



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## For Immediate Release

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## SEPTEMBER IS CHILDHOOD OBESITY AWARENESS MONTH

*The CENTRAL CONNECTICUT COAST YMCA wants families to know how to prevent childhood obesity and live better together—both inside and outside of the home*

[New Haven, CT August 30, 2013] – September is National Childhood Obesity Awareness Month and the Central Connecticut Coast YMCA — a leading voice in youth development and healthy living—wants to help families live better and help prevent childhood obesity by incorporating regular physical activity and healthy eating into their daily routine.

“At the Central Connecticut Coast YMCA, we want families to understand the lifetime benefits of eating right and getting physically active and those behaviors begin in the home,” said Barbara Moore, CCC Y Association Membership & Healthier Communities Director. “If healthy habits are established at home they will carry over to when children are out of their parents’ care and that will dramatically help reduce obesity in our community.”

The following tips will help families live healthier together and help prevent childhood obesity:

- **Eat Healthy:** Make water the drink of choice (supplemented by age-appropriate portions of 100 percent fruit juices and low-fat milk) and make it easy for everyone to fill half their plates with fruits and vegetables by offering two or three colorful options. Feel free to mix and match fresh, frozen and canned fruits and vegetables to provide variety.
- **Play Every Day/Go Outside:** Kids should have at least an hour a day of unstructured play outside (when possible) and break a sweat at least three times a week by getting 20 minutes or more of vigorous physical activity.
- **Get Together:** Eat as a family as frequently as possible with kids involved in meal preparation and clean up. In addition, adults should take a break from electronics and spend one-on-one time each day with their kids, enjoying one another’s company.
- **Reduce Screen Time:** Time spent in front of a television, computer, tablet, cell phone or video games should be limited to two hours per day.

- **Sleep Well:** Kids and adults need to keep a regular sleep schedule—10-12 hours per night for kids and seven to eight hours for adults.

To learn more about the Central Connecticut Coast YMCA, please call us at 203 777 9622 or visit [cccymca.org](http://cccymca.org).

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#### About the Central Connecticut Coast YMCA

The Central Connecticut Coast YMCA is a community service agency dedicated to addressing community needs that enrich families, promote health and wellness, develop youth and build self-esteem for all. YMCA membership and participation is open to everyone regardless of race or ethnic background, religious preference or ability to pay. In 2012, the CCC YMCA served 85,000 kids, families and adults in twenty-five towns and cities. Approximately 32,000 youth participated in child care, youth sports, summer camping and Youth in Government programs. 7,600 children took advantage of the Y's instructional swimming lessons; 34,500 youth and adults participated in health, wellness, education, physical activity and diabetes prevention programs and services. 1,700 people were served through one of our housing programs. The CCC YMCA also provided \$3 million in direct financial assistance to approximately 6,000 children, individuals and families. The Central Connecticut Coast Y is based in downtown New Haven with eleven Y branches in Greater New Haven and Greater Bridgeport while also operating YMCA Camp Hi-Rock, a 1,000 acre residential and day camp in Mt. Washington, Massachusetts. **W** [cccymca.org](http://cccymca.org) **P** 203 777 9622