

We HEAR the sound of feet jogging on gravel and heaving breathing as we SEE very vaguely a TS of feet running in SLOW MOTION from various angles (during the OPEN we use ALGODONES FOOTAGE) as we HEAR:

DR. LANCE CHILTON, Pediatrician

Children who are obese become adolescents who are obese become adults who are obese.

We HEAR Sharp/Discordant slam music and see quick flash (horror film like) Images of Junk food and labels of sugar-full items.

GRAPHIC:

111 Million Adults and 47 Million Kids
drink a sugar sweetened beverage daily.

Centers for Disease Control

RITA CONDON, Manager, Obesity, Nutrition & Physical Activity Program, NM Dept. of Health
One in four of our kindergarten students are overweight or obese. By the time they're in third grade, 34% are overweight or obese. You can see where we get to 65% of our adults in New Mexico are overweight or obese.

We SEE more vague images of the group running from various angles and HEAR the footfalls and heavy breathing.

DR SYLVIA NEGRETE, Associate Professor of Pediatrics, UNM Children's Hospital
We are increasingly seeing a number of young kids, 10 years or younger, with onset of Type 2 Diabetes. This is a disease that we never used to see in kids this young.

We HEAR the Sharp/discordant slam music and more horror flashes of junk food.

GRAPHIC:

\$190 Billion per year
Annual Healthcare Costs
of Obesity Related diseases in the U.S.

United Health Foundation

We HEAR over graphic:

LANCE CHILTON

As one gets older the frequency of diabetes of heart disease of all sorts of medical conditions increases in those who are obese.

CUT TO: We are SLOMO of a TS of a child running and the sound of Breathing and RUNNING GOES SILENT –as we HEAR:

DR SYLVIA NEGRETE

If we continue on this trend, kids of today will not outlive their parents.

We DISSOLVE TO: FUN Theme MUSIC and SEE FAST MOTION of kids playing on the Playground and SEE:

Credit GRAPHIC 1:
Presbyterian Healthcare Services
In association with

Credit GRAPHIC 2:
CHI St. Joseph's Children
The City of Albuquerque / Department of Family & Community Services
New Mexico Department of Health/Family Health Bureau
Bernalillo County/Department of Substance Abuse Programs

Credit GRAPHIC 3:
Cooperative Educational Services
Blue Cross Blue Shield of New Mexico
New Mexico School Boards Association
New Mexico Pediatric Society
SafeTeen New Mexico
And

Credit GRAPHIC 4:
Christopher Productions, LLC
present

TITLE CARD:

BIG: Healthy Life
What's Your Recipe?

RICHARD DRAPER , Program Director Sandoval Health Collaborative

We, as a society, as a community, really have to start focusing and putting a lot more incentive around the prevention side.

HARD CUT TO: ACTION VIDEO with
GRAPHIC over video:

Action PAC Program
Adolescents Committed to Improvement of Nutrition and Physical Activity

KEEPING SCORE SCIENTIST:

Two main things here.....calories in....calories out.

KEEPING SCORE SCIENTIST

"In" is what you eat and drink, "out" is how you burn it off

KEEPING SCORE SCIENTIST

Like...dancing, walking, running... anything you can think of.

KEEPING SCORE SCIENTIST

We'll look at all that but remember...calories in, calories out...

KEEPING SCORE SCIENTIST

More out, less in..you lose weight. More in, less out... you gain weight.

ALBERTA'S BITE AS A V/O THEN FULL SCREEN BUT Action Vid Continues

DR. ALBERTA KONG, MPH, Associate Professor of Pediatrics, Univ. of New Mexico
We created a video and it's based on what the adolescents and their parents had told us they want in the video. We're really trying to help adolescents in high school to eat healthier and be more active and if they need to lose weight, then we help them do that too.

KEEPING SCORE SCIENTIST

Food is fun....I love to eat....BUT there are ways to do this right...

KEEPING SCORE SCIENTIST

food is fuel..have to have it. If we think about it...it just makes sense.

KEEPING SCORE SCIENTIST

Just remember to KEEP SCORE.

