

The Campaign to Make Delaware's Kids the Healthiest in the Nation

The Problem

Obesity among children has become a national epidemic—with the overweight rates doubling among children and tripling among adolescents—since 1980. The health consequences of obesity are many and profound, leading to diabetes, high blood pressure, abnormal cholesterol, asthma, and a myriad other health risks.

The Solution

In October 2007, Nemours Health & Prevention Services (NHPS) launched the multi-year, statewide campaign to "Make Delaware's Kids the Healthiest in the Nation."

This campaign encourages and celebrates the efforts of schools, child care centers, communities, health professionals, parents and other leaders to improve the motivation, ability, and opportunity for children to eat right and be more physically active.

The campaign has two main parts:

- **Part One** focuses on policy and practice changes that can be made to help Delaware's children and youth live healthier lives. The theme is "Kids Can't Do it Alone," and it will take committed adults across the state to create healthier environments for kids and their families.
- **Part Two** focuses on what parents and children can do to live the *5-2-1-Almost None* lifestyle. This part of the Campaign includes information, tips and resources for families to live *5-2-1-Almost None* in their home and community. Also available to parents is the Campaign's website: www.makingkidshealthy.org.

Meet the Mighty Timoneers

To bring *5-2-1-Almost None* directly to kids, NHPS introduced the Mighty Timoneers, four Delaware kids who set sail on an exciting adventure aboard a pirate ship, battling a world turning to junk food. Visit www.mightytimoneers.org.

Learn More

For more information about NHPS and our social marketing Campaign to Make Delaware's Kids the Healthiest in the Nation, visit www.growuphealthy.org.

