



RELEASE

FIVE CRITICAL CHILDREN'S HEALTH ISSUES FEATURED IN NEW PUBLIC TELEVISION DOCUMENTARY

"PA Healthy Kids: Back to Basics" will air at 9 p.m on June 21 on WPSU-TV

UNIVERSITY PARK, PA (June 13, 2007) – Researchers say we are at risk of raising the first generation of American children who will live sicker and die younger than the generations before them. A new one-hour program called "PA Healthy Kids: Back to Basics," focuses on five critical children's health issues—nutrition, physical activity, self-esteem, grieving and bullying—and will air on WPSU-TV at 9 p.m. on Saturday, June 21.

"PA Healthy Kids: Back to Basics" gives special emphasis to the issues which affect children 6-18 years of age and the impact on their future health. The Highmark Foundation identified these five issues in 2006 as part of its new community initiative called Highmark Healthy High 5. This \$100 million program was designed to promote healthy lifestyles among children and adolescents to further reverse the current negative trends in children's health.

The documentary highlights experts in their field who will cover the five critical health areas addressed by Highmark Healthy High 5. A segment on childhood obesity will focus on the issue and will provide prevention solutions. Another major focus of the show is on bullying and bullying prevention, both of which have become major issues for schools across the state. The program features bullying experts Dr. Matthew Masiello and Diana Schroeder from the Conemaugh Health System's Office of Community Health in Johnstown, which houses a renowned center to deal with bullying.

"By addressing these key critical health issues, we aim to improve the health of children in Pennsylvania," explained Aaron Walton, chairman of the board of the Highmark Foundation. "The program highlights how we are addressing these issues by raising awareness, partnering with regional programs, and promoting healthy habits in children."

The program was produced by WQED-TV in Pittsburgh, with production support underwritten by the Highmark Foundation.

WPSU serves central Pennsylvania with programming, educational services and community outreach. Its public media services produce, acquire and distribute programs that address local interests and reflect the diverse cultural, political, geographic and demographic characteristics of an audience within central Pennsylvania.

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