TAKE FULL SOUND AND VIDEO AFTER KONGS BITE:

DYK SCIENTIST 1:

Achieving a healthy weight is about balancing the calories you take in

DYK SCIENTIST 2

Eat and drink

DYK SCIENTIST 1

with the calories you burn.

DYK SCIENTIST 2

Calories you work off, physically.

DYK SCIENTIST 1

Calories are a way to measure energy.

TRANSITION TO:

DR. MONIQUE VALLABHAN, UNM Children's Hospital

One of the biggest issue that contributes is both parents have to work, and so you don't have one parent at home.

GRAPHIC OVER NEXT BITE:

New Mexico High School Students

26.8% are overweight or obese.

27.4% watch TV three or more hours daily.

37.5% use the computer or video games daily.

Only 1 in 4 (26.3%) have daily physical activity.

New Mexico Youth Risk and Resiliency Survey

VALLABHAN CONTINUED:

And, the second issue is increased use of technology. They're inside the home, on the TV screen, or on the computer screen, on the cellphone, more than they are outside.

Go Pro shot of kids getting lunch, various shots....

GRAPHIC: Sue V. Cleveland High School, Rio Rancho

FEMALE

Some kids seem to have issues with eating balanced because of homework or extracurricular activities

FEMALE

There's sweets and junk food, it's so easy to get, it'd be so much easier to just grab a bag of chips.

GRAPHIC COST

MALE

Just price too, because it's kind of common knowledge that organic also means more expensive.

GRAPHIC TIME

MALE

Most mornings when I try to eat breakfast, I'm in too much of a hurry to get to school on time.

FEMALE

...it definitely takes more time for me to eat healthy in the mornings.

GRAPHIC ACCESS

MALE

It's easier to just go to a fast food chain than drive all the way to a place that has healthy food.

MARK WILLIS, General Manager Sodexo

There's a new regulation called Healthy Hunger Free Kids Act, and it's actually mandated that every child take at least a half cup of fresh fruit or vegetable every day. The long term concept is that kids will get used to taking fresh fruits and vegetables every day and ten years from now it'll be a habit.

FEMALE

It's just a very hectic schedule, and I think that's a problem with eating healthy because more of convenience and accessibility and time because I'm exhausted. I don't wanna make like this healthy meal, I want something quick and easy.

MALE

It's really hard to get students to really care about their nutrition and really understand the effects of the food that they're eating on a daily basis.

DR SUSAN SCOTT, M.D., J.D.

What we know in the brain is that the hippocampus is smaller in people who have obesity. Why is that important? Because the hippocampus is where we store memory. Children with obesity are not doing as well in school and if it's related to the fact that their memory is not as good as a shape that would make a lot of sense.

Male

I think our society it's really built on today of I want it now. Where looking 50 years ahead to your health, it seems a long time, it doesn't really affect you.

GRAPHIC COMES UP AS THE NEXT BITE HAPPENS:

NEW MEXICO

Obesity related heart disease 123,330 people 2010 / projected 559,598 in 2030.

Obesity related hypertension: 419,506 people 2010 / projected 510,457 in 2030.

Obesity related diabetes: 173,054 people 2010 / projected 252,907 in 2030.

Trust for America's Health and Robert Wood Johnson Foundation 2015

DR SYLVIA NEGRETE

According to the Trust for American Health, the incidence of diabetes, cardiac disease and hypertension are going to skyrocket, especially in New Mexico given our current state of overweight and obesity in our patients.

MUSIC SWELLS as we continue to see the GRAPHIC ABOVE

We HEAR and then SEE

DR. MONIQUE VALLABHAN

Once you become overweight and obese, your body establishes this point for you, called the set point. And, um, even if you lose weight or get to a healthier weight, your body will constantly be trying to get back to that set point. So we want to try to prevent that, prevent the obesity, starting with our children at the youngest age that we can.

We eventually DISSOLVE TO....SLO MO of Algodones kids running from the open

END OF SECTION 1

SECTION 2

GRAPHIC: BIG HEALTHY LIFE NUTRITION

We OPEN on SOUND of HEAVY BREATHING and FEET ON GRAVEL...

