

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.

Healthier Ways to "Check-Out"



Are grocery stores in the Coulee Region helping you and your family make healthy choices as you shop or do they provide temptations that sabotage your efforts? What do you see when you enter the store...a wall of pop and snack foods? As a customer do you have the option to add a healthy snack or an active toy to your cart while you wait in the checkout lane? Does your store have a fresh produce rewards program that rewards you with a discount after you purchase produce?

To answer these questions the Foot Steps to Health Program partnered with nutrition students from UW-La Crosse to explore what the grocery store environment is like in La Crosse and how we might improve it. All larger grocery stores in the Coulee Region were surveyed.

The first products students typically saw upon entering the stores were snack foods and cases of pop. Customers generally had to move deeper into the store

before coming to the produce department or other healthier items.

Check out aisles usually contained candy bars, non-baked chips, bags of candy, energy drinks, donuts or other baked goods. Non-food items commonly found included: magazines, lighters, batteries, trading cards, razors, remotes, headphones and supplements. A few stores did have "family friendly" aisles that included items such as: bananas, apples, apple chips and bottled water.

No grocery stores surveyed had produce rewards cards. The only store we are aware of in the Coulee Region that has something similar is Kwik Trip. Kwik Trip has a rewards program linked to their credit card. When you use your Kwik Trip credit card for in store purchases you get 10% off items such as milk, bread and bananas.

In an effort to make the "Healthy Choice the Easy Choice," Foot Steps to Health plans to partner with the Southside Wal-Mart to implement (con't on page 2)



Coulee Region
Childhood Obesity
Coalition

Winter 2012

Special points of interest:

- ☉ Healthy grocery stores
- ☉ Walk Around the World Challenge



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Join Walk Around the World Challenge

Keep your family active this winter & join the **Coulee Region Walk Around the World Challenge!** The 4 week challenge runs from February 6th-March 2nd.

This month long program

will challenge your family to make physical activity and healthy eating a daily priority. Earn miles every day you participate and "walk" your way from La Crosse County to Juneau, Alaska.

Return a completed log to

the Health Department for a chance to win great prizes!

Why encourage physical activity and healthy eating?

Physical activity fosters growth and (con't page 2)



Healthier Check-outs (Con't)

healthy checkout aisles. Healthy check out aisles may include foods such as:

- Fresh fruit
- Fresh veggies such as cut up carrots
- Milk, yogurt or string cheese
- Water
- Trail mixes
- Mixed nuts/seeds

Toys & games that might be included in a healthy check out lane might be:

- Nerf footballs/toys
- Frisbees

- Chalk
- Bubbles
- Lawn games
- Hula-hoops

So stay tuned! We'll let you know when they are up and running. We'll also be working on convincing stores to offer healthier entryways and possibly even a produce rewards program!



Walk Around the World Challenge

development and reduces a child's risk of being overweight. Physical activity helps children build healthy bones, muscles and joints and can reduce anxiety and boredom helping students refocus and concentrate in the classroom. A diet full of healthy, nutritious foods allows children to develop and learn to their fullest potential and provides them with energy to power through the day.

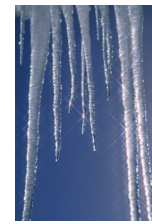
The *Walk Around the World Challenge* helps children and their families adopt healthy habits that include daily physical activity, eating nutritious foods and drinking healthy beverages



ages at every meal.

Register by January 27th for the challenge to receive weekly challenge emails containing practical wellness tips to keep you earning those daily "miles". To register call Becky at 608-785-5665 or email her at Lakowske.rebecca@co.la-crosse.wi.us

Age specific logs are available for preschool, elementary and teens/ adults. Logs can be downloaded from the coalition's website at www.childhoodobesitycoalition.org. Click on Community Challenges.



Winter Activity Opportunities

City of La Crosse Park & Rec

Young Athletes Program: The Wisconsin Young Athletes Program is an innovative sports play program for children ages 2-7 years old with and without disabilities. Through foundational skills, walking, running, balancing, jumping, trapping, throwing, and much more, your child will join with other children in improving their motor, cognitive, and social skills. This program will be starting Saturday, January 21st and continue each Saturday for eight weeks for one hour each session. (see http://www.specialolympicswisconsin.org/athlete_young.asp for more information)

The registration deadline is Tuesday, January 17th so don't wait to register! For more information please contact Kerry at 608-789-7596 or email gloedek@cityoflacrosse.org

Snowshoe Scamper



Bored with your winter workout routine?

Give snowshoeing a try! The Inaugural Snowshoe Scamper offers a 5k/10k race (Braveheart Series) at 10am, or a FREE family-fun loop from 9am-noon at Forest Hills Golf Course, Saturday, February 18, 2012. Medals and cash prizes (con't page 4)

Fun Activities to Stay Active this Winter



Although winter is a good time to curl up with a blanket, cup of cocoa and a good book, it is also a perfect time to be active!

