

AMERICAN HEALTH FOUNDATION UPDATE

In The News

Banning CA - A special celebration was held at the Head Start program at the Morongo Indian Reservation in northern CA. Families gathered for a healthy breakfast and had the opportunity to ask questions of healthcare specialists in the areas of nutrition, fitness, and dental health just to name a few.

MASSACHUSETTS LEADS THE WAY

Massachusetts led the way as the first "state" in the union to join AHF in celebrating Child Health Day. MA's ceremony took place at the Boston Children's Museum with hundreds of participating children and state leadership. This initiative was led by Congressman Jim McGovern. Don Wertlieb, Director of Eliot-Pearson Office of Child Development at Tufts University worked closely with the congressman's office to coordinate statewide efforts. Congressman McGovern presented a health report card representing top issues affecting children in the "state." Findings indicated that although the birthrate to teenage mothers has declined, more of these births are to younger mothers. Child maltreatment rates have gone up since last reported and more children are born at a lower birth weight. Priorities for improving children's health were addressed including the forming of a new task force on Early Child Development.

Governor Paul Cellucci officially proclaimed Child Health Day in MA. Commissioner of Education Robert Antonucci, Deborah Klein Walker, Assistant Commissioner, Department of Public Health, Hugh Galligan, Regional Director for the Federal Administration for Children and Families, and Bruce Bullen, Commissioner Division of Medical Assistance for the state confirmed MA's commitment to the goals of Child Health Day. Throughout the morning children took part in AHF's pledge activities.

Hundreds of medical, health and education reporters at TV networks, radio stations and newspapers featured AHF's National Child Health Day information and activities across the U.S. Here's just a sampling, *CBS This Morning*, *CNN*, *The TODAY show*, *Good Housekeeping*, *The Orange County Register*, *The Boston Globe*, *Associated Press* and *Early Childhood Today*. *Lifetime Television* featured the American Health Foundation's annual report card findings in a "Take A Minute" spot hosted by Linda Ellerbee. The piece ran on the network in the days preceding CHD.

AMERICAN HEALTH FOUNDATION HONORS

Senator Edward M. Kennedy was honored at AHF's gala dinner in New York City as the recipient of the American Health Foundation's Lifeline Award. The award recognizes the Senator's great impact on the lives of children and families across the country. Senator Kennedy known as "Mr. Health Care" on Capitol Hill has been responsible for some of the most significant healthcare legislation ever to become law. Dr. Wynder recognized him for being a champion on behalf of children and a leading advocate of attention to early childhood development and preventive health care.

In the weeks prior to Child Health Day, spokesperson Marilu Henner, appeared on the Rosie O'Donnell Show for her leading role in the Broadway show, Chicago. During the show, Ms. Henner presented Rosie O'Donnell with the American Health Foundation's "Friend of Children" Award for her leadership and extraordinary efforts in making America's children a priority.

web activity

For the first time ever CHD had a presence on the web. All CHD material were posted on AHF's home page which had over 30K visitors. The Foundation worked closely with the Child Health Day supporter network to insure that this valuable information was readily available to millions of people. 22 organizations supported this web activity either by creating a direct link (hot link) to AHF's web site and or by displaying the Healthy Practices Pledge and Family Tips on their home page. Selected materials were also posted in Spanish. AHF greatly appreciates the support of these organizations.

Special Thanks...

Special thanks to Marilu Henner, for her energy and dedication as AHF's CHD '97 spokesperson, to Hearst and Good Housekeeping Magazines for designing and printing the CHD'97 report card and to The American Heart Association, 4-H, National Safe Kids Campaign, National Fire Prevention Association, the National Grocers Association and University of AK at Pine Bluff who were among the most active CHD supporting organizations. Additionally, AHF commends Girl ScoutsUSA for using AHF's Healthy Practices Pledge as a tool for troop members to earn health related badges.

TO REACH AHF:

FOR MORE INFO. on AHF's Health Promotion Programs; "Know Your Body" (K-6) and "Healthy Start" (PreK) Contact: Dr. Christine Williams (212)953-1900 & For CHD Information Contact: Maris Segal-Goodis (212)551-2523. ON THE WEB: WWW.AHF.ORG

CHILD HEALTH DAY '97 SPANS THE NATION

AMERICAN HEALTH FOUNDATION UPDATE

Millions Reached In 30 States

This year, the American Health Foundation's (AHF) National Child Health Day efforts reached millions of families with educational materials and activities centered around the theme, "Healthy Practices for Children and Families."

The foundation's goals using this annually proclaimed day as a platform are to draw the nation's attention to the status of children's health in the U.S. and the importance of comprehensive school health education for children in PreK - 6 grades.

Recognizing the daily challenges Americans face trying to meet the health needs of their families and themselves, AHF developed a simple and fun tool to help them engage in healthy practices all year long. The "Healthy Practices Pledge" and activities focused on 5 key health messages;

- 1) Have a Healthy Breakfast
- 2) Stop Smoking
- 3) Engage in Physical Activities
- 4) Live & Play Safely
- 5) Take Care of Your Teeth

Families were encouraged to pick pledge captains on a weekly basis to lead their healthy activities.

Joined by the *American Academy of Pediatrics*, *Maternal and Child Health Bureau* HRSA, *DHHS*, *the National Institute of Child Health and Human Development*, *NIH*, *DHHS* and 81 of the nation's leading organizations serving children and

families, AHF's CHD initiative extended into schools, communities, the Internet and homes in nearly every state. Celebrations reached as far away as Puerto Rico, Alaska and the Marshall Islands.

CHD PARTNERS TAKE ACTION

CHD '97 would not have been possible without the support of our partners, Allstate Life Insurance, Johnson & Johnson, Kellogg's, Schering-Plough, and Sunny Delight (a Procter and Gamble product). Their commitment strengthened CHD messages and enabled AHF to reach more than 60 million consumers with valuable information they need to make healthy practices a priority.

Kellogg's and Sunny Delight included AHF's messages in television billboards, print advertisements and on their web sites. Prior to CHD, Kellogg's used AHF pledge messages in an FSI (Free Standing Insert) which ran in million newspapers across the country. On CHD, both Kellogg's and Schering-Plough offered employees thirty minutes off to have breakfast with their families.

AHF developed a "Teacher/Parent Pack" in association with Scholastic, Inc. Adapted from the foundation's school health curriculum for grades K - 6, "Know Your Body", this piece was filled with interactive classroom and take-home activities to support healthy practices. 15,000 educators and nearly half a million families in 22 states received this pack. Additionally, through CHD's supporting organizations AHF distributed three thousand turn-key, reproducible "Action Packs" including community and home based activities and CHD celebration How To's.



Hillary Rodham Clinton, CHD '97 Honorary Chair
Addresses Audience at CHD White House Breakfast

Monday - Oct. 6, 1997

AMERICAN HEALTH FOUNDATION UPDATE

Child Health Day began at the White House where a small group of children, their parents and key leaders who serve children and families gathered for a healthy breakfast.

