



"Kids in Motion" is Television That Moves Kids Towards Movement

by Michael Heyl, Lincoln Lancaster County Health Department

"To ensure a healthy future for Nebraska's youth, proper nutrition and physical activity must be encouraged through a variety of settings where youth spend large amounts of time."

Nebraska Cardiovascular Health Program "Fact Sheet" on school administrators' attitudes toward physical activity and healthy eating within schools.

"During an average school day, Nebraska High School students spend more than 3 ½ hours engaging in Electronic Sedentary Behavior, which includes television viewing, video game system use, and computer use (excluding homework)."

Nebraska Cardiovascular Health Program "Report on Overweight Among Nebraska Youth"

"It is recommended that children and adolescents participate in at least 60 minutes of moderate-intensity physical activity most days of the week, preferably daily."

Centers for Disease Control and Prevention

Lincoln in Motion, the local physical activity council, began with the Healthy People 2010 Objectives as a guideline to improve and protect the health status of all community members. As Lincoln in Motion has grown, opportunities have been created to encourage and support environmental and social change where being physically active is the "easy choice."

A new television program has been piloted on 5 City Television that provides children, adolescents, and their parents, a chance to participate in a class that gets them moving more. "Kids in Motion" is the result of a collaborative effort between local organizations and individuals to make some of the "electronic sedentary behavior" time kids have become a time to move and stretch in a fun way.

Bill Luxford, Studio Coordinator, and Beau Wolfe, a Public Information Specialist with 5 City Television, have worked with various local organizations to offer programming that focused on seniors and adults and provided them a chance to participate in classes that promoted improved endurance, strength, and flexibility. Programs such as "Forever Strong," "Yoga: Refresh and Renew," and "Pilates" have aired on a regular basis on Lincoln's government and educational cable access channel.

"I wanted to produce a show that gave kids a program that would be fun and to reduce the number of overweight kids in our community and maybe reduce the risk of diabetes," said Wolfe. He contacted the Lincoln-Lancaster County Health Department, the Lincoln YMCAs, Lincoln Parks and Recreation Department, Victory Performance Center and personal trainers Bob and Wendy Andersen to see if they were interested in putting together a program.

The Andersens have assisted with other programs on 5 City Television that focused on fitness and physical activity for adults. The YMCA had recently received a national grant to promote programs that addressed childhood obesity rates. Lincoln Parks and Recreation had a long history of airing programs on the channel that promoted their Recreation Centers and the opportunities that are available at city parks and on the trail system. The Health Department helped to create the Lincoln in Motion Council and could bring other organizations' support to the project.

A format was created for a 30-minute television program that would provide education about the importance of physical activity and nutrition as well as an opportunity to participate in fun activities that would put into practice what was discussed in the program. The activities were to be designed for the 8-13 year old age group but adults would be encouraged to join in the fun as well.

Each show has 20-25 minutes of personal trainer-led physical activities that enhances strength,

endurance, and flexibility and then 5-10 minutes of activities that provide a "hands-on" approach to making nutritious meals or snacks that kids were capable of completing with products and utensils that might be found in most households.

The Andersens created a moderate- to vigorous-intensity program for kids that lasted about 20-25 minutes for the pilot show. They found two middle-school aged children willing to volunteer in the taping of the pilot program. Adam and Ann were familiar with the activities that the Andersens created for the show and were willing to help.



K-State Extension Educator discussing nutrition in the show's recipe segment.

For the last 5 minutes of the pilot show, the Kansas State University Research and Extension Family Nutrition Program donated the rights to use episodes of the "Kids a Cookin'" program that was produced by their organization and taped by the Educational and Communications Center at Kansas State University. The program leads school age children through the preparation of nutritious, delicious, and most of all fun recipes.

The pilot episode of "Kids in Motion" was taped on September 20 and was aired the week of October 16. The episode will be aired several times each week by 5 City Television on Channel 21 of Time Warner Cable. Additional episodes will air this fall and will feature different locations across Lincoln, a variety of Lincoln children, and more musical background effects.

Please check the 5 City Television web page located on the city of Lincoln website (<http://interlinc.ci.lincoln.ne.us>) to see when additional episodes of "Kids in Motion" will be airing.



Bob Andersen leads Adam Greitens and Ann Essay, both age 12, in the pilot episode's stretching segment of "Kids in Motion".



LINCOLN IN MOTION

**Get Moving!
Get Healthy!**

Regular physical activity helps to prevent illness and improves the overall quality of life. That is why Lincoln's Physical Activity Council is working to get **LINCOLN IN MOTION!**

LINCOLN IN MOTION can help you achieve a healthier lifestyle. Check out our website for more information on our vision statement, **LINCOLN IN MOTION** partners, sponsorship opportunities, promotional tools, and a schedule of events.

www.lincolninmotion.org