

## **ACTION FOR A BETTER COMMUNITY COMPLETES SUCCESSFUL HEALTHY WEIGHT PROGRAM**

*Greater Rochester Health Foundation Grant Helps Encourage Healthy Eating Habits for More Than 1,200 Local Kids and their Parents*

ROCHESTER, N.Y. – March 27, 2012 – Over the past three years Action for a Better Community’s Head Start program has worked with the Greater Rochester Health Foundation to encourage healthy eating habits in the Rochester community. With a \$300,000 grant from GRHF, ABC has been able to reach 1,200 children annually through the program *I Am Moving I Am Learning 1+2+3*.

The 1+2+3 program was launched in five Head Start Centers in the city of Rochester and was focused on educating the entire Head Start community – children, staff and families – about the importance of good nutrition and living an active lifestyle. The results of which included: increasing the number of Head Start children at a healthy weight by 6%, increasing the servings of fresh fruits and vegetables at Head Start Centers by 30%, increasing children’s physical activity to at least one hour during a full-day and 30 minutes in a half-day, and providing education to parents on the importance of healthy habits in the home.

“ABC’s Head Start has shown great success and reached a substantial number of children in the community,” explains John Urban, President and CEO of the Greater Rochester Health Foundation. “This is exactly the type of program the Foundation is proud to support, as it spreads positive healthy messages and encourages change throughout our community.”

In 2011 the Foundation funded more than \$1,558,702 and 5·2·1·0 Mini-Grants to support childhood healthy weight initiatives throughout the Greater Rochester community. The Foundation has continued to support ABC through the years because of successful programs such as *I Am Moving I Am Learning 1+2+3*.

ABC has been the Head Start Grantee for Monroe County for more than 45 years and has demonstrated the ability to meet and exceed the high quality, comprehensive requirements of the Head Start Performance Standards. Head Start provides a range of comprehensive services which include—education, health, nutrition, parent involvement, and family support services and has primarily served low-income children ages three - five years, and their families since 1965.

For more information on the Greater Rochester Health Foundation please visit [www.thegrhf.org](http://www.thegrhf.org) or [www.beahealthyhero.org](http://www.beahealthyhero.org).