



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR IMMEDIATE RELEASE

Contact:
Pam Sullivan
YMCA of the North Shore
sullivanp@northshoreymca.org

YMCA OF THE NORTH SHORE TAKES ON CHILDHOOD OBESITY WITH NEW PROGRAM

"Healthy Weight and Your Child" aims to get kids and families to develop healthy eating and physical activity habits

Beverly, MA – This fall, the YMCA of the North Shore will begin offering "Healthy Weight and Your Child", a pilot program designed to empower children between the ages of 7-13, with support from their families, to reach a healthy weight and live a healthier lifestyle.

According to the Centers for Disease Control and Prevention (CDC), **obesity now affects 17 percent of all children and adolescents in the United States—triple the rate from just one generation ago.** Today, one in six children are obese and one in three are overweight. These children are at greater risk for a number of health problems such as type 2 diabetes, hypertension, high cholesterol and mental health issues.

The 25-session program engages the whole family, so together they can understand how the home environment and other factors influence the choices that lead to a healthy weight. The program focuses on three elements—healthy eating, regular physical activity and behavior change.

"The YMCA of the North Shore has a long history of supporting the health and well-being of children across the 25 communities we serve, on the North Shore, Haverhill and Southern New Hampshire. Helping children reach a healthy weight is more important now than ever," said Chris Lovasco, YMCA CEO "Healthy Weight and Your Child" will help children experience improved health, and provide families with the tools they need to make and support the healthiest choices in a fun way...a win win!"

Made up of groups of eight to 15 children and their parents/caregivers, the program creates a welcoming, safe, fun and active environment for children and their families to explore and adopt proven methods for living a healthier lifestyle. Sessions are two hours in length, with the first hour delivered in a classroom setting and the second hour focused on physical activity.

Children eligible for the program must be between the ages of 7 and 13, have a body mass index (BMI) greater than or equal to the 95th percentile, receive approval from their doctor or a health care provider and be accompanied by a parent or caregiver at every session.

For more information about this program, contact Janice Naimy, Association Director of Healthy Living naimyj@northshoreymca.org

###

About the YMCA of the North Shore

The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. For over 150 years, the YMCA of the North Shore has been strengthening the foundations of community for the more than 50,000 members it serves in 24 cities and towns. YMCA of the North Shore is the 37th largest YMCA out of 2,800 Ys nationwide. We nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support our neighbors; regardless of age, race, ethnicity or socio-economic background. www.northshoreymca.org