The program included First Lady Hillary Rodham Clinton, CHD 1997's Honorary Chair, HHS Secretary, Donna Shalala, Dr. Ernst Wynder, Founder and President of the American Health Foundation, Marilu Henner, actress, health advocate and CHD '97 spokesperson, Audrey Tayse Haynes, Director of the White House Women's Office, Maris Segal-Goodis, CHD Director and area children representing AHF's Child Health Day supporting organizations.



The First Lady joins participants for a healthy breakfast photo

Breakfast At The White House with The First Lady & Secretary Shalala

Partnership Program" to share the nine fire safety tips they had learned through Allstate's community efforts.

The presentations culminated as Tuckahoe Elementary School Students' presented a colorful 14' Healthy Practices Mural that they created in class.

The First Lady commended Dr. Wynder for his commitment to making the nation's children healthier and Maris Segal-Goodis for her leadership of CHD '97.

Each participant signed AHF's Healthy Practices Pledge and as the celebration drew to a close The First Lady added her signature and thrilled the children with a group photo.



Child Health Day '97
Monday, October 6

Audrey Tayse Haynes served as host and welcomed the guests by offering a brief history on the Indian Treaty Room where the breakfast was held.

Dr. Ernst Wynder presented AHF's 1997 annual report card reflecting the status of children's health nationwide. This year the assigned grade was a "C" and while improved from last year's "C-" Dr. Wynder noted worsening trends in childhood obesity, sun safety practices and child abuse and neglect. The report card findings clearly indicate that there is still much work to be done to insure the health of America's children.

The First Lady spoke about the importance of developing good health practices beginning with young children. She encouraged everyone to make CHD the beginning of a life full of healthy practices so that next year the annual grade may increase to a "B" and better yet an "A."

Secretary of Health and Human Services, Donna Shalala, spoke to the children and families about the importance of caring for their teeth and the harmful affects of smoking. She stunned onlookers with a black rubbery model of a smoker's lung.

NIH representatives joined the Secretary in answering questions from parents and children on drug abuse, maintaining a healthy body and oral health. Marilu Henner gave a mom's perspective about the important role that families play in children's health.

AHF, the breakfast sponsor, asked area students between the ages of 6 - 12 to make presentations using the five health messages from the Healthy Practices Pledge.

Cub Scout Pack 544 honored all participants with a traditional flag ceremony followed by morning exercise activities led by Arlington, VA's 4-H council. Child Health Day partner Allstate Life Insurance sent children from their "Neighborhood

AMERICAN HEALTH FOUNDATION UPDATE

Maternal and Child Health Bureau, HRSA, DHHS - Tobacco and Kids - No Ifs, Ands, or Butts! was the theme for HRSA's Maternal and Child Health Bureau Child Health Day colloquium held on in Rockville, MD. Associate Administrator for Maternal and Child Health, Audrey H. Nora, M.D., M.P.H. gave the welcome address. Bill Novelli, President of the Campaign for Tobacco-Free Kids discussed the organization's programs and Sunita Saxena, M.D., from the Department of Pediatrics at Howard University, talked about her research that has shown tobacco use by children and teens to be a marker for other high-risk behavior. The Duke Ellington School of the Arts choir and The Teens Looking for a Change Improvisational Theatre Group entertained the audience.

From coast to coast K-6 grade students and their families participated in CHD events such as;

- Walk-A-Thons
- Puppet shows
- Health Skits
- Safety Fairs
- Healthy Breakfasts
- Fitness Festivals
- Panel Discussions
- Mayoral Ceremonies

These activities took place on American Indian reservations, in child-care centers, classrooms, parks, hospitals, grocery stores, health departments, libraries, corporations, children's museums, fire departments, universities, physician offices and community centers and even in congress.

In support of CHD, a congressional luncheon was held at the Capital hosted by Congressman John Porter of IL and Congressman Jim McGovern of MA. The luncheon was well attended with broad bi-partisan support. Additionally, Congressmen Porter and Crane (also from IL) were heard on radio PSA's throughout the Chicago area encouraging families to make the "Healthy Practices Pledge."

Pittsburgh, PA - CHD marked the kick off for a tobacco free youth program, initiated by the Girl Scouts of South West PA. Using AHF's "Action Pack", this "In-School Scouting" and "Daisy Kids" program reached 690 at risk inner city children.

The American Heart Association and the Museum invited local elementary students to participate in three health-related workshops. Prior to CHD, the Museum hosted the Fairfax Fitness Festival and 800 families attended.

CHD Highlights Around the U.S. In Schools, Communities and At Home

Marshall Islands - Located half way between Hawaii and Australia island residents celebrated CHD with a Health Awareness Fair. The fair which drew 2000 people, took place at the Kwajele Hospital on the U.S. Army base and included hands on learning opportunities, nutrition games, health screenings, and healthy snacks.

Cleveland, OH - The Health Museum of Cleveland, (the first health museum in the western hemisphere) hosted a number of free activities to celebrate this important day.

Gettysburg, PA - Grassroots activities in Gettysburg took place over the course of a week as the community participated in health related projects led by Gettysburg Hospital. The week began with height and weight screenings at Beit's Grocery Store where local families signed the AHF's Healthy Practices Pledge. Events for CHD itself included; the Mayor's Child Health Day proclamation at the court-house; a library hosted book readings for pre-school children on the topic of good health; the YMCA presented a "Kid's Fair" in the children's day school; and Gettysburg Elementary hosted a district-wide Wellness Night for the community.



Secretary Donna Shalala, Hillary Rodham Clinton, Maris Segal-Goodis, Dr. Ernst Wynder, Marilu Henner and her son after signing AHF's "Healthy Practices Pledge"

**THE AMERICAN HEALTH FOUNDATION'S
CHILD HEALTH DAY '97 SUPPORTER NETWORK
THE AMERICAN HEALTH FOUNDATION
IS PLEASED TO BE JOINED BY**

