

# Be Part of the SOLUTION ▶



## You

Eat smart and move more to achieve and maintain a healthy weight. Track your steps or minutes of exercise each day. Include fruits and vegetables at every meal. Learn to recognize hunger and satiety. We are all role models and can be part of the solution.

## Friends and Family

Encourage the families you work with to plan and fix simple healthy meals and make healthy snacks easy to "grab and go". Suggest they meet a friend for a walk or start a walking group in their neighborhood or work place. Have them explore local parks and playgrounds. Have them find outdoor and indoor recreational activities that are fun for them and their family.

## The Places You Go

Make it easier and safer for people to be physically active, whether at the office, in the neighborhood, or to and from school. Advocate for more walking paths, trails, sidewalks, and greenways. Help make fruits and vegetables accessible to all including mobile markets and farmers markets. When serving meals or snacks, offer water and healthy food options. Make healthy choices possible for your employees, clients, patients, or students.



# Media and Entertainment Industry

## Promote healthy lifestyles

Media and the entertainment industry have roles to play in helping North Carolinians make healthier choices. How the media frame stories about healthy eating and active living influences consumer choices, as well as how policy makers and organizational leaders see how their decisions support individuals' choices. Reporters must ensure their reporting is scientifically sound. Entertainment media have an opportunity, especially with children's programming, to encourage healthier choices by depicting children and families enjoying healthy, active lifestyles.

**Promote** capacity to serve as accurate interpreters and reporters to the public on findings, claims, and practices related to the diets of children and youth.

**Incorporate** into multiple media platforms (e.g., print, broadcast, cable, Internet, and wireless-based programming) foods, beverages, and storylines that promote healthful diets.

**Use** celebrity endorsements and partnerships to extend outreach to children and families to encourage physical activity and making choices that contribute to a healthful diet.

**Promote** fruit and vegetable consumption and other healthy behaviors for entertainment media, particularly television programs and broadcast and cable television networks targeting children and youth.

**Ensure** that licensed characters are used only for the promotion of foods and beverages that support healthful diets for children and youth.