



HIP-HOP 4 BETTER HEALTH PROGRAM



Weight management is one of this country's greatest problems. The *Standard American Diet (S.A.D)* has had a detrimental effect on the health of many citizens, especially our youth and young adults. In New York City obesity is an epidemic—more than half of adult New Yorkers are overweight (34%) or obese (22%). Over 43% of New York City's elementary school children are obese and/or overweight forcing the city to adopt new nutritional guidelines including more fruits and vegetables. Data shows that obesity begins early in life; nearly half of all Head Start children are not a healthy weight; 1 in 5 kindergarten students and 1 in 4 Head Start children are obese.

People who are overweight are at an increased risk of getting diabetes, heart disease, stroke, high blood pressure, arthritis, and cancer. Obesity is preventable and as rates decrease so will chronic disease and associated mortality. Even modest weight loss of 5%-7% (about 10 pounds) can improve health and decrease disease risk. Increases in obesity affect all people regardless of age, income, gender, race, or ethnicity, although not all people face an equal risk. Obesity increases with age and is more common among older adults, women, African-Americans, Hispanics, and the poor.

MISSION STATEMENT

Our mission is to enlighten participants about issues such as health education, vitamins & nutrition, diet & exercise, sports and quality healthcare services. Through our partnership with New York City Councilwoman Inez Dickens, support from Council Speaker Christine Quinn, and a grant from the Coca-Cola Foundation we will conduct a series of "Heath Summits" to stress the importance of Good Health to our youth, young adults and their parents. Artists, Actors, Record and Film companies will reinforce our message by attending events, producing a PSA, disseminating information, sponsoring health contests, and offering awards & prizes to participants who practice good health habits. We will also be working with our partners including the Brooklyn Nets, the Source Magazine, Video Music Box and Hot 97 Radio to show our participants how sports and athleticism is related to good mental and physical health as well as academic success.

The program is free of charge to public school students.

WHAT IS THE PURPOSE?

- To educate our participants about the importance of Good Health through our "Eight Rules for Better Health."
- To stress the importance of why exercise, diet, lifestyle and sports are important for good health.
- To inform our participants about the many services offered by hospitals and quality Healthcare Providers.
- To use the media, Artists, and Athletes to stress the importance of good health and reinforce our message.

WHAT ARE THE GOALS?

- To reduce obesity amongst our youth by disseminating information that promotes good health and eliminates substance abuse, poor diets, and negative lifestyles.
- To offer Prizes and Perks to Contest Winners and participants that achieve a host of weight loss goals.
- To promote the services of Healthcare Providers and the mission of the Coca-Cola Foundation to help students live a healthier life.

HOW WILL THEY BE ACCOMPLISHED?

- Through our Hip-Hop 4 Better Health Tour we will visit selected schools and conduct a 90-minute Health Summit to promote the program, start a Health Club and sign students up for the initiative.
- We will create a *Hip-Hop 4 Better Health Club* in each school to keep participants motivated and educated.
- There will also be workshops, summits, health contests and other activities to stimulate excitement, increase health awareness and support for the program.
- A survey will assess the student's knowledge of health along with their weight and lifestyle.
- Celebrities will reinforce our message by visiting schools and promoting good health to our participants.

A Hip-Hop Summit Youth Council initiative