

Focus Keywords: Childhood Obesity, Physical Activity, Lets Move

TITLE: NCES Lets Move Music Video Encourages Physical Activity to Combat Childhood Obesity

SUMMARY: NCES creates a free music video resource for educators and dietitians encouraging children to get active, focusing on the key elements of the Lets Move initiative, to avoid childhood obesity.

OLATHE, KAN. (September 24, 2013) – According to the Center for Disease Control, “Approximately 17% of all children and adolescents ages 2 – 19 years are obese.” (www.cdc.gov) Since 1980, this number has almost tripled. However, there is a newfound hope; a change in the trend when it comes to childhood obesity. According to the CDC, from 2003 to 2010, there was a slight decrease in childhood obesity rates. Thanks in large part to the efforts of health and nutrition organizations, national leaders and dietitians and nutrition educators across the country, the trend of increasing childhood obesity rates in America is beginning to turn around.

In an effort to provide easy access to health and nutrition resources, NCES has partnered with the girl pop trio, The Pom Bom's, to create a [Lets Move inspired music video](#). The music video, based on the key principals of the Lets Move initiative, ¹eat healthy and ²get active, provides an opportunity for kids to get up and moving. Children will have fun dancing along with the interactive video while learning about healthy habits at school, at home and at the grocery store.



After dancing and singing along to the music video, 6 year old Allison said “That’s awesome, I love it! I like how everything rhymed and they danced and moved around all the different places.” This video is sure to get kids of all ages up and moving all over the place, just like Allison!

This video is free for use and easy to access through this [YouTube link](#). Please take a moment to share this article and link with other nutrition advocates and educators so that they can add it to their resource library. Combating childhood obesity is a huge task. By joining together and utilizing resources like this free NCES Lets Move inspired video, we can continue the trend of decreasing childhood obesity rates.

About NCES

Founded in 1989, NCES is an Olathe, Kan. based company that provides nutrition education resources in the form of books, manuals, videos and teaching tools for educators, public health officials, health care professionals and consumers. NCES offers more than 300 titles, in English and Spanish, in their catalog of health and nutrition materials, including a number of products developed exclusively by NCES. For more great NCES resources, visit the website at www.NCEScatalog.com.