



Dennis McNerney
County Executive

Bergen County Health Promotion Resource Center

The Health Resource Letter

May/June 2007

WEB RESOURCES

- Bergen County Department of Health Services-Tobacco
- www.bergenhealth.org/tobacco
- New Jersey Quitnet
- www.quitnet.com
- National Spit Tobacco Education Program
- www.nstep.org
- Tar Wars—American Academy of Family Physicians
- www.tarwars.org
- President's Council on Physical Fitness and Sports
- www.fitness.gov
- President's Challenge
- www.presidentschallenge.org
- National Association for Health and Fitness
- www.physicalfitness.org

Board of Chosen Freeholders

- **Tomas J. Padilla**
Chairman
- **Elizabeth Calabrese**
Vice Chairwoman
- **James M. Carroll**
- **David L. Ganz**
- **Bernadette P. McPherson**
- **Julie O'Brien**
- **Connie Wagner**

Introducing Three New Health Education Resources

The Health Promotion Resource Center is pleased to announce the acquisition of three new health education videos with accompanying Teacher's Resource Books. These programs are current, scientifically accurate and easily engage the students. Each program is described briefly below.

Leader of the Pack, VHS, 16 minutes, grades 2-6. Request by title. This entertaining, animated video helps young viewers recognize the dangers of tobacco use through the power of storytelling and compelling cartoon characters. Students will instantly connect with likable young Henry as he meets up with Smokey, an animated cigarette who wants Henry to join a secret club known as "The Pack." Before long, Henry realizes he has been fooled because Smokey's club isn't cool, it's a prison. Throughout his "adventure," Henry learns many of the hazards of cigarette smoking. An extensive Teacher's Resource Book with fun activity sheets and cartoon-based puzzles accompanies the video.

Ten Reasons to Get in Shape, VHS, 20 minutes, grades 3-6. Request by title. This video combines up-to-date information with an upbeat, engaging, kid-friendly format to teach young students the reasons why physical fitness is essential to a healthy lifestyle. Young viewers will learn the many benefits of regular exercise, including improved mood, strong muscles, dense bones, healthy heart and lungs, improved sleep and concentration, faster recovery from ordinary illnesses, weight control and enhanced total physical and emotional health. Students will explore basic nutrition and understand the problems of obesity and sedentary lifestyles. Simple, easy-to-use and understand, this program emphasizes that exercise is fun and the reward is a body that feels great.

Smoking Exposed, VHS, 18 minutes, grades 5-9. Request by title. This program presents straightforward facts about the many harmful effects that smoking can cause in an effort to get teens to never start smoking. Through hard-hitting interviews and information packed narration, students get an eye-opening look at how smoking causes heart disease and cancers of the lungs, throat and mouth. Students will understand that billions of dollars are spent on advertising cigarettes and that teens are targeted in insidious and subtle ways. The program also exposes the new danger of herbal cigarettes and bidis.

Request the videos by using the form on the reverse side or by calling the Health Promotion Resource Center at 201-634-2705.



Health Promotion Resource Center
Bergen County Department of Health Services
327 E. Ridgewood Avenue, Room 301 • Paramus, New Jersey 07652-4895
www.bergenhealth.org • 201-634-2705

The materials 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 request materials. Please encourage residents to contact the Health Promotion Resource Center at 201-634-2705 to inquire about available resources and initiatives.

You Inspire Strong Minds. Help Inspire Strong Bodies. - A full color brochure that outlines ways in which teachers can add activity to lesson plans. Published by the U.S. Department of Health and Human Services, CDC. (teachers, school nurses)

Healthy Kids. Healthy Families. Physical Activity Can Make the Connection. - A full color brochure to help parents create active family fun. Published by the U.S. Department of Health and Human Services, CDC. (parents)

Bone Up on Bone Loss! Exercise to Build Healthy Bones! - A full color, 2-sided flyer about exercise from the American Academy of Orthopedic Surgeons, U.S. Department of Health and Human Services, and the National Institute of Child Health and Human Development. (grades 3-9)

Safe Bicycle Riding in New Jersey. - A full color brochure that explains in detail safe bicycle habits. Published by the New Jersey Office of the Attorney General, Division of Highway Traffic Safety. (elementary, middle grades)

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 201-634-3003, ATTN: Resource Center
For information on multiple copies, call 201-634-2705

I am interested in receiving the following materials:

Handouts	Videos
<input type="checkbox"/> You Inspire Strong Minds. Help Inspire Strong Bodies.	<input type="checkbox"/> Leader of the Pack
<input type="checkbox"/> Healthy Kids. Healthy Families. Physical Activity Can Make the Connection.	<input type="checkbox"/> Ten Reasons to Get in Shape
<input type="checkbox"/> Bone Up on Bone Loss! Exercise to Build Healthy Bones!	<input type="checkbox"/> Smoking Exposed
<input type="checkbox"/> Safe Bicycle Riding in New Jersey	

In the future, which format would you prefer to borrow? VHS DVD

Video Borrowing Policy

Up to two videos may be borrowed at one time. • School personnel can call to inquire about courier delivery.

Print Materials

Multiple copies will be provided upon request if supplies are available.
Please contact the Resource Center at 201-634-2705 to inquire about product availability.