The American Academy of Pediatrics

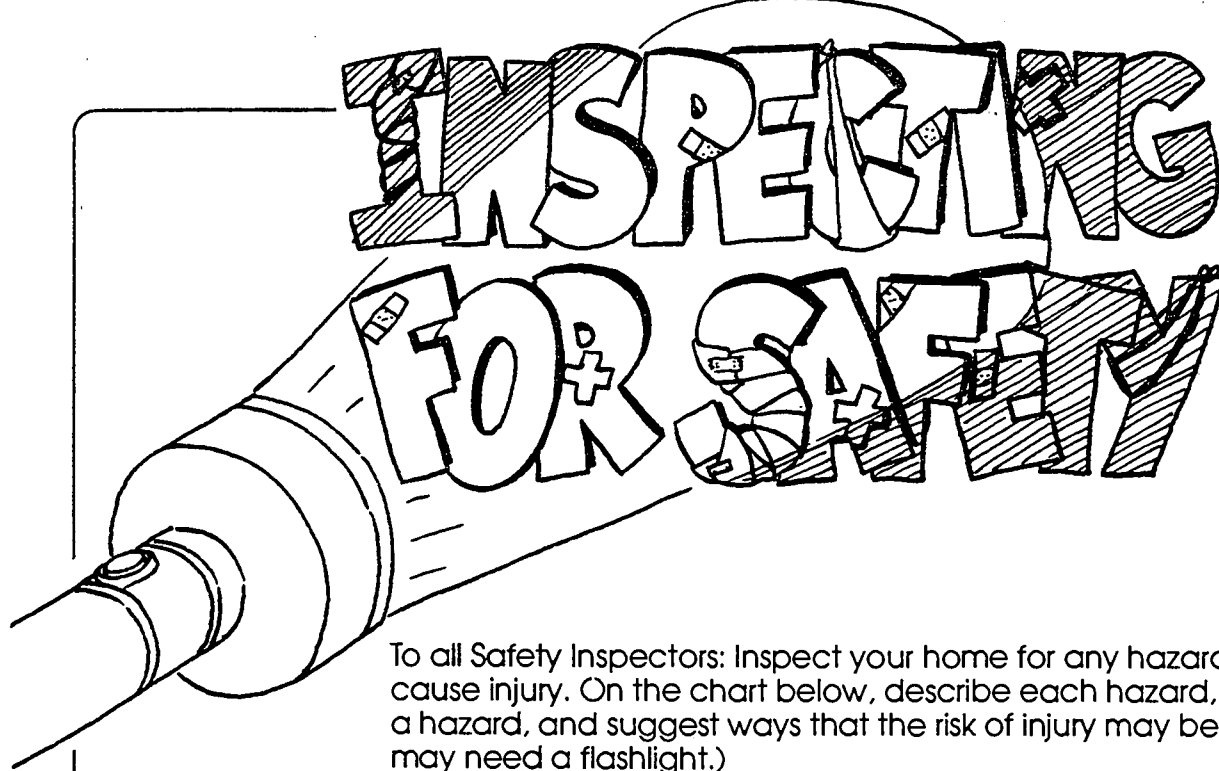
**Maternal and Child Health Bureau,
Health Resources & Services Administration, DHHS**

**National Institute of Child Health & Human Development,
National Institutes of Health, DHHS**

**and over 80 of the nation's leading organizations
serving children and families**

TO CELEBRATE CHILD HEALTH DAY '97

- ♥Agenda for Children
- ♥American Academy of Child and Adolescent Psychiatry
- ♥American Academy of Pediatrics
- ♥American Academy of Pediatric Dentistry
- ♥American Association for Health Education
- ♥American Cancer Society
- ♥American College of Preventive Medicine (ACPM)
- ♥American Federation of School Administrators
- ♥American Heart Association
- ♥American Heart Association, MA
- ♥American Institute for Cancer Research
- ♥American Medical Association
- ♥American Medical Student Association
- ♥American Nurses Association
- ♥American Public Health Association
- ♥American Psychological Association
- ♥American Sport Education Program
- ♥Association for Children of New Jersey
- ♥Association of Maternal and Child Health Programs
- ♥Big Brothers/Big Sisters of America
- ♥Boston College Center for Family and Community Partnerships
- ♥Boy Scouts of America
- ♥Cancer Research Foundation of America
- ♥Cancer Treatment Centers of America
- ♥Center for the Advancement of Health
- ♥Center for Families, UMASS Amherst
- ♥Children's Action Alliance
- ♥Children's Action Network
- ♥Child Care Action Campaign
- ♥Children's Defense Fund
- ♥Children's Foundation
- ♥Children's Museum of Manhattan
- ♥Citizen's For Missouri's Children
- ♥Citizens for Public Action
- ♥Coalition for America's Children
- ♥Council of The Great City Schools
- ♥Delaware Division of Public Health
- ♥Dole Food Company
- ♥Eliot-Pearson Department of Child Development, Tufts University
- ♥For Love of Children
- ♥General Federation of Women's Clubs
- ♥Girl Scouts of the USA
- ♥Healthy Mothers, Healthy Babies
- ♥Human Kinetics Publishing
- ♥Massachusetts Families for Kids
- ♥Maternal and Child Health Bureau, HRSA, DHHS
- ♥Minnesota Food and Education Resource Center/Urban Coalition
- ♥National 4-H Council
- ♥National Association of Child Advocates
- ♥National Association of Pediatric Nurse Associates and Practitioners
- ♥National Association of School Psychologists
- ♥National Association of Sport and Physical Education
- ♥National Black Child Development Institute
- ♥National Cattlemen's Beef Association
- ♥National Center for Tobacco Free Kids
- ♥National Consumer's League
- ♥National Dental Association
- ♥National Education Association
- ♥National Grocers Association
- ♥National Heart, Lung, and Blood Institute
- ♥National Heart Savers Association
- ♥National Institute of Child Health and Human Development
- ♥National Parents Resource Institute for Drug Education
- ♥National Pork Producer's Council
- ♥Oregon Dairy Council
- ♥Pennsylvania Department of Health
- ♥President's Council on Physical Fitness and Sports
- ♥Produce for Better Health Foundation/Five-A-Day
- ♥School To Work Publications Inc.
- ♥Shape Up America!
- ♥Society for Nutrition Education
- ♥Society of Pediatric Psychology
- ♥Society of State Directors of Health, Physical Education and Recreation
- ♥United Methodist Association: Children, Youth, Family Section of Membership
- ♥University of Arkansas at Pine Bluff Cooperative Extension
- ♥University of California at Davis Nutrition Department
- ♥University of Delaware Cooperative Extension
- ♥USA Rice Federation
- ♥Utah State University Cooperative Extension
- ♥Voices for Children in Nebraska
- ♥Wheelock College



To all Safety Inspectors: Inspect your home for any hazards that may cause injury. On the chart below, describe each hazard, explain why it is a hazard, and suggest ways that the risk of injury may be reduced. (You may need a flashlight.)

SAFETY INSPECTOR'S REPORT

Address: _____

As a result of my inspection on _____, 19____, I have found the following safety hazards and make these suggestions:

Hazard	Why is it dangerous?	How can my family and I reduce the risk of injury?
1.		
2.		
3.		
4.		
5.		

Signature of the Safety Inspector

THE LOW-FAT, HIGH-FIBER BREAKFAST

Circle the foods listed below that you usually eat for breakfast. Check (✓) if they are low in fat, high in fiber, or both. If they are high in fat or low in fiber, leave blank.

