

**For Immediate Release:**

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**Connecticut School Districts to Receive Nutrition Education DVD that Teaches Students to Make Healthful Food Choices.** *Latest addition to Nutrition Detectives™ program educates children about proper nutrition.*

In an attempt to help curb the incidence of childhood obesity, Dr. David L. Katz, director of the Yale-Griffin Prevention Research Center and founder of The Turn the Tide Foundation, Inc. will be providing complimentary copies of the *Nutrition Detectives™* DVD to all school district Superintendents in Connecticut during the month of March. *Nutrition Detectives™* is a brief, 90-minute, nutrition program designed for elementary school aged children.

Dr. Katz developed the program to help address the growing epidemic of obesity in children. “Everyone should recognize the urgency of this epidemic,” said Dr. Katz. “We are watching children develop what was, not long ago, ‘adult onset’ diabetes, now called type 2. We are seeing signs of heart disease risk in ever younger people. Since the obesity epidemic has been created by an array of factors in modern society, combating obesity will require an array of solutions. Schools can be one vital part of this solution. The dietary choices that children make today have profound effects on their health,” said Dr. Katz. “Kids care about health when you get them to understand that healthy people feel better and have more energy. In short, healthy people have more fun! Nutrition Detectives gets kids to care about their health, and gives them the clues they need to do something about it - and to help their whole family get healthier.”

“I’m pleased, through the support of my non-profit Turn The Tide Foundation, (<http://www.davidkatzmd.com/turn-the-tide.asp>) which is dedicated to addressing the obesity epidemic, to be able to introduce this DVD to all elementary schools in our State”. Through the new DVD format, the program is now available in an exciting video filmed in a “magical” classroom. Through special effects and simulation, Dr. Katz uses his magic classroom to convert six students into “certified nutrition detectives,” and takes the viewing audience on that same health-promoting journey. The DVD-based curriculum teaches valuable lessons about the importance of eating well, with an emphasis on practical skills needed to identify and choose nutritious foods. The program teaches children to be “clued in” to health, and gives them 5 essential clues a “Nutrition Detective” needs to get right to the truth about nutrition on any food package by helping them how to understand nutritional information on food packages; see past deceptive marketing claims; distinguish whole grain foods from refined grains; and recognize the importance of eating natural whole foods such as fruits and vegetables.

The *Nutrition Detectives™* program has been available in print form for several years, and is in dozens if not hundreds of schools throughout the United States. Dr. Katz and his colleagues have recently completed a 3-year, controlled evaluation of the health effects of the program in 13 elementary schools in Missouri and, with funding from the Community Foundation for Greater

New Haven, is currently partnering with the New Haven School District and their wellness program to bring Nutrition Detectives™ to selected 4<sup>th</sup> and 5<sup>th</sup> grade classes.

Production and distribution of the DVD has been funded by an unrestricted educational grant from Juice Plus+, a natural whole food based product providing nutrition from fruits, vegetables and grains in capsule form, and by Dr. Katz' non-profit Turn the Tide Foundation. The foundation was founded on Dr. Katz' mission to empower families to lead healthier lives and thereby reduce the risk of obesity and other chronic diseases. *Nutrition Detectives™* program materials are available on-line at <http://www.davidkatzmd.com/nutritiondetectives.aspx>.

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**About Dr. David Katz**

David L. Katz MD, MPH, FACPM, FACP is an Associate Professor, adjunct, of Public Health Practice and formerly the Director of Medical Studies in Public Health at the Yale University School of Medicine. Katz directs the Yale Griffin Prevention Research Center, which he co-founded in 1998. As director of this research center dedicated to chronic disease prevention, Katz has served as Principal Investigator for numerous community and clinical trials, and has acquired and managed over \$20 million in research funds. He is internationally recognized as an authority on chronic disease prevention, weight control, and nutrition.

**About Turn the Tide Foundation, Inc.**

The Turn the Tide Foundation is a non-profit research foundation dedicated to advancing practical, real-world strategies for empowering the American family to reduce the risk of obesity and related chronic diseases. Under the leadership of Dr. David Katz, Turn the Tide strives to test creative opportunities for improving nutrition, fitness, weight control, and health in schools and communities. <http://www.davidkatzmd.com/turn-the-tide.asp>

**About Yale-Griffin Prevention Research Center**

The Yale-Griffin Prevention Research Center (PRC) was established in 1998 through funding from the Centers for Disease Control (CDC). One of 33 such centers nationwide representing academic/community partnerships, the Yale-Griffin PRC is engaged in interdisciplinary applied prevention research in collaboration with community partners, federal, state, and local health and education agencies, and other universities. The goal the PRC is to develop innovative approaches to health promotion and disease prevention that will directly benefit the public's health, first locally, and then nationally. For more information, visit [www.yalegriffinprc.org](http://www.yalegriffinprc.org)

**About Juice Plus+®**

Juice Plus+® is “the next best thing to fruits and vegetables,” providing whole food based nutrition from 17 different fruits, vegetables, and grains in capsule form. Juice Plus+® contains a wide variety of naturally occurring vitamins and other antioxidants and phytonutrients found in fresh fruits and vegetables. These varied nutrients in Juice Plus+® work together to help bridge the gap between what people should eat and actually eat every day.