

News Release

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[Insert date]

Contact: [Insert contact information]

[INSERT ORGANIZATION] LAUNCHES U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES' HEALTH EDUCATION PROGRAM

[Insert City] – [Insert Organization] announces a new program for parents and caregivers of young adolescent boys and girls. *BodyWorks*, developed by the U.S. Department of Health and Human Services' Office on Women's Health, focuses on helping adolescents ages 9 to 13 and their families create healthier lifestyles.

A large share of adolescents have poor eating habits and do not get the recommended daily amount of physical activity. In developing the *BodyWorks* program, the Office on Women's Health (OWH) found that many teens skip breakfast, have non-nutritious lunches and don't eat dinner with their families. Boys and girls spend about three hours a day watching television, playing video games, using the computer, and talking on the telephone, without parental limitations.

Overall, adolescents expressed a desire to have their parents be stronger role models for fitness. They wanted their parents to set boundaries for unhealthy eating habits and sedentary activities, and to engage the entire family in increasing physical activity.

The *BodyWorks* program, therefore, focuses on parents as role models and provides them with the tools and support they need to create healthy lifestyles for their children. Parents who enroll in the *BodyWorks* program will receive a *BodyWorks* toolkit and will attend regular group meetings to help maintain behavior change. The toolkit serves as a guide to creating an overall health lifestyle. It includes a video on healthy shopping and cooking strategies, a recipe book, food and fitness journals, a weekly meal planner refrigerator magnet and more.

[Insert quote from organization spokesperson]

"We believe that healthy teens become healthy adults," says Jonelle Rowe, M.D., M.A., consultant of adolescent health for OWH. "BodyWorks teaches parents to be role models for their children and encourages them to establish better eating and activity habits for their families."

For more information on the *BodyWorks* program contact [Insert contact information].