



APPNA Childhood Obesity Awareness Campaign

SWDRC Initiative



Dear Principal _____

As you know, obesity has become the leading cause for many common diseases, such as diabetes, high blood pressure, high cholesterol just to name a few. Recent estimates say that one in three US children are obese or overweight before their fifth birthday. Unfortunately, obese children are more likely to become obese adults.

APPNA (Association of Pakistani Physicians of North America) is one of the largest non-profit organizations, representing more than seventeen thousand physicians. We recognize the dire need to bring awareness to this disease and its impact on our health. APPNA's Social Welfare and Disaster Relief Committee is organizing a national campaign focusing on Childhood Obesity Awareness.

The APPNA Childhood Obesity Awareness campaign will present a series of programs designed to appeal and inspire our children. These programs will be presented during special school assemblies or PTA meetings, school walk-a-thons, and neighborhood health fairs. By educating our children, their families, and our community leaders, we can fight this national and global epidemic!

APPNA has modeled our campaign after the 5-2-1-0 program:



- Five servings of Fruits or Veggies each day
- Two hours of screen time (television, computers, phones, etc) daily
- One hour or more of physical activity
- No more sugary drinks! More water and low-fat milk

Interactive activities will include show-&-tell presentations about good food/bad food, story walks or walk-a-thons, and Zumba classes. Presentations will also include brief speeches on healthy choices by community doctors or dieticians. Participants will receive educational materials such as Ready, Set, Go 5-2-1-0 stickers, watch my plate posters, pedometers, jump ropes, and T-shirts. Our hope is that by partnering with schools, together we can promote physical activity and healthy eating habits.

September is National Childhood Obesity Month and children will have returned from their summer holidays. We will be contacting your school to set up a time to present our campaign to your students. We are excited to help the children in our community to start the school year with a healthy kick-off!

Yours truly,