There are great opportunities here in the Coulee Region to enjoy the wonder of the wintertime both indoors and out.

- There are many free public ice skating rinks in our area, just bring your skates, dress warmly and wear a helmet and padding to protect against falls on the ice. In La Crosse visit Copeland Park and Hood Park. In Holmen you can skate at Deer Wood Park.
- Go to the park or your own backyard and make a snow fort,

snowman, enjoy a snowball toss, or an afternoon of sledding or snowshoeing on a local trail.

Rent snowshoes from Myrick Hixon Eco Park for \$5/day for adults and \$3.50/day for students.

- Have an indoor dance party, hula hoop contest, or play a game of twister where you will burn calories and have fun.
- Take a "Walk Around the World" starting February 5th (see front page of this newsletter for details)



Who knows...you may even win a great prize!

- Spend an afternoon swimming at the YMCA or roller skating at a local skating rink.

For more ideas on staying active visit www.letsmove.gov



Resolved to eat healthier in the New Year? **Foot Steps to Health** can help! Eating more fruits and veggies helps you feel full while keeping your calories low. So fill half your plate with fruits & veggies and try the monthly **Foot Steps to Health** featured fruits and vegetables for a tasty treat. Visit our coalition website

(www.childhoodobesitycoalition.org) for this month's or past months' featured fruit and veggie recipes.

In January, the featured **Foot Steps to Health** fruits and vegetables are oranges & red potatoes. Try the tasty Pistachio Fruit Salad loaded with pineapple, oranges, apples & grapes and dressed with a creamy pistachio dressing.

Have you Heard About Farm to School???



La Crosse County Farm2School is part of the federally funded Communities Putting Prevention to Work grant, focused on obesity prevention. All public school districts in La Crosse County are involved, and to date thirteen schools throughout the county have implemented the program. La Crosse County Farm2School provides more fresh, local foods on the lunch line as well as coordinated nutrition education. All activities focus around the "Harvest of the Month", a fruit or vegetable that's highlighted each month. Students can taste test the new food, right in the cafeteria! In 2011, over 20,000 samples were given away and local chefs conducted fun

cooking demonstrations that introduced kids to new foods and showed them how to prepare them. When those foods were later served in the cafeteria, there was a greater acceptance and the kids actually ate them. (See the chef in action at www.laxf2s.org). Between September and December 2011, local produce valued at \$21,378 was served in the 5 participating districts (105,000 servings of local produce)! Foods served include squash, sweet corn, Brussels sprouts, wild rice, parsnips and more!



Pistachio Fruit Salad

- 1-20 oz can crushed pineapple, packed in 100% juice
- 1-1 oz package instant sugar free pistachio pudding mix
- 1-15 oz can mandarin oranges in juice or light syrup
- 2 apples, chopped
- 1 cups grapes, halved

Drain pineapple, reserving juice. In a medium bowl, whisk together the reserved pineapple juice and pudding mix for 2 minutes or until mixture thickens. Stir in fruit, cover & refrigerate until serving. Serves 8



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 UW-Extension-WNEP Program

Winter Activity Opportunities



Snowshoe Scamper



prizes for qualifying winners, S'mores & Hot cocoa for all!
To save a little money, Pre-register online by *February 17th*.

La Crosse area YMCA



Valentines Day Sweetheart Dance

Designed for 3-10 YEAR OLDS

An evening to spend with that special little girl in your life. Dads, Grandpa's Uncle's and anyone who is a positive role model for a young girl is invited to bring that special little girl in their life to this event. The night is filled with music, dancing, laughter and special moments with your precious little girl(s). Music, beverages and snacks are provided.

Dates: Friday, February 17 from 7pm-9pm

Location: YMCA-La Crosse

Fees: \$7 in advance or \$10 the day of the event.

HIPPITY HOPPITY EASTER BOPPITY

Children ages 3-10 are invited to celebrate Easter early at the Y by participating in our annual Hippity Hoppity Easter celebration. Children will follow Easter Bunny in the Bunny Hop run and then search for prizes and eggs during the egg hunt.

Dates: Saturday, March 31 at 9am

Location: YMCA-North



HEALTHY KIDS DAY

For Kids of all ages. The YMCA Healthy Kids Day is a signature event at the Y highlighting the Y's commitment to improving the nation's health. Parents, children and families can participate in a day of activities designed to teach them how to be active, improve nutrition and live a more healthy lifestyle

Dates: Saturday, March 31 from 10am-12pm

Location: YMCA-North

Fees: FREE