We HEAR VOICE OVER

RITA CONDON

We're a large, rural frontier state where access to healthy, local food supply can be challenging. Food distribution is over large distances and so we don't necessarily have the resources for people to make a healthy choice.

DR SYLVIA NEGRETTE

You have food deserts, we have patients that come to clinic who will say, I would like to eat fruits and vegetables, but the reality is, where I live there is one convenience store, and Albuquerque is over an hour away. So it is more convenient to buy prepackaged foods uh for these families, which are high in calories.

We DISSOLVE to Road Runner Food Bankmusic and NAT SOUND.

We HEAR and then SEE

ALISSA BARNES, Director of Community Initiatives, Road Runner Food Bank
Road Runner Food Bank is the largest most comprehensive hunger relief organization for the State of New Mexico. We bring food in, we rescue it from all over the state. And then we distribute it to hundreds of partner agencies across the state, form food pantries, soup kitchens, shelters, senior centers, elementary, middle and high schools, and as a collective network we serve over 70,000 New Mexicans every single week.

GRAPHIC:
146,000 Children (30%) in New Mexico
are at or below the poverty level.
Annie E Casey Foundation, Kids Count

ALISSA BARNES

We are number two in the nation for childhood food insecurity.

PATTY KEANE, M.S. R.D. UNM Prevention Research Center

Poverty impacts nutrition for kids in many ways, at many different levels, whether that's at home, at school, in the outer environment in which they all live.

ALISSA BARNES

(GRAPHIC BOTTOM Feeding America “Hunger in America”)

75% of the people who stand in our food lines reported purchasing inexpensive, unhealthy foods knowing they were unhealthy, because it was all they could afford. 59% of our clients have to make the decision between paying for food and paying for medicine or medical care at least once in a year.

PATTY KEANE

We know that lower income families with higher rates of food insecurity tend to have higher rates of obesity. There's that sort of obesity, poverty paradox, and food insecurity paradox that folks talk about if we're hungry, how could it be overweight?

ALISSA BARNES

The research shows that in low income neighborhoods, there are very few to no full-service supermarkets, and a disproportionate amount of fast food restaurants. So, you have this barrier of physical access, where are you gonna get the fresh fruits and vegetables? On the other hand, you have the monetary aspect of it, which is that fresh fruits and vegetables are much more expensive than high calorie, high energy dense foods. And so, you have low income families who are dealing with two issues, physical access, where do I find the fresh fruits and vegetables; and monetary access, how do I afford them?

FULL NAT SOUND at the MOBIL FOOD MARKET

FARMERS MARKET NAT SOUND

FEMALE: so today we have kale, chard and salad greens.

CUSTOMER: how much are they?

FEMALE: Because we're giving up to 10 dollars free, if you want to try one of them, you're more than welcome to.

NATALIE DONNELLY, Community Food Projects Coordinator, Presbyterian Healthcare Services

We're at a mobile farmers market here at 1st choice community health center and we are at this clinic providing the patients, community members and employees here, fresh, local produce and recipes, free samples and food demos to make eating healthy, easy.

FARMERS ,MARKET NAT SOUND

You all have a good day, Thank you.

So we have rainbow chard, and this is my favorite because the stems are different colors and you can cook it like spinach.

CUSTOMER: Oh, but you can eat it raw?

FEMALE: And you can eat it raw. You can make salads out of it. I tend to cook it.

CUSTOMER: I would like to try that.

NATALIE DONNELLY:

This is important for many reasons. When a doctor tells a patient, eat healthier, who knows how effective that's gonna be, but when a, a doctor can say, hey there's a market outside of our clinic, it's a convenient location. They get, not just the produce at a good price point, but recipes, demos, free samples, it's a way for you know our community to get exposed to healthy, healthy options.

FARMERS MARKET NAT SOUND

Thank you so much.

Female: And you can tear off some of the pieces from other stems too.

KARA NUNE, Kids Cook Educator

Especially at this age, I think it's really important to teach kids exactly how to eat healthy and how sort of to prepare food in a way that'll make it taste better.

Female: Do it in like a circular sort of motion, right along these little veins here. Nice.

