



## **MEDIA ADVISORY: Kansas Kids Fitness & Safety Day 2005**



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*Organized non-competitive day promotes the importance of an active lifestyle, safety, and proper nutrition to third grade students.*

- WHO:** Kansas Council on Fitness  
Kansas SAFE KIDS Coalition (contact: Jan Stegelman at 785-296-1223  
or Cherie Sage 785-296-0351)  
Kansas Department of Health and Environment (contact: Charlie Hunt 785-368-7286)
- WHAT:** **KANSAS KIDS FITNESS AND SAFETY DAY 2005:** Almost 700 third graders will be running, jumping, and otherwise moving across the grounds of Cedar Crest in Topeka. Events to promote physical activity and to celebrate SAFE KIDS Week 2005 - "Follow the Leader, Safety Starts with You" will take place not only at Cedar Crest, but also at historic Ft. Larned, and at 39 other sites across Kansas.\* Almost 17,000 third graders, their teachers, and parents will be participating.
- WHEN:** \*Cedar Crest Event: Friday, May 6
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| 10:00a.m.    | Governor Sebelius (invited)<br>McKenna Tauer – 2005 Safety Star<br>Washburn University Men and Women Basketball Teams (invited) |
| 10:15 - noon | Fitness & Safety Day Activities   |
- WHERE:** \*McLennan Park at Cedar Crest, 6<sup>th</sup> and Fairlawn, Topeka
- WHY:** Unintentional injuries are still the leading cause of death for Kansas kids. Preventable injuries to children peak during the summer when children are less supervised, have more free time and engage in more outdoor activities. Adult role modeling has proven an important factor in reducing the number of preventable childhood injuries.

In response to the growing epidemic of obesity in children, a report released by the Institute of Medicine (9/30/04) recommended that schools expand opportunities for all students to engage in at least 30 minutes of moderate to vigorous physical activity each day. Studies conducted by Kansas Department of Health and Environment indicate that approximately 12% of middle school students (grades 6-12) and 11% of high school students (grades 9-12) in Kansas are overweight. In addition, an estimated 24% of middle school students and 31% of high school students in Kansas do not get the minimum recommended level of physical activity.

**Note to the Media:**

\* Information about the events at other host sites around the state is attached.

The National SAFE KIDS Campaign will release the results of national research on adult role modeling for injury prevention on April 29. The report will focus on pedestrian safety, bike safety, child passenger safety and drowning prevention – the risk areas on which role modeling has the most impact. A copy of the report will be available at the May 6 Cedar Crest event. For more information on the National report, contact the National SAFE KIDS communications department at 202-662-0600 or visit [www.safekids.org](http://www.safekids.org).