



NEWS RELEASE

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“GET A MOVE ON” to help DISD 3rd graders take ‘steps’ to beat childhood obesity

*Mayor Laura Miller & Dr. Michael Hinojosa announce
latest effort for citywide fitness initiative*

(Dallas, Texas) – Dallas’ citywide fitness initiative, GET A MOVE ON, is taking on childhood obesity by taking its “move more” message into Dallas schools. A new pedometer-based curriculum will encourage students to, literally, take more steps everyday.

The “energy balance” curriculum for DISD 3rd graders was unveiled at a news conference today at Kennedy Elementary School in downtown Dallas by Mayor Laura Miller, Dallas Independent School District General Superintendent, Dr. Michael Hinojosa, and YMCA of Metropolitan Dallas President / CEO, Gordon Echtenkamp.

“Poor nutritional choices and activity levels in kids suggest this could be the first generation of kids that will have a shorter life expectancy than their parents. Efforts like GET A MOVE ON must be mobilized to reverse this disturbing trend,” said Echtenkamp.

The more than 10,000 3rd graders in DISD’s 157 elementary schools will receive a pedometer, which counts an individual’s steps, and through the curriculum provided to the teachers, the tools to use it. The goal of the coalition is to reach every 3rd grade class in DISD in the months of October and November. Volunteers from the community and private sectors will introduce the curriculum, which will continue in their physical education classes for six to eight weeks.

Today, following the news conference, Kennedy Elementary School 3rd graders received their pedometers and initial training.

According to Dr. Hinojosa, “The Dallas Independent School District is proud to support this effort. Good nutrition and exercise work together to keep students alert, which is a key component for success in the classroom. The GET A MOVE ON program targets students at a key grade level, third grade, when they are becoming more aware of the choices available to them and can make decisions that will impact their future health.”

(more)

The curriculum was developed by representatives of the Dallas Independent School District, Children's Medical Center, the YMCA of Metropolitan Dallas, Cooper Concepts, Inc. and members of the GET A MOVE ON committee. Financial support for the program was provided by Children's Medical Center and the YMCA of Metropolitan Dallas. The community and private sector volunteer commitment to the program is expected to top 630 hours.

“One of the major benefits of the curriculum will come when these 3rd graders go home and ask mom and dad to go walking or running with them,” said Mayor Miller. “So not only are we getting the kids off the sofa, we’re getting parents to be more active too. And the statistics don’t lie -- with current rates of obesity and diabetes, both kids and adults must be more active and fit if we are to avoid a major health care crisis.”

Recognizing the urgent need in Dallas, Mayor Miller announced the launch of the citywide fitness initiative, GET A MOVE ON, last spring. The program encourages Dallasites to be active and move at least thirty minutes every day. GET A MOVE ON is run in conjunction with the Mayor's Office, the YMCA of Metropolitan Dallas and numerous community and private sector partners, including:

- Brooke Baily-Clark, Children's Medical Center
- Martha Blaine, The Community Council of Greater Dallas
- Garrett Boone, The Container Store
- Rev. Gerald Britt, Central Dallas Ministries
- Sarah Byrom, YMCA of Metropolitan Dallas
- Gordon Echtenkamp, YMCA of Metropolitan Dallas
- Julia Easley, Children's Medical Center
- Jim Greer, TXU Electric Delivery
- Crystalyn Holubec, Texas Instruments
- Wright Lassiter, Jr., El Centro College
- Frank Libro, Dallas Mayor's Office
- Dave Muscari, WFAA-TV
- Minerva Rodriguez, Brillante PR
- Julia So, Greater Dallas Asian American Chamber
- Edward Solczak, JC Penny Company, Inc.
- Jim Washington, The Dallas Weekly
- Crayton Webb, Mary Kay Inc.
- Todd Whitthorne, Cooper Concepts, Inc.
- Linda Perez Yater, Dallas Independent School District

For more information on the citywide fitness initiative, visit the following website:
www.GETAMOVEONDALLAS.ORG.

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