Female: It is a little bit wet because we washed it.

Child: But you need to wash it.

Female: Exactly.

KARA NUNE

It's also really important to give kids choice we find, and uh that also facilitates a little more adventurous eating and they're more likely to try it if they have some say or some way of helping in the preparations.

Female: Beautiful. Good Job.

OLIVIA JONES, mother

... just giving them a sense of what healthy eating and cooking looks like.

NAT SOUND:

Child: Because it comes out fast.

OLIVIA JONES

And then when I saw the, the kids cook part and they just jumped right in.

LITTLE GIRL:

You need one half tablespoon.

OLIVIA JONES

So it's, it's really opened the door to different, different vegetables and a sense of healthy eating and good choices

FARMERS MARKET NAT SOUND

Female: Why do you want to eat the rainbow?

Child: It's not like eating the rainbow that's up in the sky, it's having all kinds of different foods and being, eating the rainbow is good for you because you're able to try new things instead of sticking to one thing all the time and be healthy.

Female: And the brighter our food is, the more nutritious it is. Naturally.

Child: That's true.

PATRICIA ROLDAN, MS, Nutritionist UNM Children's Hospital

I like to say more like uh use color as your, as your norm for the plate. The more color you have in your plate, the better it is. If you can bring it from the land, from the earth, to the table, that will be the best idea. So in our clinic, we, we don't talk about calories, they don't have a balance to measure uh pounds and so forth, so we use the hand, and we call it the hand method. So the size of the hand that belongs to the child will be the appropriate size of the plate for the child. Then we talk about the whole hand. That will be the amount of fruits and vegetables, which represent the 50% in the plate, yeah?

Then we talk about the palm, and that would be the amount of protein, so chicken breast, fish, uh and the steak, if they decide to do that. And then we close the hand and that will be the grains. And I like to put my hand this way, talk about maybe pasta, whatever fits in the hand. We try to make sure that they do is to mostly drink water and 2% or 1% milk.

DR. MONIQUE VALLABHAN

So there's lots of things that people can do to get healthier. One simple approach is to quit having sweetened beverages available in the home. If it's not available, there's less temptation, and everyone is participating, so no one feels like it's punitive. One of the big sweetened beverage products that we see, and it's a big trend that's been going on for quite some time, is Gatorade.

TRANSITION TO ACTION VIDEO GATORADE

KEEPING SCORE SCIENTIST:

Here's another example of Keeping Score...take a look:

KS SCIENTIST:

Drinks are a BIG deal, for everyone...but be sure to keep score:

KS SCIENTIST:

First let's look at Gatorade, What's In It BEFORE It's In you:

(VISUAL OF POURING SUGAR in a beaker)

In a 20 oz Gatorade there's 9 teaspoons of sugar.

VOICE OVER

So a GATORADE 20 OZ bottle. is 130 CALORIES.

To burn that off you'd need to ...

KTS SCIENTIST:

THAT'S why folks use Gatorade for sports...because of the exercise. It's a SPORTS DRINK, so you should only really drink it when you're really active or better yet, just drink water.

TRANSITION BACK TO
MONIQUE VALLABHAN

Water hydrates and does a much better job, you don't have the effects of the sugar and other things that you don't need. Another one is Capri Sun, Kool-Aid, lemonade, tea; all of these things are all considered sweetened beverages.

GRAPHIC:

U.S. Added sugar intake
zero to 2 months old – none
9 to 12 months old - 2.4 teaspoons of sugar per day
21 to 23 months old - 9.2 teaspoons of sugar per day
The Washington Post, April 2016

CONTINUE MONIQUE VALLABHAN

People think of orange juice as being healthy, however, uh it takes, to make one eight-ounce glass of orange juice, approximately six large oranges. Can you imagine eating six oranges, how full you would get in one sitting? Whereas, drinking a glass of orange juice doesn't have the same impact on your stomach, however, you still have all the calories of consuming six oranges, and that contributes to uh the total calories for the day, and liquid calories, with, which adds up.

