

BAM! Body and Mind

PUBLICATION DATE: Launched July 2002

INTENDED AUDIENCE: Ages 9-13

LANGUAGE: English

FORMAT: Web based

DESCRIPTION:

BAM! Body and Mind is an online destination for kids created by the Centers for Disease Control and Prevention (CDC). The site has eight sections: Body Image, Energy, Epidemiology, Natural Disasters, Physical Activity, Safety, Smoking, and Stress. Each section consists of 4-9 sub-sections. The information is science-based and meets the national education standards for science and health.



The objectives are clearly stated and intended to promote increased knowledge and behavior change by offering kids to try healthy, low-fat, and less added sugar recipes. An activity challenge encourages tweens to begin a physical activity plan. BAM! Body and Mind provides tweens with interactive, educational, and fun activities.

No training is provided or required to teach the sections. Preparation before teaching is moderate. The sections provide structured activities. Planning for activities is sometimes necessary. The lessons are written in kid-friendly language. The material is color coordinated and clear instructions are provided. Resources and research information is provided to teachers. A pre-assessment test is provided for teachers to determine physical activities kids should take part in and at the end of each physical activity an assessment task is provided for quantitative evaluation of student content mastery. No pre- and post-assessment is provided for the other lessons.

COST: Free

PUBLISHER/DISTRIBUTOR NAME AND ADDRESS:

CDC/DHHS
Centers for Disease Control and Prevention, 1600 Clifton Rd, Atlanta, GA 30333, USA

PHONE: 404-639-3311

WEB SITE: <http://www.bam.gov>

EMAIL: bam@cdc.gov

Eat Smart. Play Hard™

PUBLICATION DATE: launched 2000

FAX: 703-305-2549

INTENDED AUDIENCE:

Kids, parents and caregivers

WEB SITE: <http://www.fns.usda.gov/eatsmartplayhard/>

LANGUAGE: English

PUBLISHER/DISTRIBUTOR NAME AND ADDRESS:

USDA Food & Nutrition Service, 3101 Park Center Drive, Alexandria, VA 22302

FORMAT: Print and online

PHONE: 703-305-1624

DESCRIPTION:

Eat Smart. Play Hard™ is about encouraging and teaching kids and adults to eat healthy and be physically active everyday. The Web site is organized for kids, parents, and professionals.

Eat Smart. Play Hard™ conveys and reinforces healthy eating and lifestyle behaviors that are consistent with the Dietary Guidelines for Americans and the MyPyramid. The campaign mascot, Power Panther and his nephew, Slurp communicate the behavior messages.

The kids get to visit Power Panther and Slurp's neighborhood which has a library, fitness center, Power tunes, post office, restaurant, fun time arcade, Power Panther's travel sites, a Farmers' Market and playground. Kids will find Power Panther tales, activity sheets (English/Spanish), clip art, food experiments and a lot more.

The Eat Smart. Play Hard™ Healthy Lifestyle section provides parents and caregivers with tools and resources to reinforce a healthy lifestyle and be a role model.

Body Walk

INTENDED AUDIENCE: Grades K-5

PUBLISHER/DISTRIBUTOR NAME AND ADDRESS:

LANGUAGE: English

FORMAT: Traveling exhibit

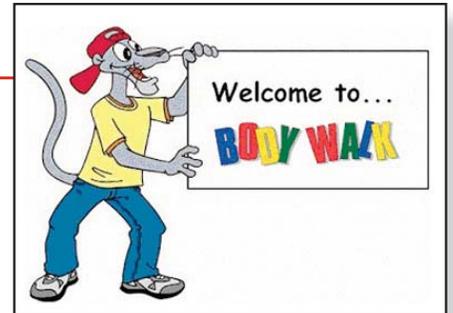
Body Walk Coordinator:
Kathy Childress, Child
Nutrition and Wellness,
Kansas Department of
Education

COST: \$1 per participating students, minimum \$100

PHONE: 785-296-2276

EMAIL: kchildress@ksde.org

WEB SITE: <http://www.bodywalk.org/>



DESCRIPTION:

Body Walk is an educational exhibit for children grades K-5 about learning to Eat Smart. Play Hard.™ It is an exciting tour of the human body featuring engaging, experiential educational activities that link nutrition, physical activity, and health to reinforce positive health behaviors.

Body Walk is a 35-foot by 40-foot walk-through exhibit representing the human body. Groups of eight to ten students are assigned food tags and move through ten stations – brain, mouth, esophagus, stomach, small intestine, heart, lungs, bones, muscles, skin. The eleventh station is Power Panther's pathway to life where the children recap the important points of the previous stations. A volunteer engages children in a five-minute activity at each of the 11 stations that focuses on healthy choices that reflect recommendations of MyPyramid.

Body Walk has classroom activities to use before and after the children walk through the exhibit, a take-home book, additional nutrition education resources, and information to publicize and communicate with the media. Before- and after-school activities are linked to math, language arts, health, science and physical education courses.

The set-up takes 2½ hours and the take-down takes 1½ hours. The room must be a minimum of 45 ft X 50 ft.

Illinois Nutrition Education and Training program adapted the Body Walk program from the Kansas Department of Education. This exhibit allows schools to hold a Body Walk event without scheduling and using a travel exhibit. http://healthymeals.nal.usda.gov/hsmrs/Illinois_Body_Walk/Manual/Full.pdf