



*Working on Wellness*



Childhood obesity is a sobering national epidemic that unfortunately has not spared the Southern Tier. Local legislators, including Senator Schumer, are expressing concern with the link between childhood obesity and its relationship

to the development of health related diseases, such as diabetes. With generous support from the Corporation for Public Broadcasting and The Conrad and Virginia Klee Foundation, WSKG is launching a **Working on Wellness** initiative (*WOW*) to work with existing health organizations. WSKG is strategically positioned to develop new and coordinate existing efforts underway to address childhood obesity by using its media resources and outreach activities to create an awareness of what is being done in our community concerning childhood obesity.

WSKG designed *WOW* to work in concert with the **Broome County Health Department's** existing program **Steps to a Healthier New York**. This program tracked behaviors in activity, smoking, and television watching, and has given us valuable data to help us understand the status of health among students in Broome County.



WSKG in partnership with **Broome/Tioga BOCES (Board of Cooperative Educational Services)** is coordinating a walking program called **Stride with Pride**. This program involves third, fourth, and fifth grade students.

Each student is given a pedometer, logbook and instructions. B-T BOCES and WSKG will distribute pedometers, hold an instructional workshop for participating classroom teachers, provide curriculum to expand upon the use of the pedometers in the classroom and help evaluate the data gathered.

**Binghamton University's** Decker School of Nursing students will evaluate the data gathered by classrooms. The **Broome County Teacher Center** is generously contributing to sponsoring teachers for the **Stride with Pride** program and promoting *WOW* grant initiatives.



State University of New York



**Rural Health Network** has recently joined the *WOW* project with an AmeriCorps Volunteer position. The **Rural Health Service Corps** is an AmeriCorps National Service Program administered by the Rural Health Network of South Central New York. The purpose of the RHSC is to provide meaningful service and learning opportunities for young people committed to improving the health and lives of those living in South Central New York State. This position will support grant projects and activities.





**United Health Services (UHS)**, in association with its **Stay Healthy Kids** program, will partner with WSKG in holding a billboard contest for fourth through eighth graders titled “**Art for the Heart.**” Students will be asked to design a billboard with an original motto and drawing depicting the value of exercise. UHS will judge the designs and the winning entries will be put on billboards around our viewing area to promote the grant activities. UHS will also work with our local school districts to identify high school students to be **Fit Friends** and role models who can talk to younger grades about the value of a healthy lifestyle. The participating schools will create a **Fit Friends** educational mentoring program. They will be trained by the **United Health Services (UHS)**, **Stay Healthy** staff and will talk to the younger students regarding the value of exercise and other healthful regimens such as healthy snacks, sufficient sleep, and maintaining a healthy attitude.



**Lourdes Hospital** will host nutritional and physical educational workshops on childhood health for families. Lourdes will also assess the needs of our community through two community conversations and offer preventative resources and tools as an outcome. Lourdes will help judge a **Nutritional Cook-Off**. Local students will work together in teams to create a nutritional food, such as pizza. The top 6 entries will have a cook off competition on WSKG television.



**Johnny Only**, a local songwriter, singer/musician of children’s songs, performs in many local schools. His goal is to write songs that get young children up, moving and dancing. He will write activity songs and work with WSKG to create interstitials for WSKG and CDs for use in early childhood environments. Johnny has begun judging an annual **Songwriting Contest** for grades K-12 that emphasizes the value of exercise. The winning songs will be showcased on our WOW children’s show, **Move It!** and our website.



**Broome Community College (BCC)** will partner with WSKG to provide a student from its web design course to create and maintain our WOW website. This website will highlight grant activities, provide links to our partners and offer health related curriculum for teachers.

**WSKG Public Broadcasting** is producing a children’s show, **Move It!**, as part of Working on Wellness. Two teams of local kids will compete in challenges that will take them on adventures such as being outside in nature, salsa dancing, karate, yoga, highlighting grant activities and more! The teams will battle through the season working towards a prize package, donated by area businesses, which will be awarded at the final episode.



**WXXI**, Rochester, NY public broadcaster, a fellow recipient of CPB funding to address childhood obesity, is partnering with WSKG to share television and Radio content. WXXI’s **Healthy You** segments will be included in our **Move It!** show and WSKG’s segments will be included in their **Homework Hotline** show that airs statewide. WSKG will also broadcast **Community Conversations** about childhood and community health and wellness issues via **WSKG Radio call-in shows**.

Contact **WSKG Public Broadcasting** with questions concerning these programs.  
Nancy Coddington *Community Outreach Coordinator* 607.729.0100 ext. 342