GRAPHIC READ LABELS

DR SYLVIA NEGRETE

So when you look at labels, you have to be careful of what the label says, uh you have to look at the number of servings. A lot of times you'll say, wow, this doesn't have that many calories, but yet when you actually look at the label, it's eight servings, and not just one serving.

ACTION VIDEO

KS SCIENTIST M:

Here's something to watch for....they say..it's only 170 calories per serving...but be sure to check HOW MANY SERVINGS are in the bag. In this Grab Bag there are about two and a half servings. That means 2 and a half times 170! So this bag is really 410 calories!

KS SCIENTIST M:

AND in order to burn that off you'd need to :

Walk 107 minutes or Dance 70 minutes or run 44 minutes.

Look at it this way Each individual Cheeto is 8 calories...each one

AND in order to burn off ONE cheeto you'd need to :

Walk 2 minutes or Dance 1 and a half minutes or run just about 1 minute.

TRANSITION BACK TO FARMERS MARKET**FARMERS MARKET NAT SOUND**

Female: Pass this down to your sister. You have to wait.

Child: Yes.

Female: Bon Appétit.

Child: Bon Appétit.

Female: So, what do you all think of what you made?

Child: It's good.

END OF SECTION 2**SECTION 3**

GRAPHIC: **BIG HEALTHY LIFE** Exercise

We DISSOLVE OR CUT to the Ext Rio Rancho dirt area....WIND SOUND

We HEAR Voice Over:

RITA CONDON

We're a large, rural, frontier state where there isn't a lot of opportunity for safe physical activity; you know, sidewalks and curbs and gutters and paved trails.

ALBERTA KONG

Sometimes in these areas, when you ask a kid or their parent to go for a walk, well sometimes that's not safe because there's dogs around, or the roads aren't paved, where it's accessible to, to walk. So, sometimes these easy messages of going out and, and uh doing some physical activity isn't as easy as we all think.

DR SYLVIA NEGRETE

Where you eat, live and play makes a huge contribution to how healthy you will be in the future.

TRANSITION TO NAT SOUND AND VIDEO OF RIO RANCHO COMMUNITY GATHERING

JEANIE SPRINGER KNIGHT, Springer 5 Development

In an area like Rio Rancho, you run the risk that if you don't get in front of this and do some strategic planning on, on a vision of what this area could in fact uh evolve to, it'll be a hodgepodge of different uh, uh groups that'll come in and put up a, a building here, a restaurant there, a you know. And it will have no connectivity.

Man: Let's make that transition.

JEANIE SPRINGER continued

We started meeting as a group of local, again stakeholders, uh three years ago. The, the Unser Gateway Coalition was formed and we started having meetings once a month.

BANU BUNGUL MCKINLEY, Urban Land Institute New Mexico

We have a cross section of disciplines, we have architects, planners, land use experts. Urban Land Institute three years ago started what's called a super topic, called Building Healthy Places Initiative. So, Urban Land Institute, trying to leverage Rio Rancho's uh asset, which is safety and combine it with walkable, bikeable environments.

JEANIE SPRINGER KNIGHT

Instead of just talking about ideas, you start to get renderings, you start to get a plan. It's a master plan. This whole concept of how to build a healthy place, a healthy environment, so that people can come and say, that's where I want to live, that's where I want to raise my children

TRANSITION TO NAT SOUND AT Graphic: KABOOM BUILD

JANICE TORREZ, Vice President External Affairs, Blue Cross Blue Shield NM

This is an amazing playground that our volunteers have come together today to build for Catholic Charities. Our children these days don't get physical activity like they used to in the past. So, by building a, a playground, and a safe environment this encourages children to play and be active and stay healthy in a safe place.

JIM GANNON, CEO Catholic Charities New Mexico

We're talking about many families who are working poor. So, you're talking about parents who work one and a half, two jobs each, so they don't have the time to take the children to the playground or take them out in the evening. I mean their parents sometimes come home exhausted and let alone, and it's so important to a child's development, both physically and psychologically, play is so important, so this is essential.

RITA CONDON

Children learn eating and physical activity behaviors at a very early age, we shape behaviors when kids are young. And if they're shaped to sit and watch movies, or play on their video devices, or not have much physical activity, then those are the behaviors that they adopt as they get older.

