



Kathleen A. Donovan
County Executive

Bergen County Health Promotion Resource Center

The Health Resource Letter

March/April 2011

Board of Chosen Freeholders

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Featured Resource

Dietary Guidelines for Americans 2010

The 2010 Dietary Guidelines for Americans, the federal government's evidence-based nutritional guidance, were released on January 31, 2011.

Because more than one-third of children and more than two-thirds of adults in the United States are overweight or obese, the 7th edition of *Dietary Guidelines for Americans* places stronger emphasis on reducing calorie consumption and increasing physical activity.

The new Guidelines can be downloaded from <http://www.cnpp.usda.gov/dietaryguidelines.htm>

A copy of the *Executive Summary*, which includes key recommendations and quantities of *Selected Messages for Consumers* can be ordered from the Health Promotion Resource Center

Kick Butts Day

Scheduled for March 23, 2011, Kick Butts Day is a national day of activism that empowers youth to speak up and take action against tobacco use at events from coast to coast. This DVD address advertising specifically.

Targeted! How Tobacco & Alcohol Companies Try to Get You Hooked

Explores the targeting of young consumers, and will surely be an eye-opener for students who may prefer to think that they're not being manipulated by ads and media images. This 2003 visual is appropriate for grades 7 - college.

DVD, 23 min.

Request: AV DVD S03

These videos also address tobacco and smoking issues.

Dusty the Dragon

Grade 2 AV S18

McGruff's Kids Files: Tobacco

Grades 4-8 AV DVD S02

Tobacco: Just Say No

Grades 5-9 AV DVD S01

Alcohol Awareness Month

Underage drinking continues to be one of the most pervasive issue for many communities. According to the Substance Abuse and Mental Health Services Administration, 51.6 percent of Americans age 12 and older had used alcohol at least once in the 30 days prior to being surveyed. Include an audio-visuals in your lesson to emphasize the effects of alcohol on the body and brain.

Chug. Too Much of Anything is No Good

A classic! The Chug explains what alcohol is, how it affects the body and behavior. Suitable for Grades K-2.

VHS, 10 min.

AV AL09

Brandon Tells His Story

Powerful. Brandon was an athlete who had a few beers. A car accident left him in a coma for over 2 months and in rehab for 2 year. Use with grades 9-12.

VHS, 28 min.

Request: AV AL19

The Performance Edge

Relates physiological changes due to smoking and alcohol to decreased performance ability. Although athletic performance is emphasized, voice, dance and classroom performance are also pictured. Use with grades 7-12.

DVD, 9 min.

Request: AV AL21



Health Promotion Resource Center
Bergen County Department of Health Services
327 E. Ridgewood Avenue • 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.

Smokeless Tobacco. Guidelines for Teens - Produced by the American Academy of Pediatrics, this brochure is packed with information on what smokeless tobacco is and what effects it has on the body. Tips for quitting are also included.

Eat Right. Color Your Plate with Salad - A full-color flyer authored by the American Dietetic Association with practical tips for introducing variety into salads.

Keep Your Family Safe...From Poison - An easy-to-read brochure appropriate for adults and young people with safety tips, what to do in case of an emergency and information on the poison center hotline. The back cover can be removed and posted for easy reference.

Get the Facts About Alcohol - A one-page colorful quiz about alcohol and its effects on the body and brain. Answers are on the same page as the quiz. Use with tweens and older.

Alphabet Soup - The letters for the names of six fruits and vegetables are mixed up in this strange soup. Students group letters that are the same and unscramble the words. Available in English and Spanish. Black and white.

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 ■ Paramus, NJ 07652-4895

Forms may also be faxed to 201-986-1068. **ATTN: Resource Center**

Handouts

Indicate the quantity of each that you would like:

- _____ Smokeless Tobacco (limit 50)
- _____ Eat Right. Color Your Plate with Salad (limit 100)
- _____ Keep Your Family Safe...From Poison (limit 50)
- _____ Get the Facts About Alcohol (limit 100)
- _____ Alphabet Soup (no limit)
- _____ Alphabet Soup (Spanish)

Featured Resource

- _____ Dietary Guidelines for Americans, 2010. Executive Summary (Check to receive a single copy.)
- _____ Selected Messages for Consumers (limit 100)

Videos

Indicate your first choice for a date or call to ask about scheduling these visuals:

- _____ **Targeted!** (AV DVD S03)
- _____ **Dusty the Dragon** (AV S18)
- _____ **McGruff's Kids Files: Tobacco** (AV DVD S02)
- _____ **Tobacco: Just Say No** (AV DVD S01)
- _____ **Chug** (AV AL09)
- _____ **Brandon Tells His Story** (AV AL19)
- _____ **The Performance Edge** AV AL21

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.