

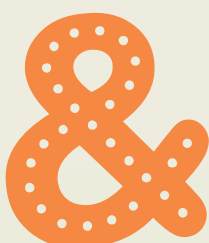


# Help your child rebound from Summer Fitness Loss

Each summer, millions of kids swap outdoor equipment for video game controllers, snack more than usual and some put on weight. How can your child rebound from summer fitness loss?



**1/3** One-third of children are overweight or obese



Children are shown to gain weight **3X** faster during summer months



## - WHY? -

Kids can easily over-indulge in snacking which can add over **400 calories** per day

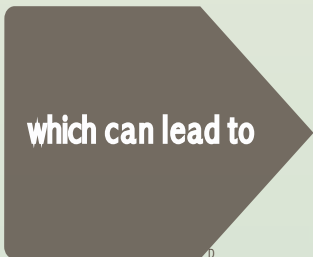


only **50%** of children play outside each day with a parent



**4** hours of TV & 3 hours of video gaming each day

Kids who are overweight now are **5 TIMES** more likely to be obese as adults



- 1 Heart Disease
- 2 Diabetes
- 3 Stroke

Don't let your child become an unhealthy statistic. Together, let's jump start the new school year by rebounding from summer fitness loss.

## - TOP 3 TIPS -



### Talk to kids about being healthy

Educate kids on the importance of sleep, diet, and exercise. Clean out the fridge. If you don't buy it, they won't eat it. Next time you're in the grocery store, show your child why certain foods are healthier than others. Let your child pick out a favorite fruit in the produce section to make it a treat!



### Make Fitness Fun!

Use technology as a force for fitness! Interactive games on Wii like Nickelodeon Fit gets kids moving and jumping. Don't have a gaming console? For \$2.99 in the iTunes store, Workout in a Bag for Kids includes simple to follow floor exercises that doesn't require any extra equipment. Users 8 y/o and older have the option to turn on exercises that use hand weights if they want a challenge!



### Be a role model

Parents! This means you. Modeling healthy habits for your kids encourages healthy behavior. Exercise together as a family: take a hike, ride bikes, have a catch in the backyard. Family fitness promotes great family bonding!



Brought to you by:  
**Workout in a Bag for Kids**  
Visit [www.workoutinabagforkids.com](http://www.workoutinabagforkids.com)



Sources: 1: KidsHealth, 2: National Learning Association, 3: Daily Mail Online, 4: TIME Health & Family, 5: KidsHealth, 6: Center for Disease Control. Images: A: Child designed by Jens Tärning, B: Candy designed by Julia Soderberg, C: Popsicle designed by Simon Child, D: Arrow designed by Eakarius, E: Parent designed by Juan Pablo Bravo. This infographic was created & designed by Emily Drzewiecki, Account Coordinator at McDougall Communications. Rochester, NY. 2013