TYPICAL BREAKFAST FOODS	LOW FAT	HIGH FIBER	BOTH
Sausage	☐	☐	☐
Whole wheat toast	☐	☐	☐
White toast with butter.....	☐	☐	☐
Oatmeal	☐	☐	☐
Fresh fruit	☐	☐	☐
Hash brown potatoes.....	☐	☐	☐
Whole milk	☐	☐	☐
Skim milk.....	☐	☐	☐
Fried egg	☐	☐	☐
Orange juice	☐	☐	☐
Cheese omelette.....	☐	☐	☐
Bacon.....	☐	☐	☐
Low-fat yogurt.....	☐	☐	☐
Whole wheat roll without butter	☐	☐	☐
Buckwheat pancakes/waffles	☐	☐	☐
Cereal with skim milk and raisins.....	☐	☐	☐

Now that you are a breakfast expert, make the following breakfast menus healthier by replacing each of the high-fat or low-fiber foods with healthier choices.

Meal # 1

Cheese omelette

Bacon

White bread with butter

Hash brown potatoes

Whole milk

Healthy Meal # 1

Meal # 2

Bag of chips

Orange soda

Doughnut

Healthy Meal # 2

THE AMERICAN HEALTH FOUNDATION'S CHILD HEALTH DAY '97 SUPPORTER NETWORK

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| <ul style="list-style-type: none"> • Agenda for Children • American Academy of Child and Adolescent Psychiatry • American Academy of Pediatrics • American Academy of Pediatric Dentistry • American Association for Health Education • American Cancer Society • American Federation of School Administrators • American Heart Association • American Heart Association, MA • American Institute for Cancer Research • American Medical Association • American Medical Student Association • American Nurses Association • American Public Health Association • American Psychological Association • American Sport Education Program • Association for Children of New Jersey • Association of Maternal and Child Health Programs • Big Brothers/Big Sisters of America • Boston College Center for Family and Community Partnerships • Boy Scouts of America • Cancer Treatment Centers of America • Center for Families, UMASS Amherst • Children's Action Alliance • Children's Action Network • Child Care Action Campaign | <ul style="list-style-type: none"> • Children's Defense Fund • Children's Foundation • Citizen's For Missouri's Children • Citizens for Public Action • Council of The Great City Schools • Dole Food Company • Eliot-Pearson Department of Child Development, Tufts University • For Love of Children • Girl Scouts of the USA • Healthy Mothers, Healthy Babies • Human Kinetics Publishing • Massachusetts Families for Kids • Maternal and Child Health Bureau, HRSA, DHHS • Minnesota Food and Education Resource Center/Urban Coalition • National 4-H Council • National Association of Child Advocates • National Association of Pediatric Nurse Associates and Practitioners • National Association of School Psychologists • National Association of Sport and Physical Education • National Black Child Development Institute • National Cattlemen's Beef Association • National Center for Tobacco Free Kids • National Consumer's League • National Dental Association • National Education Assoc. Health Information Network • National Grocers Association • National Heart Savers Association | <ul style="list-style-type: none"> • National Institute of Child Health and Human Development, NIH, DHHS • National Parents Resource Institute for Drug Education • National Pork Producer's Council • Oregon Dairy Council • President's Council on Physical Fitness and Sports • Produce for Better Health Foundation/Five-A-Day • Shape Up America! • Society for Nutrition Education • Society of Pediatric Psychology • Society of State Directors of of Health, Physical Education and Recreation • United Methodist Association: Children, Youth, Family Section of Membership • University of Arkansas at Pine Bluff Cooperative Extension • University of Delaware Cooperative Extension • USA Rice Federation • Utah State University Cooperative Extension • Voices for Children in Nebraska • Wheelock College |
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***NOTE: The
Supporter Network
is growing each day...
Please visit ahf.org
for additions since
this printing...and for
more FREE
Resources.***

HELPFUL FACTS FROM AHF

- ❑ National Child Health Day (CHD - Originally proclaimed by Calvin Coolidge in 1928 to draw national attention to the status of children's health). Four years ago, the American Health Foundation spearheaded a national effort to reintroduce this important day of action which continues with Child Health Day '97 today.
- ❑ **CHD '97 Theme:** *Healthy Practices for Children and Families*. The American Health Foundation, supported by over 70 of the nation's leading organizations serving children and families, is urging American families to sign the "Healthy Practices Pledge" to engage in healthy practices beginning on CHD and continue all year long.
- ❑ The American Health Foundation's CHD partners, AllState Life Insurance, Johnson & Johnson, Kellogg Company, Schering-Plough, Sunny Delight are supporting this national effort with special Free Standing Inserts (FSI's), ad tags, television billboards, and the dissemination of tips and valuable information to over 1 million Americans through schools, communities and the Internet.
- ❑ CHD provides a platform for all those who care about the health of children.
- ❑ First Lady Hillary Rodham Clinton has been recognized in past years by the American Health Foundation for her commitment to children and families and is this year's CHD Honorary Chair. Actress Marilu Henner star of television, stage, film is this year's CHD spokesperson.

Helpful Facts Collected From Numerous National Health Organizations and Institutions:

- The most serious and threatening health problems that Americans face today are primarily related to personal decision-making and lifestyle.
- Children are exposed to a variety of risk factors, such as poor nutrition, substance abuse and lack of physical activity, which lead to numerous preventable diseases and illnesses.
- 41% of school children have a blood cholesterol level higher than 170mg./dl; 11% have reported values higher than 200mg./dl.
- Less than a third of our children have a daily program of physical education in their schools.
- Acute illness results in an average loss of 5 days of school time per year.
- Unintentional injuries have now replaced infectious diseases as the greatest source of concern for the health of children and are the leading cause of death in childhood.
- Breakfast takes less time to eat than any other meal and it establishes a regular eating pattern for children that can be maintained throughout life.
-

GOALS 2000 - WHERE WE ARE CURRENTLY FAILING vs.

- **Teen Pregnancy** - The percentage of all births to single teens under 20 years of age was reported as 9.2% in 1995. GOAL 2000: To reduce teenage pregnancy incidence to less than 5%.
- **Cigarette Smoking** - Among High Schoolers, cigarette smoking is on the rise. Up to 22% of high school seniors report frequent usage. GOAL 2000: To reduce this rate by 55% (to under 10% of High School seniors).
- **Skin Cancer Prevention** - The percentage of adolescents use sunscreen currently averages around 9%. GOAL 2000: To increase the percentage of users by 41%, (50% of young adults).
- **Childhood Obesity** - There is a significant trend towards unhealthy weight gain associated with poor nutrition and lack of physical activity. GOAL 2000: Reduce dietary fat intake to an average of 30% of calories or less and average saturated fat intake to less than 10% of calories among people age 2 and older.



Live and Play Safely: Ask your students to define the word "risk". Then discuss with them why the following behaviors are risky:

- ◆ Riding a bicycle, in-line skating, or skateboarding without a helmet and other protective gear.
- ◆ Riding in a car without buckling the seatbelt.
- ◆ Being in the sun without applying sunscreen, and not wearing a hat.
- ◆ Crossing a busy street without paying attention to traffic signals.



