



Green Bay Area Chamber of Commerce

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KIDS COUNT TASK FORCE RELEASES FINDINGS AND RECOMMENDATIONS **Determinations based on eight-month study of childhood obesity**

(GREEN BAY, WI – Feb. 14, 2011) – The Kids Count Task Force today released the findings of its community assessment of childhood obesity in Brown County at the Start Smart of Brown County breakfast. The findings are summarized in the task force’s concept of 5-4-2-1-8 for daily living.

The finding’s overarching umbrella focuses on five key areas: Nutrition, Hydration, Electronic Use (overuse), Physical Activity and Sleep. To best communicate the message, the task force refers to its elements through **5-4-2-1-8**.

“It is not a coincidence that the recommendations and data points resemble a Zip code,” said Paul Jadin, Department of Commerce Secretary and chair of the task force. “It was purposely designed to make people think about where they live and what they do as a community to be healthier.”

The 5-4-2-1-8 recommendations include:

- **5** fruits and vegetables a day (nutrition).

Task force recommendation: Kids and adults make a concerted effort to consume a minimum of five fruits and vegetables every day.

- **4** bottles of water (hydration).

Task force recommendation: People make a conscious effort to drink a minimum of four bottles of water throughout the day and to restrict the amount of soda, sugar-sweetened sports drinks and fruit drinks consumed.

- **2** hours or less of screen time (electronic use).

Task force recommendation: Youth should not exceed two hours of screen time (television, computers, video games, etc.) per day, and should also limit texting.

- **1** hour or more of physical activity (physical activity).

Task force recommendation: Youth need to find ways to engage in a minimum of 60 minutes or more of physical activity every day.

- **8** hours of sleep.

Task force recommendation: Youth and adults should strive to get a minimum of eight hours of sleep a night and “unplug” at night by turning off cell phones, computers and televisions for uninterrupted sleep.

The task force’s recommendations will be aligned with the Four Pillar areas outlined in First Lady Michelle Obama’s *Let’s Move! Cities & Towns* initiative. The force’s next steps will include branding and developing specific action items for Brown County as the program moves into its implementation stage.

The task force, originally called to action by the Green Bay Press-Gazette, was asked to look at what was being done in the community to address the childhood obesity epidemic. Wisconsin Secretary of Commerce Paul Jadin, who served as the chair of the task force, presented the findings.

Established in 1882, the mission of the Green Bay Area Chamber of Commerce is to serve as the focal point of economic and community development. Chamber programs include Advance, Partners in Education, Leadership Green Bay, Brown County Teen Leadership, Current Young Professionals Network, Good Government Council and the International Business Development Consortium.

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