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BUSINESS JOURNAL
DAILY EDITION**

September 30, 2008

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TODAY'S TOP STORIES

Team unveils initiative for health, safety

By [MOLLY CAPPOTELLI](#)
Rochester Business Journal
September 30, 2008

A team of policy experts, community leaders and area parents Tuesday announced an initiative aimed at children eating more nutritious foods and becoming more physically active through a combination of public policy and behavioral changes.

The HEALTHI Kids Policy Team, which stands for Healthy Eating and Active Living THrough policy and practice Initiatives for Kids, presented its agenda at School No. 12 in Rochester.

The group's primary goals are to achieve healthier school food and safer play areas by 2010.

Convened by Finger Lakes Health Systems Agency, the 27-member HEALTHI Kids Policy Team's agenda calls for:

- Better school food, community standards: Eliminating the availability of school foods that compete with the national school breakfast and lunch program, and mandating the development and execution of nutritional standards so all food available on school campuses is consistent with a set of community standards.
- Safer, more accessible play areas: Improving the safety of and access to recreational facilities, bike trails, parks and green spaces, while expanding after-hour access to schools and promoting safe play.
- Healthier food standards at preschool and childcare centers: Mandating the development and execution of national standards for preschools, childcare centers and school-age childcare programs, so that available food and drinks comply with Dietary Guidelines for Americans or equivalent community standards.
- At least 45 minutes of in-school physical activity.
- Policies that support breastfeeding.

"FLHSA applauds the HEALTHI Kids Policy Team for coming up with a handful of steps that the entire community can take to help our children lead healthier, more active lives," said Wade Norwood, FLHSA director of community engagement. "Through grassroots advocacy and a new mindset, parents, families, schools, government and other groups in Monroe County can work together to make this

change agenda happen.”

The HEALTHI Kids initiative is part of FLHSA’s Preventing Childhood Overweight and Obesity: Advancing Policy and Practice Solutions program, which is funded by the Greater Rochester Health Foundation.

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