Introduce the subject of fire safety. Have students close their eyes and imagine they are at home. Ask them to draw a picture of their homes and create two possible escape routes for

themselves from their bedrooms (and for other family members if time permits). Then, have students block off a route and identify alternative routes to use in escaping a fire. Invite your local fire department to come to your school for safety demonstrations, or arrange a class field trip to the fire house.

Take Care of Teeth: Discuss with students their dental care habits. Do they brush? How often? Do they floss? How often? Explain that after we eat, food particles create acid and plaque which can affect tooth enamel. Regular brushing and flossing removes the particles, helps keep teeth and gums healthy and strong, and helps keep breath pleasant.

Using an egg carton as a model of teeth and string or yarn as floss, show class how to wrap the floss around the middle fingers of each hand and floss in a semi-circle from the base of each tooth to its crown. Move the floss between fingers to use a fresh section for each tooth. Have students make "toothbrushes" from drinking straws inserted through 1" squares of kitchen sponge. Demonstrate correct brushing technique --a small rotary action on the outside, inside and chewing surfaces.



Visit our web site at ahf.org for more

resource materials from KYB.

INTERACTIVE CLASSROOM ACTIVITIES FROM THE AMERICAN HEALTH FOUNDATION'S KNOW YOUR BODY PROGRAM



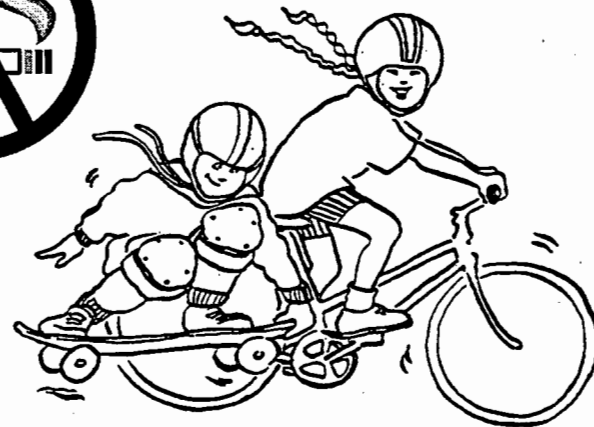
Consider Classroom visits from: chefs, farmers, firemen, and dentists, physicians and other community experts who can address Healthy Practice Pledge messages.

Have a Healthy Breakfast: Ask students, "Who ate breakfast this morning?" Ask if they eat breakfast daily, discuss the reasons why it is important to eat breakfast. Example: breakfast breaks a fast of 8 or more hours. Discuss what students ate and which food groups their breakfast foods fit into, Reinforce the health benefits of eating -- more energy, stamina -- while discouraging skipping. With your students, discuss making goals to eat breakfast daily. Identify the types of food choices they can make for healthy eating all day long.

Anti-Smoking Effort: Organize a tobacco awareness event. Write and perform skits in which students show how to resist peer pressure to smoke. Design posters encouraging adults to quit and children not to start smoking. Ask adults who smoke to keep all cigarette butts from a week of smoking in a glass jar. Place 1" pieces of paper in jars the night before event and then distribute as "sniff cards". Display jars at event. Make linoleum block impression of "No Smoking" sign and print t-shirts to be worn by students at event.

Engage in Physical Activities: Discuss with students all the benefits of regular exercise. Identify activities that are individual, team, and family-oriented.

Assign a class project to create radio and poster advertisements promoting exercise. Divide the class into groups, then have each group select the category that interests them most, reminding students that exercise has physical, mental and social benefits. Have groups design and produce the ads, then share them with the class, and over the school public announcement system. Display the print ads in your school's hallways. Assign your students the project of keeping a family exercise diary for one week. List the physical activities in which each member participates, and have them pledge to exercise together at least once a week. Example: 5 to 10 minutes stretching session followed by a half-hour walk.



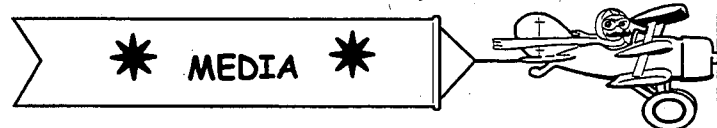
HEALTHY PRACTICE FAIRS and SCREENING EVENTS



Organize a Healthy Practices Fair in schools or businesses around the pledge messages. Work with a variety of groups and organizations such as local health departments, hospitals, universities, and Child Health Day Supporters to offer health screenings, interactive health activities, mini-workshops and classroom visits.

Possible activities include:

- | | | |
|--|---|--|
| ☒ Vision and hearing screening | ☒ Fitness testing | ☒ Healthy Eating Booth (healthy menus, shopping lists, food guide pyramid information, sample low-fat, high fiber foods, fruits, vegetables) |
| ☒ Height/weight measurement | ☒ Body fat assessment | |
| ☒ Blood pressure check | ☒ Safety Booth (seat-belt car safety, bicycle & in-line skating safety, sun safety, | |
| ☒ Dental check-up | | |
| ☒ Non-fasting cholesterol test | ☒ Smoke-Free Booth (smoking cessation and prevention information) | |
| ☒ Asthma screening | | |



- ◆ Distribute sample press release and public service announcements provided, or write your own for television, radio and newspaper coverage of your CHD activities.
- ◆ Ask radio and television personalities to have breakfast on the air with families.
- ◆ Ask area organizations, businesses, the media and your own city to put the pledge and activities on home pages (Internet).
- ◆ Write letters to editors of local newspapers about key health issues and the importance of comprehensive school health education.
- ◆ Sponsor a CHD poster contest using the Healthy Practice Pledge messages for children to enter at local malls, supermarkets or stores. Work with the media to publish the winning posters, and display in local stores.
- ◆ Work with the media to highlight neighborhood family commitments to pledge.

15 SECOND RADIO PSA COPY

- 1) Monday, October 6, is Child Health Day. The American Health Foundation urges you to sit down with your family for breakfast, exercise together and stop smoking for the health of it. For free practical tips and resources visit www.ahf.org. You'll be glad you did.
- 2) Monday, October 6, is Child Health Day. Join millions of American families as they make the American Health Foundation's Healthy Practices Pledge to exercise and eat breakfast together at least once a week. Your family will thank you today and every day. For free practical tips and resources visit www.ahf.org.

PLANNING CHILD HEALTH DAY ACTIVITIES WITH CLUBS, SCHOOLS, BUSINESSES

HEALTHY PRACTICES PLEDGE

- ◆ Contact area schools and corporations to distribute the pledge to students and employees.
- ◆ Schools and clubs and grocery stores can create "Healthy Practice" bulletin boards to display signed pledges.
- ◆ Pledge can be used as an outreach tool in health care settings and day care centers (pledge available in Spanish upon request).
- ◆ Contact area newspapers to print pledge. Create a contest with the newspapers, challenging the community to make the pledge and send in photos of their family engaging in healthful practices - Best photos get published.
- ◆ Ask mayor and/or governor to proclaim CHD'97 and invite the media to cover the signing.



