

ENERGY™

Empower the Movement!



Nebraska
Medical
Association

Advocating for Physicians and the Health of all Nebraskans

NMA Childhood Obesity Prevention Efforts:

- Childhood Obesity Prevention Project
- Foster Healthy Weight in Youth Physician Toolkits
- Foster Healthy Weight in Youth Webinar Series
- AMA Healthy Living Grant
- NMA Legislative breakfasts
- Public Health Committee legislative efforts
 - Breastfeeding
 - Sugar sweetened beverages



Advocating for Physicians and the Health of all Nebraskans

NMA and Husker Sports Network Campaigns:

- Stay in the game colorectal screening
- Childhood obesity prevention campaign title sponsorship
- Year 1:
 - Program ads
 - Posters for physician offices and schools across Nebraska
 - Radio ads across the state
 - Ribbon board
 - Social media- facebook
 - Energy events



Advocating for Physicians and the Health of all Nebraskans



**“Energizing the movement
to prevent childhood obesity.”**



Eat 5 or more
fruits and veggie



No more than 2 hours
of screen time a day.



Every day be active
for 1 hour or more



Rethink your drink.



Get a good
night's sleep.



You can do it!



Rx to be an **ENERGY** All-Star.
Empower the Movement!

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You can do it!

Take: *Daily*

Refills: *Unlimited*

Recommended by
the physicians of the



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The ENERGY message was developed by and is a trademark of
Teach a Kid to Fish (www.teachakidtofish.org).





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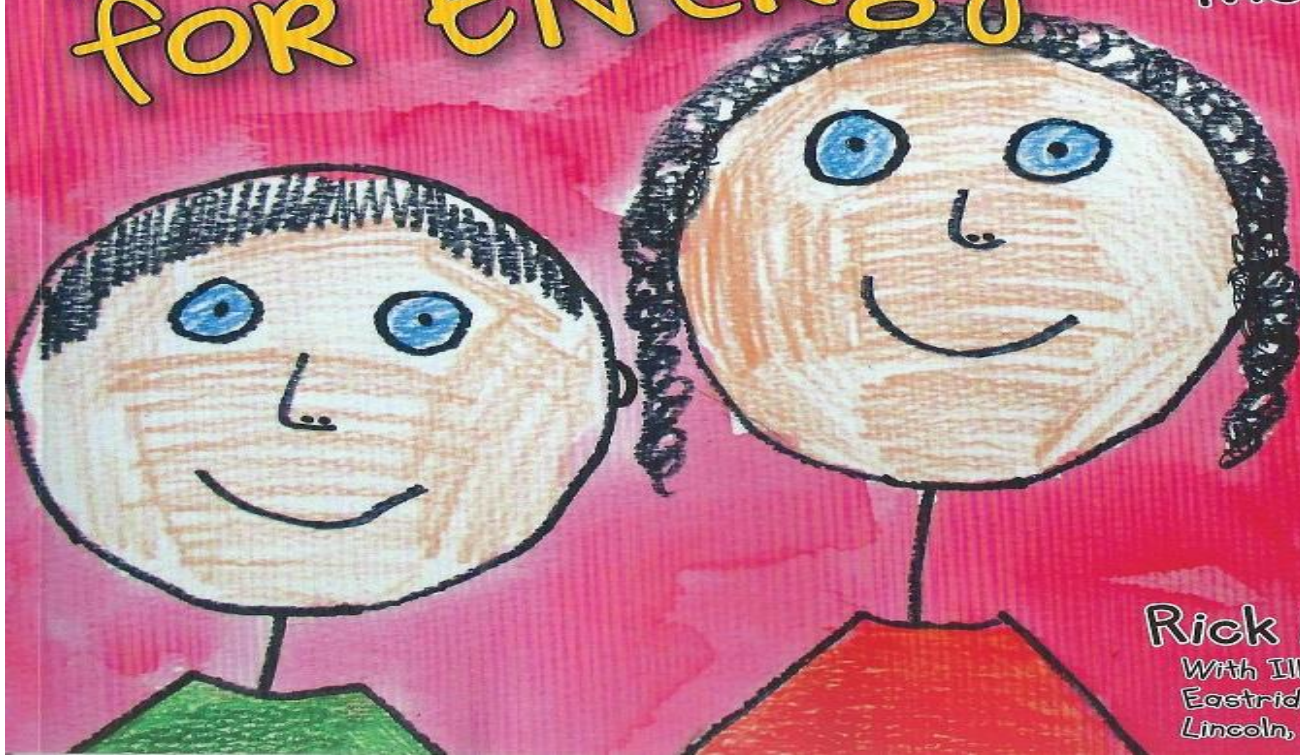
TEACH A KID TO FISH

The ENERGY message was developed by and is a trademark of **Teach a Kid to Fish** (www.teachakidtofish.org).



Mookie's Mission FOR ENERGY E!

Starring:
Mookie, Sid, + Joe!



Rick Helweg

*With Illustrations by Students From:
Eastridge Elementary School
Lincoln, Nebraska*



Dr. Karla Lester
Physician

ARE YOU A FRUIT-AND-VEGGIE-EATING PARENT?
 Parents, show your kids the way. Eat your fruits and veggies because at the end of the day, kids will do what you DO and not what you say!
 -Dr. Karla Lester
 Pediatrician, Founder and Executive Director of Teach a Kid to Fish

I'M A FRUIT-AND-VEGGIE-EATING DOG.
 Nonsense, you say. Don't bark so fast. When I feel tired and need to get my RUFF back, I head for the fruits and veggies. Then, I become Super ENERGY Joe. RUFF!



Rick Helweg,
Author



Campbell P.
Eastridge Elementary School



Parker O.



Riley K.



Bob Reeker
Sponsor



← Illustrators



Emerson B.



Audrey L.



Nicole S.



Hudson S.



Malea B.



Natalie M.



Courtney B.

Mookie Walks to School



By Rick Helweg

Illustrated by students from Beattie Elementary School, Lincoln, NE





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