

Genesee County  
Health Department

Genesee Health  
System

Michigan State  
University Extension

Health Plan of  
Michigan

Youth Violence  
Prevention Center of  
Michigan

Crim Fitness  
Foundation

Safe and Active  
Genesee for Everyone

Genesee Intermediate  
School District

Hurley Medical  
Center

YMCA of Greater  
Flint

HealthPlus of  
Michigan

McLaren Health Plan

Mott Children's  
Health Center

Hamilton  
Community Health  
Network

Total Health Care  
Priority Children  
University of  
Michigan-Flint

Michigan State  
University

Genesee County  
Parks

Flint River  
Watershed Coalition

Blue Cross Blue  
Shield of Michigan

Genesee County  
Community Action  
Resource  
Department

Flint Community  
Schools

National Kidney  
Foundation of  
Michigan

Universal Kidney  
Foundation

Flint Children's  
Museum

Genesee County  
Community  
Members



Growing Healthy Children and Families in Genesee County through

# SPROUT

**STEERING PREVENTION-REDUCING OBESITY- UTILIZING TEAMWORK**

**Mission:**

To improve the health and well-being of Genesee County children by addressing ways to reduce and prevent childhood obesity.

**Vision:**

Creating a community that fosters and supports healthy lifestyles for children and families.

**MEDIA RELEASE**

**Date:** March 24, 2016

**Release Date:** For Immediate Release **End Date:** April 25, 2016

**Contact Person:** Suzanne Cupal, M.P.H.  
Public Health Supervisor  
Genesee County Health Department

**Phone:** (810) 768-7970

**RE: SPROUT Art Contest**

The SPROUT Coalition is sponsoring an art contest open to middle and high school students. The contest is open from now until April 25, 2016. Students are asked to create a jingle that can be used to support the 5210 campaign:

- 5-Eat five or more fruits and vegetables everyday
- 2-Two hours or less of screen time each day (television or games)
- 1-One hour of physical activity everyday
- 0-Zero sugar sweetened beverages

In addition, students are encouraged to enter :10. :30 and :60 second public service announcements (PSAs) or both radio and television promoting the 5210 message. Students can work individually or as part of a team.

Prizes will be awarded in the following categories:

- Best Jingle
- Best Radio PSA
- Best Television PSA

Local school, after-school and faith based youth programs are participating in the contest. Original art work and an entry form can be submitted through those programs or mailed to the Genesee County Health Department at 630 S. Saginaw Street, Suite 4, Flint, Michigan 48502. Entries must be received by 4pm on Monday April 25, 2016 to qualify.

Childhood obesity is entirely preventable. The SPROUT Coalition has launched a 5210 campaign to remind everyone of four simple steps that can help prevent childhood obesity. Every day,



**5** - Eat 5 or more fruits and vegetables.

**2** - Spend 2 hours or less on the computer or playing video games (“Screen Time”).

**1** - Be physically activity for at least one hour.

- and-

**0** - Avoid sugary drinks. Drink more water & low-fat milk instead.

Winning entries will be used to continue to support the 5210 message in our community.

The artwork submitted during the art portion of the SPROUT Art Contest will be displayed in a gallery exhibit at the Flint Children’s Museum during the month of May 2016.

The SPROUT Coalition is a group of community organizations, institutions and community members that have come together to address the issue of childhood obesity in Genesee County. Together we will improve the health and well-being of Genesee County children and families by raising awareness of this issue in our community. We are working to change the environments in which individuals make decisions about their health. By changing policies, we can provide access to healthy foods, provide safe places for children to play, promote community gardens, improve access to health care and promote healthy eating and active living.

Children need information and guidance to make informed decisions about food and exercise. The SPROUT Art Contest provides an opportunity for school, after-school and faith-based youth programs to share that information with students. If we keep our kids healthy now, it will alleviate a major burden on our health care system while giving millions of young people the opportunity to live longer, healthier lives. The SPROUT Coalition’s vision is a community that fosters and supports healthy lifestyles for children and families. Visit the SPROUT website for more information about preventing childhood obesity [www.sproutgc.org](http://www.sproutgc.org) or The Genesee County Health Department’s website at [www.qchd.us](http://www.qchd.us)

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