

Pick A VERB, Any VERB

Tweens Select Positive, Fun Activities to Better Health and Lifestyle

From running and climbing to drawing and acting, verbs are taking on a whole new meaning for children across the nation.

It's part of a cool new movement called — **VERB.™ It's what you do.** — that encourages children between the ages of 9 to 13, commonly referred to as “tweens,” to get involved in physical activities.

Developed by the U. S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC), the VERB campaign is designed to better the habits of tweens, many of whom now favor video games, Internet surfing, and television over physical activity, which result in good health and a positive self image.

“By picking their own VERB or several VERBs, tweens can identify the activities that fit their personalities and interests and use them as a launching pad to better their health,” says Mike Greenwell, director of communications for CDC's chronic disease center. “The VERB campaign lets tweens do their own thing—or find a new thing—and do it whenever and wherever they want.”

What's Your VERB?

Finding a personal style or favorite activity can take tweens some time. But with the help of VERB, they can explore new activities and uncover new talents. Activities may include anything from dancing to surfing to joining a school club to playing chess. By choosing from among more than 1,000 different VERBs, children start having fun and living a healthier lifestyle.

“Tweens who are physically active are better able to meet the demands of daily physical activity, and they experience greater self-esteem, confidence, and an increased sense of well-being,” says Greenwell. “VERB encourages them by giving them concrete examples of how to get active in a fun, cool, and meaningful way.”

Experts recommend that tweens participate each day in at least 60 minutes of moderate-to-vigorous physical activity each day, such as walking or shooting hoops. Other fun physical activities include bowling, hockey, dancing and swimming.

VERBnow.com

VERBnow.com is a cool, new, interactive portal to help tweens get active. Through its fun games and contests, colorful desktop patterns, and even printable stickers and stencils, the website is an excellent place for tweens to catch the VERB craze that is sweeping the nation. Helpful tips and interesting facts make it easy to get started and stay safe. The content is continually updated, providing tweens with a multitude of options to explore every day. So whether tweens choose an extreme sport such as skateboarding or prefer other physical activities such as basketball, VERBnow.com lets them bring their VERB experience with them everywhere they go.

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 socioeconomic and

ethnic backgrounds, including specific outreach for African Americans, Asian Americans/Pacific Islanders, Native Americans, and Hispanics/Latinos.

For more information about the campaign see www.cdc.gov/youthcampaign or visit the parent website at www.VERBparents.com.

#