes. If your baby rubs sunscreen into her eyes, wipe the eyes and hands clean with a damp cloth. If the sunscreen irritates her skin, try a different brand or try a sunscreen stick or sunscreen or sunblock with titanium dioxide or zinc oxide. If a rash develops, talk with your child's doctor.

Sun Protection Made Simple

- Wear a hat or cap with a brim that faces forward to shield the face.
- Limit your sun exposure between 10:00 am and 4:00 pm, when UV rays are strongest.
- Wear sunglasses with at least 99% UV protection (look for child-sized sunglasses with UV protection for your child).
- Set a good example. You can be the best teacher by practicing sun protection yourself. Teach all members of your family how to protect their skin and eyes.



- Use sunscreen! If used correctly it can protect your skin from sunburn & certain cancers

Choosing a sun screen

- Look for "broad-spectrum" on the label - that means it will screen out both UVB and UVA rays.
- Use a sunscreen with an SPF (sun protection factor) of at least 15. The higher the SPF, the more UVB protection the sunscreen has.
- Look for the new UVA "star" rating system on the label.
 - * 1 star is low UVA protection
 - ** 2 stars is medium protection
 - *** 3 stars is high protection
 - **** 4 stars is the highest UVA protection available in an over the counter sun screen product.

For sensitive areas of the body, such as the nose, cheeks, tops of the ears

Applying sunscreen...

- Use enough sunscreen to cover all exposed areas, especially the face, nose, ears, feet, and hands and even the backs of the knees. Rub it in well.
- Put sunscreen on 30 minutes before going outdoors. It needs time to absorb into the skin.
- Use sunscreen any time you or your child might sunburn. Remember that you can get sunburn even on cloudy days. Also, UV rays can bounce back from water, sand, snow, and concrete so make sure you're protected.
- Reapply sunscreen every 2 hours. It wears off after swimming, sweating or it can just soak in.



Choose the Right Shoes for Your Feet



Did you know that on average you put about 800 tons of stress on your feet every day?

Wearing the correct shoe can help avoid potential problems and keep injuries to a minimum.

So how do you choose the right shoe for your feet? Cost is not always a true indicator that one shoe is better than another. The shoe should fit your foot, be comfortable as soon as you try it, not allow the heel to slip, and allow you the ability to wiggle all of your toes. Also, avoid buying shoes based on color! Fun colors don't always equal good fit. Generally speaking if you participate in

a sport 3 or more times a week you need a sports specific shoe for that particular activity.

How does the shape of your foot influence your shoe choices? Is your foot type neutral, flat or high arched? Take the quick and easy "wet foot" test outlined below to find out your answer. You want to try to match your shoe selection to your foot type; as the shoe serves to support the foot and assist with distribution of forces.

THE WET FOOT TEST: Pour a small amount of water into a shallow pan, wet the sole of your entire foot, and take a step on a piece of paper or the cement

outside and look at the print. Compare this to the figures below.



NEUTRAL : Medium arch, slight in-flare and obvious heel are evident in the footprint.



PRONATED : Lower arch, the entire bottom of the foot touches the ground.



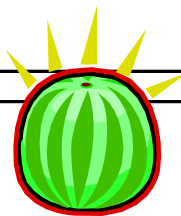
SUPINATED: Very high arch, shows little connection between the toes and heel.

WHAT ABOUT FLIP FLOPS??

Wearing flip flops is very popular during the summer months. In most cases flip flops are not good for the feet. For someone with flat feet, flip flops provide no support. For someone with high arches, many flip flops have minimal cushioning. Prolonged standing or walking in flip flops will often, over time, cause the onset of pain in the feet, ankles, or further up the body.



Footsteps to Health



Footsteps to Health is a project of the Coulee Region Childhood Obesity

Coalition conducted in partnership with La Crosse County Health Dept, Festival Foods, Hansen's in West Salem, Gunderson Lutheran 500 Club, UW-La Crosse and Viterbo University. The goal of the project is to encourage Coulee Region residents to eat more fruits and vegetables.

