

Childhood Overweight

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Shaping America's Youth Expands Grassroots Efforts to Reduce Childhood Overweight in America

SAY enhances online and social networks to achieve community-based solutions to improve childhood nutrition and physical inactivity

Portland, Oregon (March 30, 2010) Shaping America's Youth (SAY) furthers its commitment to reduce childhood overweight and physical inactivity through robust online networks. We have expanded our social media outreach with frequently updated sites on Facebook, Twitter, and LinkedIn. On YouTube, a video explaining the Town Hall Meeting process allows people a firsthand look at how SAY operates. Our blog at www.shapingamericasyouth.wordpress.com comments on important news, initiatives, and articles pertinent to the world of childhood obesity. Currently, SAY is connected with almost 500 members on Twitter, over 350 members on Facebook, and about 40 members on LinkedIn. With this outreach, SAY has been able to connect across the country with others dedicated to this issue and engage in dialogue.

With more than 1,300 programs registered with SAY, almost 1,000 of those are available to the public through our searchable database on our website www.shapingamericasyouth.org. SAY offers access to programs dedicated to childhood obesity, searchable by name, state, keyword, and/or category. The SAY website offers a bounty of up-to-date resources, including news articles, events, funding opportunities, and resources relating to childhood obesity.

As the SAY website is a useful tool for students, parents, community members, and legislature, SAY staff corresponds daily with programs on any questions or comments they may have about SAY or the survey, as well as updating information. SAY staff also works daily with the public's comments and requests for information by offering quick, detailed responses on a variety of information.

About Shaping America's Youth

Shaping America's was initially launched in November 2003 in coordination with the Office of the U.S. Surgeon General, U.S. Department of Health and Human Services, the American Academy of Family Physicians, the American Academy of Pediatrics, the American College of Sports Medicine, the Nutrition Department of the University of California at Davis and the American Diabetes Association. SAY's corporate partners include Nike, Campbell Soup Company, Cadbury Schweppes, CIGNA Health, ConAgra Foods, and GlaxoSmithKline. For more information, visit www.shapingamericasyouth.org or call 1-800-SAY-9221.

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