HEALTHY EATING

Start The Morning Off Right: Have a healthy breakfast at school for students and their families, community leaders, the media and others. Ask local businesses to give their employees 30 minutes off in the morning to have breakfast with their families or host a breakfast for their employees and family members.

Dietary Diversity: Offer merit badge for trying different fruits and vegetables. Badge requirements: taste and provide a

written description of a total of fifteen different fruits and vegetables. Draw pictures of each and suggest a way which food may be served.



SAFETY SMART

Safety Helmet Decorations: Have members bring in their safety helmets. Use stickers or airplane model paints to customize helmets. Take photos of finished helmets and approach local photo shop to print blow-ups. Ask local sporting goods store to allow members to create a safety theme window display featuring the photographs and/or original posters and safety equipment.

Sun Safety: Have a contest to design the wackiest hat for sun protection. Ask neighborhood pharmacies to donate sunscreen products as prizes. Stage a fashion show to parade hats. Include a demonstration about the proper application of sunscreen.



FITNESS FUN

Walking, Biking, Blading for a Cause: Organize an event for a favorite charity (or to raise money for club or group projects). Ask friends and family members to both participate and sponsor other participants for walking a total of 10 miles within a month.

10 TIPS TO PUT HEALTHY PRACTICES TO WORK IN YOUR HOME

FROM THE AMERICAN HEALTH FOUNDATION

1 To maintain your Healthy Practices Pledge, elect a family member to act as "Pledge Captain" each week.

2 Plan one week of healthy meals for the whole family. When going to the grocery store, take turns writing out a healthy shopping list with a variety of foods. Include plenty of vegetables, fruits and grains combined with moderate amounts of fish, chicken or meat. Try new foods and describe them to each other at meal times.

3 Plan a theme meal. Take cookbooks out from the library with recipes from different countries, then decorate the table with the theme.

4 Assign a family research project. Everyone draws or cuts out pictures from magazines of healthy breakfasts. Find out the fat and fiber content of each food and determine what food group each food is in. Design a poster by putting the pictures and information together on poster board. Hang the poster in the kitchen and use the information to plan one week of healthy breakfasts together.

5 Have a sign-making evening with the whole family. Make signs or posters that say, "THIS IS A SMOKE FREE HOUSE" or "NO SMOKING". Hang them around the house or on the front door. Children can put signs on their bedroom doors.

6 Plan family events around fun physical activities. Plan a special walk to see the leaves change. Bicycle, hike, swim, play tennis, volleyball, or soccer. Teach your child your favorite childhood games: Hide-n-seek, hopscotch, jump rope, stickball.

7 Look for "exercise opportunities" with your family at least once a week. Try dancing together to your favorite music. Stage a contest, and choose the craziest, fastest, slowest and most original dancers. March in place during TV commercials, stretch together before breakfast, get off the bus or subway one stop earlier and walk the extra blocks. Consider creating a "Family Fitness Challenge Day" in your neighborhood.

8 List and discuss injuries that can happen in various rooms in your home. Write down a list of safety rules that might prevent each injury, and post the list in the appropriate room—kitchen safety list in the kitchen, bathroom safety list in the bathroom, etc. Make sure there is a well stocked first aid kit in the house. Keep ice packs in the freezer. Make an emergency phone list (including the number for the poison control center) and post it by all telephones.

9 Talk about the importance of sunscreen and the effects of the sun. Whenever your family is going out, make sure all members apply sunscreen (minimum SPF 15) to protect skin from the sun's ultraviolet rays. Apply fifteen minutes before exposure, and don't forget a hat.

10 Check out your family's tooth care technique. Ask each person to brush his or her teeth while another family member keeps track of the time. Rank each person from shortest brusher to longest brusher. Encourage everyone to brush for at least two minutes.





Child Health Day '97
Monday, October 6

THE AMERICAN HEALTH FOUNDATION'S HEALTHY PRACTICES PLEDGE

Celebrating **CHILD HEALTH DAY '97** Monday, October 6th

Families and schools play important roles in making sure that children know how to take care of themselves. Healthy habits learned as children create the foundation for life as healthy adults.

Beginning on Child Health Day and continuing all year long, the American Health Foundation encourages families across the country to make this "Healthy Practices Pledge".

Turn this page over for fun and healthy tips to help your family fulfill this "five-point" pledge to practice healthy habits together. Your enthusiastic participation in these activities will set an example for the rest of your family.

We Will Take Time For Our Family To:



HAVE A HEALTHY BREAKFAST Every day, at home or at school, eat a healthy breakfast. Try to include low fat and high fiber foods. And, beginning on Child Health Day, eat breakfast together as a family at least once a week.



STOP SMOKING At least for today, stop smoking for the sake of our children and grandchildren. Every day, stop smoking in their presence.



ENGAGE IN PHYSICAL ACTIVITIES At least once a week, schedule a healthy fitness activity to do as a family.



LIVE AND PLAY SAFELY Every day, buckle up in a vehicle, place children in the back seat, secure rear-facing infant seats in the back seat. Wear a helmet when biking and in-line skating. When outside, wear sunscreen and a hat.



TAKE CARE OF OUR TEETH Every day, brush at least twice a day using a fluoride toothpaste and floss our teeth regularly (from the age when any two teeth touch).

Post on refrigerator & take turns being "Pledge Captains" to coordinate pledge activities.

Signed by:

NAME	AGE	DATE
NAME	AGE	DATE
NAME	AGE	DATE
NAME	AGE	DATE
NAME	AGE	DATE

Dr. Aash,
the Healthy People
Doctor, says: "Nobody
takes better care of
you than you!"





The American Health Foundation's Know Your Body (KYB) Program™

*A fun and entertaining approach to
teaching healthy behaviors for
grades k-6*

KNOW YOUR BODY (KYB) is a comprehensive school health promotion program developed by the AMERICAN HEALTH FOUNDATION for use with students in grades K-6. Established in 1975, the program has been extensively reviewed and evaluated. Research studies show that students who receive KYB improve significantly in their health-related knowledge, attitudes and behaviors. The AMERICAN HEALTH FOUNDATION believes children must learn to practice healthy behaviors at an early age if the incidence of chronic disease is to be appreciably reduced in our society. KYB empowers students with the knowledge, attitude, skills and experience necessary to make their own positive health choices. "Nobody Takes Better Care of You Than You" is the motto for KYB.

The KNOW YOUR BODY curriculum provides teachers with the necessary information to teach a variety of health topics: nutrition, fitness, safety, disease prevention, drug-use prevention, oral health, growth and development, social and emotional health, plus environmental and consumer health. KYB is skills-based, and focuses on the development and integration of self-esteem building, assertive communication, decision-making, goal-setting, and stress management into daily living.



