Winning the Battle Against Childhood Obesity One School at a Time

A fitness program that helps students in underserved communities shows strong results

UCLA Health

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NEWS PACKAGE

SUGGESTED TEASE	COMING UP, A PROGRAM THAT'S GAINING NATIONWIDE MOMENTUM IS HELPING STUDENTS IN UNDERSERVED COMMUNITIES STRENGTHEN THEIR BODIES AND THEIR MINDS.
ANCHOR LEAD (PACKAGE START)	ONE IN FIVE SCHOOL-AGED CHILDREN ARE NOW CONSIDERED OBESE.¹ AND MANY COMMUNITIES SIMPLY DON'T HAVE THE RESOURCES TO EFFECTIVELY COMBAT THIS MAJOR PUBLIC HEALTH CRISIS, ESPECIALLY AS SCHOOL PHYSICAL EDUCATION BUDGETS CONTINUE TO BE CUT. BUT THERE IS A PROGRAM THAT IS WORKING TO CHANGE THIS BY CREATING STATE-OF-THE-ART SCHOOL FITNESS CENTERS THAT HELP KIDS BUILD A FOUNDATION FOR HEALTHIER FUTURES. AS BARB CONSIGLIO SHOWS US, IT'S PRODUCING BIG RESULTS.
CG: Courtesy: UCLA Health :00 - :03	(Nats - Sound/Priscilla on bike) :02
Shots of Priscilla on bike	EIGHTH GRADER PRISCILLA AGUINAGA (ah-ghew-NAH-gah) IS SPINNING HER WAY TOWARD HER GOALS ONE RIDE AT A TIME. :05
CG: Priscilla Aguinaga Middle school student	"In the beginning I wasn't able to stay on for as long, and then after a while I started gaining power and staying on longer, and I felt great." :08
Priscilla doing squats//other students working out Obese students walking	SHE FOUND THAT MOTIVATION BY LEARNING HOW TO USE EQUIPMENT AND FINDING PHYSICAL ACTIVITIES SHE ENJOYS IN THE U-C-L-A HEALTH SOUND BODY SOUND MIND PROGRAM, AN INITIATIVE IN UNDERSERVED COMMUNITIES THAT'S WORKING TO COMBAT THE GROWING PROBLEM OF CHILDHOOD OBESITY. :11
CG: David McAllister, MD	"When we look at decades of change over the last 50

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UCLA Health Sound Body Sound Mind Academic Advisory Council

years, it's dramatic. It's extremely troubling. It's unhealthy. It has health consequences that are negative. It's something that we'd like to combat in any way possible." :12

Shots of kids going into gym, students using equipment

THE PROGRAM TARGETS LOW-INCOME SCHOOLS WHERE PHYSICAL EDUCATION BUDGETS ARE SHRINKING.:04

Shots of Matt working with students

[Nats: (instructor encouraging students)] :02

EXECUTIVE DIRECTOR MATTHEW FLESOCK SAYS THE PROGRAM DONATES THE EQUIPMENT AND TRAINS THE TEACHERS TO IMPLEMENT THE PROGRAM AND MOTIVATE THEIR STUDENTS TO MAKE PHYSICAL FITNESS A PART OF THEIR **EVERYDAY LIVES.:09**

Matthew Flesock Executive Director, UCLA Health Sound Body Sound Mind

"I think our goal is that students will feel confident and inspired to live a more active and healthy life: that's what we want. We want them to learn at an early age.":09

Shot of middle school students working out

Graphic:

Nearly 4 times the number of students passed the California state fitness test after 8 weeks

Shots of students working out

ON AVERAGE, STUDENTS AT SCHOOLS WITH THE PROGRAM SEE A 25 PERCENT INCREASE IN FITNESS TEST PASS RATES AFTER 8 WEEKS IN THE PROGRAM. AT PRISCILLA'S SCHOOL, NEARLY FOUR TIMES THE NUMBER OF STUDENTS WERE ABLE TO PASS THE CALIFORNIA STATE FITNESS TEST AFTER 8 WEEKS.