TRANSITION TO ACTION VIDEO

REALITY BITES SCIENTIST:

OK on one hand we've got eating and food, and the other side of the score is physical activity.

REALITY BITES SCIENTIST:

So how do we even START to get physically active.

REALITY BITES SCIENTIST:

According to national guidelines for kids, you need 60 minutes daily.

REALITY BITES SCIENTIST:

Whoaaaaa, hold on...we just need to start, get real. 60 minutes daily? Come on.

GRAPHIC: FINDING TIME

VOICE OVER: I Don't have time to exercise

GRAPHIC: Answer

SCIENTIST:

How about Walking faster to class.

SCIENTIST:

Start by trying to Do 10 minutes a day...think TAKE 10.

SCIENTIST:

Then 10 minutes TWO times a day. Pretty soon...you're doing more and more.

Just 30 to 60 minutes, three to five times a week will help you get to your healthy weight.

We HEAR HEAVY BREATHING like at the top of the show from ALGODONES....SEE more legs and feet as we HEAR and then SEE:

STEPHEN PINO, Principal Algodones Elementary School

Every morning, we go out and run, we run every day. So our kids start their day by going out for a, it's about a mile run after all is said and done. The whole school.

NAT SOUND of the running kids

GRAPHIC: 15 and FIT

STEPHEN PINO

Once in a while we'll get parents involved, they'll come out and run or walk with their child. The things that we have noticed, the kids are alert, they're ready to learn, and in fact, it's key to our state testing coming up.

SUSAN SCOTT

They've tested this, it's shown you can get a statistically higher score on a test if you walk for 15 to 20 minutes before you take the test. I would bet it's partly because you're increasing the blood flow and the nutrients that are going to the brain when you exercise.

STEPHEN PINO

and then they come back and they have breakfast in the classroom. So there's no loss of instructional time, we gain it all back with the kids alert and ready to learn.

SUSAN SCOTT

Breakfast is actually very important to prevent obesity. People have tried to just sort of skip meals, but breakfast has been correlated with actually less weight gain. //// if we give them breakfast and we give them a good composition of that breakfast, and we

teach them how to move, they can then have, have control over their bodies and the hope downstream would be that they will have their hippocampus work better///get bigger and stay that way.

STEPHEN PINO

Whether it's brain breaks in the classroom, or physical activity, at least 15, 20 minutes a day, I think that, I think we owe it to our students to, to do it. I don't it's a, it's, I don't think it's an option.

We SEE the students running as we FTB

END SECTION 3

SECTION 4

GRAPHIC : BIG HEALTHY LIFE SUPPORT

We HEAR music and dancing...breathing beneath music and we finally SEE

ALGODONES CLASSROOM Dancing

TEACHER: Come on, let's move our bodies.

GRAPHIC 10 x 10 PROGRAM

RICHARD DRAPER, Program Director Sandoval Health Collaborative

10X10 is really testing the notion that children, if they're educated and empowered, can be effective health ambassadors to their families and to their friends.

CLASSROOM NAT SOUND

TEACHER: OK Read this to me again Jeremiah. I ate an apple, and what else were you gonna write, I ate an apple and

JEREMIAH: Protein.

TEACHER: And some protein and you could put, also write what you drank...

RICHARD DRAPER

We have a booklet, that was distributed in early February to all the first-grade classes in, around Sandoval County and then eventually the kids take the booklet home and it becomes a shared tool for activities between parents and kids and family members.

JANE LAUER, First Grade Teacher, Algodones Elementary School

I saw that this was gonna put the parents and these kids together, and teach them about things they can do after school, when they go home, ride your bike you know?

CLASS NAT SOUND

TEACHER: Did you jump on the trampoline this morning before you came to school? So when you jump on the trampoline, what were you doing?

CHILD: Exercise.

TEACHER: Exercise, that's right. Why do you think it's exercise?

CHILD: Because you're making your legs...

TEACHER: You're making your legs do what?