To receive more information about KYB or to
obtain a free 60-day preview of the curriculum:

Check below and fax this form to

1-800-772-9165 or call Kendall/Hunt Co. at:
1-800-228-0810

☐ I would like more information about KYB

☐ I would like to receive a free 60-day preview

Name _____

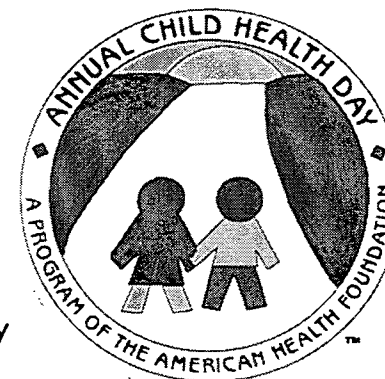
School Name _____

School Address _____

BRING THE AMERICAN HEALTH FOUNDATION'S CHILD HEALTH DAY '97 CELEBRATION TO YOUR COMMUNITY

Here's how....

On Monday, October 6th the nation will celebrate National Child Health Day, originally proclaimed by Calvin Coolidge in 1928. This year's theme is "Healthy Practices for Children and Families". Our goals, using this annually proclaimed day as a platform, are to draw attention to the status of children's health and the importance of comprehensive school health education.



Every day Americans are rushing around from morning until night while trying to meet the health needs of their families and themselves. This year the American Health Foundation has developed the "Healthy Practices Pledge", designed around 5 key messages. The pledge serves as a simple and fun tool for families to commit to healthy practices all year long. The messages are: 1) *Have a Healthy Breakfast* 2) *Stop Smoking* 3) *Engage in Physical Activities* 4) *Live and Play Safely* 5) *Take Care of Your Teeth*.

This "Action Pack" is centered around the 5 pledge messages and is designed to help you create activities of any size to celebrate Child Health Day. It includes school and classroom activities, health fair ideas, and valuable tips that you can use to reach children and their families in school, at home and in the community to help them lead healthier lives.

This year, we are pleased to have the support of AllState Life Insurance, Johnson & Johnson, Kellogg Company, Schering-Plough and Sunny Delight as well as over 70 of the nations leading organizations serving children and families.

Inside, we have suggested a variety of ways in which you can participate in this national effort and team up with other organizations to focus on the health of children and families. We invite you to use your energy and creativity to bring Child Health Day to your community. We hope you will use these materials all year long in your outreach efforts.

The Child Health Day Action Pack contains:

- | | |
|--|----------------------------------|
| ☆ Event Planning Ideas | ☆ Sample Proclamation |
| ☆ Healthy Practice Pledge* | ☆ CHD '97 Supporter Network List |
| ☆ Healthy Practice Activities and
Tips for Educators and Families | ☆ Sample Press Materials |

All materials are reproducible and largely adapted from the American Health Foundation's school health promotion program, Know Your Body™ (KYB). *Available in Spanish.



**Visit our web site at ahf.org for more resource materials from
KYB.**

The American Health Foundation's Child Health Day '97
"Healthy Practices for Children and Families"
Sample Proclamation -



WHEREAS...The family is a long-standing American tradition and...

WHEREAS...Families involvement in their children's health is essential and ...

WHEREAS...Teaching children long-term healthful practices will help them become healthier adults and ...

WHEREAS...To affect children's behaviors, we must reach them where they live, learn and play in fun and entertaining ways and ...

WHEREAS...Over 70 of the nation's leading organizations serving children and families are united in a nationwide outreach programs to better children's health and ...

WHEREAS... The American Health Foundation joined by (group name) encourages families to make the "Healthy Practices Pledge" to:

- > Have a Healthy Breakfast Together At Least Once A Week
- > Stop Smoking
- > Engage in Physical Activities Together At Least One A Week
- > Live and Play Safely
- > Take Care of Their Teeth and ...

WHEREAS... This pledge, when signed by each family member will provide a mutually accountable program for each member, to take responsibility for their own healthy practices ...

NOW, THEREFORE, I (name), (title), of (city, state), do hereby proclaim Monday, October 6, 1997 Child Health Day, and urge all citizens of (area) to observe this Day and pledge to make healthy practices a priority ...

Signed This (date) Day Of (month), Nineteen Hundred and Ninety Seven
(Signature and Official Seal)

SAMPLE PRESS RELEASE

THE AMERICAN HEALTH FOUNDATION'S - CHILD HEALTH DAY '97
FOR IMMEDIATE
RELEASE
Contact:

(Group Name) JOINS THE AMERICAN HEALTH FOUNDATION'S NATIONWIDE
EFFORT TO DRAW ATTENTION TO
THE CRITICAL HEALTH NEEDS OF CHILDREN

The nation will celebrate Child Health Day '97 on Monday, October 6th. The American Health Foundation (AHF) is spearheading a nationwide outreach program with the support of over 70 of the nation's leading organizations serving children and families. First Lady Hillary Rodham Clinton is this year's Honorary Chair. (Group Name(s)) has teamed up with AHF for this important effort with a day (week) of school and community activities centered around this year's theme, "Healthy Practices for Children and Families".

"Many risk taking behaviors that lead to illnesses and conditions affecting our youth are preventable through early health education and long term healthy practices", says (Local Leadership Person's Name and Title). American children remain increasingly threatened. Poor nutrition, obesity, alcohol, tobacco and substance abuse, and violence plague our nation's greatest resource. While the AHF research demonstrates significant advances in certain child health indicator categories such as immunization rates and communicable disease prevention, there is much to do to insure their healthful futures.

(Use Local Children's Health Statistics Here)

Nationally, the day's activities will begin in Washington, D.C. with the nationwide release of the Child Health Report Card - a comprehensive annual report that assigns a grade to the health of children in the US. Last year the grade was a C-. Preliminary data indicates this year will not be much better. One of the tools created by AHF to encourage families to engage in healthy behaviors together, is the "Healthy Practices Pledge" which focuses on 5 key healthy actions that families can take all year long to live healthier. Families are being urged beginning on Child Health Day (Monday, October 6) to:

- Have a healthy breakfast together at least once a week
- Stop smoking for the sake of their children and grandchildren
- Engage in physical activities together at least once a week
- Live and play safely
- Take care of their teeth

(Sample Description - "Our celebration will begin with a Healthy Family Breakfast at (School and/or Business) and continue throughout the day with a Healthy Practice Fair where a series of interactive health stations including, height and weight measurement, cholesterol checks, smoking cessation, nutrition booths and more will be offered. We will be disseminating the pledge for each family member to sign and valuable health tips and information they'll need to fulfill their health commitment. (Name Participating Groups)) For more information on how you can participate call _____).