Each month a different fruit and vegetable is featured at the Footsteps to Health kiosk at area Festival & Hansens stores. Store patrons have the opportunity to taste a recipe that includes the featured fruit or vegetable, receive information about choosing and storing the featured produce and receive preparation tips. Visit the coalition's web site at

www.childhoodobesitycoalition.org for the Footsteps to Health kiosk schedule for July, August & September Also

view the fruit/vegetable demonstration videos at www.gundluth.org/nutrition Try these tasty Footsteps to Health, 500 Club approved recipes .

Watermelon Salad

2 1/2 cups seeded & diced watermelon
1 cup crushed pineapple
1 cup minced sweet onion
1/4 cup chopped cilantro
1/4 cup orange juice
1/4 tsp. hot sauce



In a large bowl combine watermelon, pineapple & onion. In a small bowl stir together cilantro, juice and hot sauce. Combine cilantro & melon mixtures. Cover & refrigerate for at least 30 minutes to blend flavors.

Per serving: 50 calories, 0 g. fat, 1 g. protein, 14 g carbohydrate, 1 g fiber, 0 mg sodium



This newsletter is brought to you by the Coulee Region Childhood Obesity Coalition. Our goal is to prevent childhood overweight & obesity. Members include:

Gundersen Lutheran Head Start

La Crosse County Health Dept Mayo Clinic Health Systems

School Districts of La Crosse, Onalaska & Holmen YMCA

Viterbo University UW-Extension-WNEP Program



Put a Little Pizzazz in Your Picnic

It's summertime! Whether you go to a park, beach or just to your backyard, picnics are a great way to enjoy friends, family and good food. This summer, add a little pizzazz to your picnic experience by...

Try Finger Foods!

- Bite-sized sandwiches, made by cutting sandwiches into quarters. Add fun by using two different types of bread.
- Rollup "coins"--take lean meat, cheese and leafy vegetable and place on a tortilla lightly spread with low-fat cream cheese. Roll tightly and cut into coins.
- Mini Pitas- Place sandwich fixings into a pita that has been quartered.
- Cracker sandwiches-Provide choices of small pieces of protein (meat, hard-boiled egg, hummus), cheese, and veggies and have children place items on crackers.

Serve it Silly!

- Salad Cones- Scoop chicken/tuna salad into an ice cream cone.
- Mini Kabobs- Push small chunks of food on a pretzel, such as ham, cheese, melon, and berries.
- Butterflies-Spread peanut butter, hummus or cream cheese on celery. Place two mini pretzels in mid-section for wings and two raisins in the end for the eyes.

Include Activity!

- Classic picnic games such as sack races, water balloon toss, and egg on spoon races.
- Goofy Races- Have children run to a tree and then leap like a frog back to you.
- Treasure Hunt- Give clues for kids to find a "treasure" to use for future physical activity, such as Frisbee, ball, swimming goggles.

Remember Food Safety!

- Harmful bacteria can grow rapidly when food is left in the *danger zone* (between 40 and 140 degrees F). Food should not be left out of the cooler or off the grill more than two hours (one hour when the outside temperature is above 90 °F).

Any-Day-is-a-Picnic Chicken Salad How to Use:

2 1/2 cups chopped cooked chicken (can use canned!)
1/2 cup chopped celery
1/4 cup chopped onion
2 Tablespoons pickle relish
1/2 cup light mayonnaise
Combine all ingredients and refrigerate until ready to serve. Use within 1-2 days. Chicken salad does not freeze well.

1. Make a chicken salad sandwich with whole wheat bread and your favorite veggies.
 2. Make a pasta salad by mixing with 2 cups cooked pasta.
 3. Serve in a tomato or a cucumber boat. Optional: Serve in an ice cream cone.
- Serves 6

Article contributed by UW-Extension La Crosse County WNEP Staff



Source: Snap-Ed Connection: Recipes Finder