



Dennis McNerney
County Executive

Bergen County Health Promotion Resource Center

The Health Resource Letter

March/April 2009

Board of Chosen Freeholders

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Featured Resource

Spot the Block

The U.S. Food and Drug Administration (FDA) has developed an outreach campaign, Spot the Block, to engage the tween market (ages 9 to 13) with important nutrition messages. What is "The Block"? It's the Nutrition Facts Labels on food packages! Messages are provided for both tweens and their parents. A customized website includes videos, music, games, downloads and block basics! Find the site at www.SpotTheBlock.com or for program background, go to www.cfsan.fda.gov and open the Spot The Block link.

Alternatives to Food as Rewards

All too often we reward young people with food; frequently that food isn't the healthiest choice. In addition to contradicting the nutrition message that we send, using food as a reward can contribute to poor eating habits. Some suggestions for alternatives can be found in "Alternatives to Food as Rewards" at: <http://www.sde.ct.gov/>

National Nutrition Month®

National Nutrition Month® - The theme for March 2009 is "Eat Right." National Nutrition Month® is a nutrition education and information campaign created annually in March by the American Dietetic Association. The campaign focuses attention on the importance of making informed food choices and developing sound eating and physical activity habits. These audiovisuals, added to the Resource Center collection since the catalog was printed, can help students focus on the importance of the choices they make while also providing good nutrition information.

Snack Smarts

Ricardo and Lynette take a trip to the grocery store to find snacks for a school report. A teacher's guide includes worksheets, handouts and an exercise. Produced in 2006 by Learning Zone Xpress and suggested for grades 6-12.
VHS, 18 minutes
Request: AV N44

MyPyramid Blast Off Game

Students fill their rocket ship with the correct quantities of food and the right amount of exercise to "blast off." A mission report tells how to change selections to get enough fuel. Students can print a certificate of achievement when they are successful and the daily choices that they had selected. Developed by the US Department of Agriculture for elementary school students. The CD loads the game onto the computer.
CD, no time limit
Request: AV CD N4

Spring is Coming!

As the weather gets warmer and the days get longer, the spring youth sports seasons get started. Include this audiovisual in classes and team events to help students realize the dangers of anabolic steroid use.

Make the Right Choice

The hazards of using anabolic steroids are dramatically depicted using a variety of interviews and stories regarding steroid use including interviews with retired Indianapolis Colts head coach Tony Dungy and then Kansas City Chiefs quarterback Trent Green. The DVD contains two 10-minute videos. The first video is directed toward coaches and students; the second one toward parents. Produced by the National Federation of State High School Associations.
DVD, 10 minutes
Request: AV DVD 01



Health Promotion Resource Center
Bergen County Department of Health Services
327 E. Ridgewood Avenue, Room 301 • Paramus, New Jersey 07652-4895
www.bergenhealth.org • 201-634-2709

The brochures described below are free to residents of towns contracting with the Department of Health Services for health education. Please complete the form at the bottom of the page to receive multiple copies. Feel free to make copies of the handouts as needed or to request multiple copies.

Safe Bicycle Riding in New Jersey - A variety of safety messages are included, such as helmet usage, visibility, signs and signals. As warm weather approaches, a good reminder for everyone who rides.

Calling It Quits. Tips to Stopping Smoking - Includes reasons to quit, tips for quitting and ideas for staying a nonsmoker as well as ideas for more information. Full color; designed to appeal to teens and young adults.

Tips for Teens: The Truth about Steroids - Part of the popular series produced by the Substance Abuse and Mental Health Services Administration, this brochure includes information on illegal issues as well as health risks and warning signs of steroid use.

Break the Heart Code - Prepared by the American Heart Association, students have to “break the code” to get a heart healthy message. Black and white master.

Mr. Yuk’s Poison Word Search - 17 words related to poison and poisoning prevention are hidden in this black and white master. Words can be down, across, backwards and diagonal.

Name: _____

School/
Organization: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ email: _____

Mail your completed form to:
 Health Promotion Resource Center / Bergen County Department of Health Services
 327 E. Ridgewood Avenue, Room 301 ■ Paramus, NJ 07652-4895
Forms may also be faxed to 201-986-1068. ATTN: Resource Center
Completed forms may also be emailed to: mdoremus@co.bergen.nj.us

<p style="text-align: center;">Handouts</p> <p>Indicate the quantity of each that you would like:</p> <p>_____ Safe Bicycle Riding in New Jersey (limit 50 per school)</p> <p>_____ Calling It Quits (limit 50 per school)</p> <p>_____ The Truth about Steroids (limit 30 per school)</p> <p>_____ Break the Heart Code</p> <p>_____ Mr. Yuk’s Poison Word Search</p>	<p style="text-align: center;">Videos</p> <p>Indicate your first choice for a date or call to ask about scheduling these visuals:</p> <p>_____ Snack Smarts (AV N44)</p> <p>_____ My Pyramid Blast Off Game (AV CD N4)</p> <p>_____ Make the Right Choice (AV DVD D01)</p>
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Video Borrowing Policy

Up to two videos may be borrowed at one time. • Videos may be borrowed for a period of 10 business days
 Courier delivery is available for school personnel.