#



Jul 10, 1998 11:57AM

AHF 320 E43 STREET

No.3005 P. 1

FROM: MARIS SEGAL-GOODIS
Director, Child Health Day
PH: 212.551.2523 FAX: 212.687.2339

CHILD HEALTH DAY

AMERICAN HEALTH FOUNDATION
320 East 43rd Street
New York, NY 10017
phone: 212.953.1900
fax: 212.687.2339
www.ahf.org

SAVE THE DATE
CHILD HEALTH DAY '98 - MONDAY, OCTOBER 5TH

Date of Fax: 7/10 # of Pages with cover: 4

TO: Neera Tanden

fax: (202) 456 - 2878 ph: (202) 456 - 6275

TO: _____

fax: _____

MESSAGE: _____



Jul. 10. 1998 11:57AM

AHF 320 E43 STREET

No. 3005 P. 2

CHILD HEALTH DAY

CHILD HEALTH DAY-MONDAY OCTOBER 5TH, 1998

AMERICAN HEALTH FOUNDATION

320 East 43rd Street

New York, NY 10017

phone: 212.953.1900

fax: 212.687.2339

www.ahf.org

July 10, 1998

via fax:

TO: Neera Tanden
Office of the First Lady

FROM: Maris Segal-Goodis *MSG*

RE: The American Health Foundation's
National Child Health Day

Hi. I'm looking forward to our meeting next Thursday at 11. I left a message for Barbara about the meeting.

As I indicated on the phone, Dr. Wynder will be in DC on Friday the 17th for meetings. I am hoping we can get on Melanne's schedule for a few minutes around 3pm. Anything you can do to facilitate this meeting would be greatly appreciated. We do have other appointments pending, but will wait to hear from you to finalize.

We are also going to print the Child Health Day invitations (sample from '97 attached) early next week. We are still hoping to include the First Lady as honorary chair.

Again, thanks for your help. Have a great weekend.



AMERICAN HEALTH FOUNDATION

The American Health Foundation (AHF), established in 1969 by its current president Ernst L. Wynder, MD, is a non-profit research institution dedicated to the prevention of cancer and other life threatening illnesses.

The Foundation conducts basic and clinical research to identify the causes of these diseases and develops health education programs to foster healthier lifestyle practices. Children K-6 are a major focus of the Foundation's health education activities.

With a staff of 180, the Foundation has two facilities: health promotion and epidemiology programs are directed from the New York City location; basic and clinical research are carried out at the Naylor Dana Institute in Valhalla, New York.

Dr. Wynder was among the first to establish the link between tobacco smoking and cancer; AHF internationally-recognized scientists were among the first to identify the relationship between several types of cancer and the typical high fat, low fiber American diet.

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AMERICAN HEALTH FOUNDATION



NATIONAL CHILD HEALTH DAY AWARDS DINNER

FIRST LADY HILLARY RODHAM CLINTON
Honorary Chair, Child Health Day '97

CHILD HEALTH DAY PARTNERS

Allstate
Johnson & Johnson
Kellogg Company
Schering-Plough
Sunny Delight

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Barbara Hearst Helen Marx
Benefit Chairmen

Marilu Henner
CHD '97 Spokesperson

cordially invite you to attend the

AMERICAN HEALTH FOUNDATION'S
NATIONAL CHILD HEALTH DAY
AWARDS DINNER

Join us in honoring
Senator Edward M. Kennedy
Lifeline Award Recipient
for his great impact on the lives
of children and families

Monday, October 6, 1997
6:30 pm cocktails, 7:30 pm dinner

The Metropolitan Club
1 East 60th Street
New York City

Black Tie

*Silent Auction items include a dress from Vera Wang's Fall Collection
and two first class tickets to anywhere in the world
compliments of Delta Airlines*



Jul. 6. 1998

8:25AM

AHF 320 E43 STREET

No.2749

P. 1

FROM: MARIS SEGAL-GOODIS

PH: 212.551.2523 FAX: 212.687.2339

CHILD HEALTH DAY

AMERICAN HEALTH FOUNDATION

320 East 43rd Street

New York, NY 10017

phone: 212.955.1900

fax: 212.687.2339

www.ahf.org

SAVE THE DATE**CHILD HEALTH DAY '98 - MONDAY, OCTOBER 5TH**Date of Fax: July 6 # of Pages with cover: 3TO: Deera Jardenfax: 202 456.2878

TO: _____

fax: _____

MESSAGE:

Great to catch up w/ you —
If there is a list of organizations
being gathered for the Sept event I'd
love to see it.

Thanks —

Maris
The MARIS Group



CHILD HEALTH DAY

July 1, 1998

AMERICAN HEALTH FOUNDATION

320 East 43rd Street

New York, NY 10017

phone: 212.953.1900

fax: 212.687.2339

www.ahf.org

Ms. Melanne Verveer

Chief of Staff to the First Lady

The White House

Old Executive Office Building - Room 100

Washington, DC 20500

Dear Melanne -

I wanted to take a moment to update you on the American Health Foundation's Child Health Day '98 plans. This year Child Health Day falls on Monday, October 5th and we are honored that Whoopi Goldberg has agreed to serve as the American Health Foundation's new spokesperson.

We are working closely with our partners, Kelloggs, Johnson & Johnson, Schering-Plough, the Allstate Foundation, Sunny Delight and our supporting organizations to plan grassroots activities across the nation in schools and communities aimed at reaching children and families with valuable information they need to make healthful decisions and healthy practices a priority.

We are scheduling a "Town Hall" meeting at the end of October (tentatively 10/22) targeting preventive health behaviors in children. The title is Children's Health Behaviors - Whose Responsibility Is It? Dr. Ernst Wynder, President, AHF, Dr. Steve Hyman, Director of the National Institute of Mental Health, Dr. Pizzo, Director of Oncological Pediatrics, Harvard, Congressman John Porter and Whoopi Goldberg have already made commitments to serve on a panel. It is the American Health Foundation's hope to have a White House presence as well.

This event to be held in Washington, is meant to be a dialogue among young people, members of the entertainment, parental, educational and scientific communities as well as key members of the federal government. We will explore how to impact the health behaviors of our nation's children in a positive way to ensure optimum health in the next millennium. We will discuss where children get their information and the importance of modeling and effective delivery systems specifically in schools, child care, through the media and at home. At the suggestion of Ann Lewis, I will be contacting Ellen McCollough-Lovell with the hopes of working with the Millennium Office on this event.



Pg. 2 - 7/1/98 - Child Health Day continued

I know one of the administration's key initiatives is to insure that our nation's children have Healthcare coverage. AHF shares your commitment and feels strongly that the nation's insurance companies must take an active role in providing preventive health information to families. Since our meeting early in February, I have not received any updated information on this effort.

I wrote to you in January requesting that the First Lady serve as Honorary Chairperson for AHF's Child Health Day '98 celebration. We are still hoping for a positive response. We are going to print on a number of items and would like to include the First Lady. Alice Pushkar was a delight to work with last year to have all materials approved.

We would like to work with you again on Child Health Day to create a bigger impact than ever before. I welcome any thoughts you may have and an opportunity to further discuss this letter with you.

Melanne - As always, thank you for your support.

Sincerely,



Maris Segal-Goodis
Director, Child Health Day
212.551.2523

cc; Dr. Ernst Wynder, President, AHF