



*The Horizon Foundation for New Jersey*



## **HEALTHY U ON FACEBOOK:** **“Y” You Should Be a Friend**

(Newark, NJ – July 27, 2009) Are you a fan of reducing childhood obesity in New Jersey? If you're not already, you can be! You can join the fight against obesity. It's as easy as typing “Healthy U” on Facebook to show your support for over 18,000 New Jersey children who are exercising more, eating better, and learning healthy lifestyles.

Healthy U, a partnership between the New Jersey YMCA State Alliance and The Horizon Foundation for New Jersey, is the nation's largest and most coordinated, evidence based, after school childhood obesity prevention program. Healthy U is a fun, innovative, and evidence-based program that is being taught at 380 YMCA after-school sites across New Jersey.

“We decided to launch a Facebook page to engage the thousands of individuals that are closely involved and committed to making Healthy U a successful initiative,” said Gary D. Graham, Executive Director, New Jersey YMCA State Alliance. “The Healthy U Facebook page will become another avenue for YMCA staff trainers to maintain a close relationship with participating children, parents, care givers, and fans.”

“The new Healthy U Facebook page will enable everyone participating in Healthy U, and those who support the initiative, to discuss their experiences and give feedback about the program,” said Larry Altman, Executive Director of The Horizon Foundation for New Jersey. “Using Facebook, one of the largest social media sites in the world, to promote Healthy U is an innovative way to engage participants and fans as well as increase awareness of the program.”

To learn more visit [www.facebook.com](http://www.facebook.com) and search “Healthy U.”

### About *Healthy U*:

- *Healthy U* is made possible by a \$1 million grant from The Horizon Foundation for New Jersey.
- *Healthy U* is based on the Coordinated Approach to Child Health (CATCH) curriculum developed by the University of Texas Science Center School of Public Health. The CATCH curriculum is a national, award winning program with over 15-years of research documenting the program's success in reducing the rate of childhood obesity.
- *Healthy U* is an after-school program, administered by the New Jersey YMCA State Alliance which is comprised of 42 YMCA member Associations throughout New Jersey. Healthy U is offered at 390 YMCA sites around the state.

- *Healthy U* will be open to children ages 5-12 enrolled in YMCA after-school programs.
- *Healthy U* has three distinct components – Physical Education, Proper Nutrition and Parental Involvement.
  1. The physical education is evidence based and incorporates fitness, skill, competency and cognitive understanding about the importance of physical activity with an emphasis on non-elimination games and moderate-to-vigorous physical activity.
  2. The nutrition component teaches children how to identify, adopt and practice healthy eating habits. The program encourages changes in behavior that support healthy eating patterns.
  3. Parental involvement is an important component of the *Healthy U* program. Parents are informed of the program’s objectives and encouraged to support their child’s participation.

#### About The Horizon Foundation for New Jersey

The Horizon Foundation for New Jersey promotes health and in improved quality of life across our state by supporting charitable community organizations. Since 2004, the Foundation has awarded \$16.5 million to over 440 grantees. For more information about the Foundation and Healthy U visit [www.HorizonBlue.com/HealthyU](http://www.HorizonBlue.com/HealthyU). Healthy U is a trademark of the Foundation.

#### About YMCAs

Today’s YMCAs serve thousands of U.S. communities, uniting 21 million children and adults of all ages, races, faiths, backgrounds, abilities and income levels. Our reach and impact can be seen in the millions of lives we touch every year. Across the nation, YMCAs are committed to helping:

- Children and youth deepen positive values, their commitment to service and their motivation to learn
- Families build stronger bonds, spend time together and become more engaged with their communities
- Individuals strengthen their spiritual, mental and physical well-being

At every stage of life, YMCAs are there to help children, families and individuals reach their full potential.

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