

## **Keep Active Without Keeping Score VERB™ Encourages Children to Have Fun**

For children who are not into organized team sports, having fun and staying active can be a challenge. But, with the help of a cool new movement called **VERB™ It's what you do., it's** as easy as a hop, a skip and a jump.

Developed by the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC), **VERB. It's what you do.** is a multicultural program that encourages children between ages 9 and 13, commonly referred to as tweens, to get involved in physical activities with their peers. VERB is designed to better the habits of tweens, many of whom now favor video games, Internet surfing, and television over physical activity and other social and family activities that result in good health and a positive self image. According to the National Association for Sports and Physical Education, children should participate in a minimum of 60 minutes per day of daily moderate-to-vigorous physical activity, such as walking, running or playing basketball.

The nationwide program encourages tweens to find a VERB or several VERBs that fit their personality and interests and to use them as a launching pad to better health and making regular physical activities a lifetime pursuit.

### **No-Loser Games**

Some children may not enjoy all the rules and competitive emphasis of organized sports. Rules can be confusing and often create a game that ends with winners and losers. Many activities involve group participation but not tough competition or awkward uniforms. Examples include tutoring, art and photography class, drama, school government, and walking in a charity walk-a-thon. However, sports like cheerleading or hockey offer great physical and social outlets for children inclined to team activities.

“VERB introduces children to cool activities that are good for them,” says Sarah Levin, assistant professor of health, physical education, and sports sciences at Morehead State University in Kentucky and a consultant to the CDC in the field of nutrition and physical activity. “For example, if children enjoy listening to music, maybe they would like dancing, a great aerobic activity. VERB helps children explore new talents and discover new things about themselves.”

The VERB program encourages children to explore the wealth of activities available through local community or religious groups, park districts and after school programs. After all, getting involved with VERB can be done whenever, wherever and with whomever children want.

### **Learn More!**

Be sure to check out the VERB Web site, [www.VERBnow.com](http://www.VERBnow.com). It offers many interactive features that help children get active. It also incorporates fun games, interesting facts and easy-to-follow tips to get started. Plus, the site offers cool freebies such as printable stencils and stickers for VERB inspiration wherever children go. The site will also serve as an outlet for a grant program called the Most VERB-able Player (MVP) Award Program. The MVP Award Program is giving away up to \$65,000 in grants to students who want to make a difference in their community, whether it's organizing a volunteer day at their school or creating a neighborhood action zone for skateboarders.

### **About VERB**

The integrated VERB.™ It's what you do. campaign uses advertising, marketing, events, and partnership activities to ensure that campaign messages reach children whenever they are looking for something positive to do. Through multicultural media partnerships, the

campaign is designed to reach children in all socio-economic and ethnic backgrounds — including specific outreach for African Americans, Asian Americans/Pacific Islanders, Native Americans and Hispanic/Latinos. For more information about the campaign see [www.cdc.gov/youthcampaign](http://www.cdc.gov/youthcampaign) or visit the parent Web site at [www.VERBparents.com](http://www.VERBparents.com).

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SIDEBAR:

## How Can Your Readers Beat Boredom and See a New Side to Staying Active?

For most of us, finding our own style and the activities that fit our personalities takes time. But with the help of a new program called **VERB.™ It's what you do.**, uncovering hidden talents and trying many different activities is easy, fun, and cool.

The U.S. Department of Health and Human Services' Centers for Disease Control and Prevention developed the following list of alternative activities your readers might enjoy.

If you like ...	Why not try ...
PUTTING Your Best Foot Forward	Karate, Tae Bo, Capoeira
WHEELING Around Town	Roller Skating, Roller Blading, Skateboarding
MARCHING to the Beat of a Different Drum	Playing in an Orchestra, Playing Guitar with Friends
ACTING Like an Animal	Rodeo, Equestrian, Leap Frog
STANDING Out in the Crowd	Drama, Group Tutoring, Vocational Clubs
CREATING Your Own Masterpiece	Photography Club, Sculpting, Painting, Building a Fort
EXPERIMENTING with Nature	Measuring Your Heart Rate after Running, Planting a Garden with Your Parents, Rock Collecting at the Local Park
LIVING on the Edge	Riding a Dirt Bike, Skiing, Snowboarding
TAKING It Easy	Fishing, Yoga, Ballet
TESTING Your Limits	Archery, Hiking, Surfing
PLAYING Around the Neighborhood	Hackey Sack, Kick Ball, Tetherball

Children can find more information about VERB online at [www.VERBnow.com](http://www.VERBnow.com). In addition, they can learn more about the activities available in their town by contacting the local community center, YMCA (888/333-YMCA) or the Boys & Girls Clubs of America (800/854-CLUB).