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**CALIFORNIA ADOLESCENT NUTRITION & FITNESS PROGRAM'S "PROMOTING HEALTHY ACTIVITIES TOGETHER (P.H.A.T.) CAMPAIGN" USES HIP-HOP CULTURE TO PROMOTE A HEALTHY LIFESTYLE AMONG YOUTH
Honored With 6th Annual Dannon Institute Awards For Excellence In Community Nutrition®**

TARRYTOWN, New York – The Dannon Institute has recognized the California Adolescent Nutrition & Fitness (CANFit) Program's "Promoting Healthy Activities Together (P.H.A.T.) Campaign" as one of five of the most innovative and impactful programs in community nutrition education and communication in the country today. The program was named a winner in the sixth annual Dannon Institute Awards for Excellence in Community Nutrition®, a national awards program created to celebrate the accomplishments of local nutrition programs that have made a positive and significant impact on residents in the communities which they serve.

"We hope that by recognizing and sharing the experience of these nutrition educators, we'll encourage others to undertake similar initiatives," said Cheryl Achterberg, Ph.D., Dean, Schreyer Honors College & Professor of Nutrition, The Pennsylvania State University, and a member of the Dannon Institute Board of Directors. Dr. Achterberg encouraged nutrition educators to "learn from these programs and use them as a resource to develop or enhance projects that make a difference in their own communities, and to ultimately improve the health and well-being of people nationwide." The awards were presented during the American Dietetic Association Food & Nutrition Conference & Expo held recently in San Antonio, Texas.

The P.H.A.T. Campaign was created in an effort to reverse the growing rate of overweight and obesity among San Francisco Bay Area African-American teens. The campaign incorporated elements of hip-hop culture, including music, dance, emceeing, speech, language, and dress, into a health education program that teaches youth about healthy eating and physical activity. After completing hands-on, interactive

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activities about the effects too much fast food and soda and lack of activity, P.H.A.T. participants worked with local Hip-Hop talent to incorporate their own nutrition and fitness messages into raps, artwork and hip-hop dance routines which were presented at a P.H.A.T. community showcase.

“Since the early 1980s, hip-hop music has served as a powerful voice and form of expression for young black audiences,” noted Arnell Hinkle, Executive Director, CANFit. “But, despite its popularity and appeal, few nutrition and physical activity programs have used its ability to speak to the needs and values of black youth – unfortunately, many of the industries that promote unhealthy eating and physical inactivity, like video games, fast food restaurants and soda manufacturers, have tapped into hip-hop as a communication vehicle.”

Over eighty youth from six after-school programs participated in P.H.A.T. with over 250 people attending the P.H.A.T. Community Showcase. An instructional video about the P.H.A.T. campaign was created to allow other communities to address important nutrition and fitness issues in an easy-to-use, culturally appealing format. Information on how to obtain the video can be found on the CANFit website at www.canfit.org.

The Dannon Institute *Awards for Excellence in Community Nutrition* are given to programs that demonstrate innovation and impact in nutrition behavior change at the community level. Information on this and other Dannon Institute programs are available on-line at www.dannon-institute.org, via e-mail at dannon.institute@dannon.com or by telephone at (914) 366-5765.

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The Dannon Institute is a non-profit organization founded to encourage, create and support programs in nutrition and health, and to enable people of all ages to learn and experience the role a healthy diet plays in their lifelong, overall health.