BUT FLESOCK SAYS THESE STUDENTS ARE GAINING MORE THAN JUST FITNESS. THEY'RE ALSO GAINING THE CONFIDENCE TO BUILD HEALTHIER FUTURES.:12

Matthew Flesock (CG'd earlier)

"If you can get a student to improve the perception of their fitness level, or the perception of their body image, that's just as important of a result. :07

Priscilla Aquinaga (CG'd earlier)

"I think I feel proud because I feel like I gained strength in myself." :03

Shots of Matthew working out with students

PACKAGE END) -----

AT UCLA HEALTH, THIS IS BARB CONSIGLIO REPORTING.:03

ANCHOR TAG

THE UCLA HEALTH SOUND BODY SOUND MIND PROGRAM STARTED IN LOS ANGELES ALMOST 20 YEARS AGO. IT HAS GROWN TO 121 SCHOOLS IN CALIFORNIA, 10 SCHOOLS IN THREE OTHER STATES AND IMPACTS MORE THAN 160,000 STUDENTS EACH YEAR.

SCHOOLS ACROSS THE COUNTRY CAN USE THE PROGRAM AS A MODEL TO IMPLEMENT WELLNESS PROGRAMS IN THEIR COMMUNITIES.

SOCIAL MEDIA

Share it! Suggested tweet:

Suggested post:

A wellness program by <u>@UCLAHealth</u> is helping underserved communities battle the childhood obesity epidemic. http://bit.ly/2AhffMF

Childhood obesity is a growing epidemic, with 1 in 5 school-aged now considered obese. But a program by UCLA Health is helping communities who may not otherwise have the resources to battle this public health crisis build healthier futures for students. http://bit.ly/2AhffMF

EXTRA BITES

CG: Matthew Flesock
Executive Director, UCLA Health
Sound Body Sound Mind

Flesock says the program trains teachers to implement it: "While the focus may be on the fitness center and the equipment, there's more to it. There's this curriculum that goes in place and becomes a lesson, or a unit, that can be implemented at a school."

Flesock says lots of communities have no other fitness options: "We have centers in communities where there are no gyms at all; there's no opportunity outside of school for students to be physically active."

Flesock says childhood obesity leads to serious health issues: "There are a number of obesity related illnesses that start to, you know, manifest in these young students: diabetes, heart disease, later on cancer."

CG: David McAllister, MD
UCLA Health Sound Body Sound
Mind Academic Advisory Council

Dr. McAllister says obesity-related illnesses are preventable: "They can become chronic diseases that require lifelong medication and management. In many cases, these are preventable, in part with a healthy lifestyle that includes diet and exercise."

Dr. McAllister says the program encourages a healthy lifestyle: "I think that to encourage children to develop healthy habits, healthy lifestyles, and learn how to be active, I think these are great lessons to have at an early age that can have lifelong positive consequences."

CG: Priscilla Aguinaga Middle school student

Priscilla talks about the equipment in the SBSM facility: "I was like Oh my god, like there's so many things. I was curious what I was gonna want to do first."

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CG: Timothy Hernandez High school student

Timothy says he'll continue to be physically active: "It will obviously be something that I will do throughout my life, to keep in physical shape."

Timothy says he'll continue his fitness journey: "I feel physically motivated to do even more, and more, and more, and to get physically fit for the life ahead of me."

References

- ¹ Childhood Obesity Facts, Healthy Schools, Centers for Disease Control and Prevention (CDC). Online: https://www.cdc.gov/healthyschools/obesity/facts.
- ² Targeting the Body and the Mind: Evaluation of a P.E. Curriculum Intervention for Adolescents, **Journal of Education and Training Studies, Vol. 3, No. 4: June 9, 2015.** Online: http://redfame.com/journal/index.php/jets/article/view/873/819.
- ³ Shape of the Nation, **Society of Health and Physical Educators publication, 2016.** Online: https://www.shapeamerica.org//advocacy/son/2016/upload/Shape-of-the-Nation-2016 web.pdf.

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