CHILD: Get stronger

JANE LAUER

It's important to start at this age because they start now making good habits, good choices, good choices and I always ask them, did you have breakfast this morning? I

even have them looking at the labels on their cereal box now, let's look for the sugars [laugh],

CLASS NAT SOUND

TEACHER; You could put "Yes, at lunch I ate an apple and a protein".

JANE LAUER

So we talk about moderation of eating, let's have some chips, but let's not overdo it, but let's have some carrots and celery too. You know to balance it out and, and they love making the posters, they, we made this huge plate, it's called A Plate Full of Healthy. They went and got magazines, they had to cut out proteins, grains, vegetables, and fruit. And they would get so excited when they would find something, is this a good fruit, Miss Lauer, is this a good grain? Giving them this information will show them, and then//They'll say, hey mom, let's buy apples and oranges and pears, instead of Doritos and, and cookies. And if you keep planting that seed in them...it's gonna grow.

GRAPHIC LIVE FIT FAMILY CHALLENGE

We HEAR heavy breathing....THIS TIME it turns out to be

ZUMBA CLASS NAT SOUND

DR MONIQUE VALLABHAN

If the family participates in the lifestyle change as an entire unit, the outcomes are better, and those outcomes last longer.

ZUMBA NAT SOUND

What we ask of , of our participants in Zumba is that you guys move, that's it. We just want to get you guys moving, get you guys dancing, and get you guys feeling the music. We really don't care if you don't do the exact choreography that we do.

MORE NAT SOUND AND DANCING

JENNIE MCCARY, Dietitian Live Fit Family Challenge

We created Live Fit Family Challenge to help provide a support for families to come together and learn about ways they can be active together, um ways that they can make changes to uh what they eat, um and really provide some opportunities on a weekly basis for them to practice those, so that by the end of the program they can really take charge of their own health.

JUAN LARRANAGA, Father

I have a six year old, a seven year old, a ten year old, a 12 year old and a 15 year old who's at Albuquerque High School

We SEE VIDEO of ZUMBA with his family

JUAN LARRANAGA

Our big challenges with exercise are, number one, time, finding time.

NATS OF ZUMBA AND his familie

TRICIA MCCARTY, Co-coordinator Live Fit Family Challenge

With the exercise, I think the roadblocks are time and making it an important thing//the seed that we plant is that you guys have to be planning for this///were called the Live Fit Family Challenge because we challenge them each week to kind of do some of these small changes that we're talking about and then hopefully some of those will stick.

NAT SOUND ADULT DISCUSSION

FEMALE: So what do you think about saying it's a reward?

FEMALE: "Using sweet treats as a reward for finishing of the food can make sweets more desireable than other foods. It may lead to ignoring body signals of fullness"

TRICIA MCCARTY

One of our lessons is specifically focused on talking to the parents about role modeling
It's just hard as a parent to kind of know what to say.

Female: Lighting a cheeto on fire. (laugh)

Female: So even though we're kind of trying to, you know, praise them, which is good, right? It's not about that they're a good kid 'cause they finished it all, 'cause if they really didn't need all that, that's going to be okay too, as long as it's kind of a balanced plate.

TRICIA MCCARTY

We follow the 75210 kind of zip code to health.

GRAPHIC ZIP CODE TO HEALTH 7-5 – 2 -1 -0

- 7 Eat Breakfast every day of the week
- 5 Servings Fruits and Vegetables
- 2 hours or less of screen time
- 1 hour of outdoor physical activity
- 0 No sweetened beverages

TRICIA MCCARTY

Eat breakfast, try to get five fruits and veggies a day. Um, two hours or less of screen time each day and then um an hour of activity, and then kind of no sugary beverages as much, or as little as possible.

NATS OF THE COOKING

NATALIE: We're gonna be using some whole wheat English muffins. Do you guys know why whole wheat is better than all-purpose flower to eat?

TRICIA MCCARTY

We really focus on family meals in this program. There's so much research around family meals and the benefits as far as your grades and not doing drugs and all of those kinds of things that we know all our parents want.

MORE COOKING, PARENTS DISCUSSION, FINAL DELIVERY OF FOOD FROM KIDS

JENNIE MCCARY

Just start simple, start with one step, a real specific change that the family can make together that you know over time will have an impact.

