

NEWS RELEASE

Contact: Kristin Biskeborn, State Nutritionist, SD Dept. of Health, 605-734-4551, kristin.biskeborn@state.sd.us
Linda Ahrendt, Coordinator, Nutrition/Physical Activity Program, SD Dept. of Health, 605-773-6744

State Offers Healthy Nutrition Tips for Parents

(PIERRE, SD 02/29/08)-- Parents who want their children to grow up healthy and strong should start by visiting a Web site developed by the South Dakota Department of Health, which offers important news and information about childhood nutrition and physical activity.

The Web site – www.healthysd.gov – is celebrating National Nutrition Month in March by featuring important information for parents regarding childhood nutrition tips. By clicking on the “Parents” link of the Web site, visitors will learn about the importance that milk plays in early childhood development, how dad’s behavior might affect a child’s weight, healthy habits for healthy kids, physical activity plans for children and more.

“It’s the little things we can do for ourselves and for our children that can have a profound impact on our health,” advises Kristin Biskeborn, State Nutritionist with the South Dakota Department of Health. “There is a wealth of information available to parents just by visiting HealthySD.gov.”

Healthy SD.gov was created to help South Dakotans live better and grow stronger by becoming more physically active and eating healthier foods. It is one part of the state’s Nutrition and Physical Activity Plan, and contains links to nutrition information and physical activity tips, with special sections for kids, tweens and teens, adults, parents, seniors, schools and worksites.

To help create awareness of the Web site, the Department of Health is running a public service campaign in all South Dakota newspapers, and television and radio stations, offering examples of some simple steps South Dakotan’s can take to lead healthier lives.

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615 E. 4th St.
TEL: 605-773-3737



Pierre, SD 57501
FAX: 605-773-5942

The Nutrition and Physical Activity Plan is the first comprehensive plan to increase healthy eating and physical activity as ways to reduce overweight and obesity levels, and their subsequent risk for chronic diseases such as cardiovascular disease, hypertension, and diabetes. It was released in early 2006.

Other programs have been developed as part of the Nutrition and Physical Activity Plan, including a worksite wellness program; “Fit from the Start,” giving caregivers information on helping children get a healthy start to their lives; “Great Day of Play,” which works in conjunction with state and local parks departments; and “Healthy Hunter,” which encourages hunters to get fit before the start of hunting season by offering them a six-week nutrition and fitness program.