GRAPHIC: ONE CHANGE

DR ALBERTA KONG

It is not a diet, because those aren't sustainable. You go on a diet, you gain the weight back, it doesn't work. You have to be patient, um one change at a time that you incorporate into your life, and it becomes your lifestyle forever.

ACTION VIDEO

SCIENTIST:

Ok, is it easy....no

SCIENTIST:

Does it happen all at once....no

SCIENTIST:

Can you get to your healthy weight over night..... no

SCIENTIST:

But you CAN do it and maintain it for life....

SCIENTIST:

Set a goal, a small one, stick to it and then

SCIENTIST:

Set another goal, a small one, stick to it and make it a part of your life

SCIENTIST:

Before you know it....it's happening...lifelong healthy changes.

SCIENTIST:

Now let's do some DANCING

TRANSITION TO GROUP WARM UP RUNNING MEDICINE

GRAPHIC RUNNING MEDICINE**ROD LANSING, Father**

Being a father, and a role model to my kids, I think that physical fitness is very important. We have like diabetes in our family, so I feel like us, you know getting a head start with the kids as far as physical fitness and trying to bring that into their lives and hopefully that will continue with that when they grow up.

NAT SOUND FROM RUNNING MEDICINE WARM UP**DR ANTHONY FLEG, Running Medicine**

As a family doctor, I don't think for any of my patients the medications that I prescribe are, are curing. I think they're, they're Band-Aid kind of treatments um for things long downstream, such as overweight, inactivity, that um this here represents. And, and hopefully what we're creating is a model for health that is truly about health, and not healthcare, not healthcare insurance, not medical prescriptions

Running Medicine started to create a family oriented running, walking, fitness, wellness program. There aren't many places um where families come to exercise together. You think about families go to, to eat fast food together, and families go to munch on popcorn at the movies together, but there, there aren't many opportunities that allow families to, to come and, and use this as time together, just in, in exchange for a time in front of the TV. And creating a real loving environment that tells people, without any words, when they show up that regardless of your fitness level, your age, your ability level, you're welcome here, push yourself to that next limit for you.

NAT SOUND

Say "Hi" to someone on your travels.

TANYA and TENAYA MONTOYA, Volunteers Running Medicine

It's important to do these things as a group because in the Native tradition, you know everything you do is, has to deal with your relations, you know not just your family, but your whole community. And so, when you have a community like Running Medicine helping you to get healthy, it's, makes it much easier for you and for everyone else, because you're not, it's not like you're doing it alone, you can be happy and have the support that you need to do it.

TANYA MONTOYA

Think of all the good things you've done and let that push you as you go through your week.

SHANNON FLEG, Running Medicine

It goes back to the family orientation of gathering, not with just getting out and having to burn calories, or lose weight, or look at the issues around, and concerns around diabetes or obesity; those eventually came, but I think when they really just wanted to

focus on health, then they themselves began to realize what that meant, and so, that included being able to be positive, increasing their self-esteem, as well.

DR MIRIAM CHAIKEN, Nutritional Anthropologist, New Mexico State University

We have to see it in a really big picture. We can't look at this as though this is something that just happened overnight. These issues are a product of very, very deeply rooted long term historical processes, maybe even going back to colonial periods, where patterns of inequality were established a century ago, or more.

DR FLEG

Things that we think of far upstream, the social determinants of health poverty and um things that, that make you not think as much about your body living in environments that are traumatic, living in places that aren't safe. Um that just make it very difficult to think about health promoting behaviors. We use running and walking as the distracter to, toward wellness. It's the thing that gets all of us, our family included, into the door and then the door opens and, and lots of other good things happen.

DR MIRIAM CHAIKEN

People tend to blame the victim. And they tend to think, oh, if people just worked harder, if they were smarter, they'd figure out a way to get themselves out of this situation. And what they don't understand is all of the complex social and economic and historical and cultural things that have helped create the problems that we see today. So, if we don't have an understanding that's very holistic, we won't be able to solve these problems.

We HEAR the HEAVY BREATHING from the start but this time it's the Running Medicine kids and families...SLO MO Silhouette against Sun as we

FTB