

News Release: July 29, 2009

A new Community of Practice (CoP), Families, Food, and Fitness (FFF): Preventing Obesity launches this month as one of the newest web communities within eXtension. eXtension, www.eXtension.org, is an interactive learning environment delivering the best, most researched knowledge from the smartest land-grant university minds across America. eXtension connects knowledge consumers with knowledge providers - experts who know their subject matter inside out.

The Families, Food, and Fitness section of eXtension at http://www.extension.org/families_food_fitness provides education and skills to help families make informed decisions about healthy eating and physical activity by providing them with evidence (science/research)- based information and interactive learning opportunities through eXtension. This virtual educational environment is targeted to families with young children. The Families, Food, and Fitness (FFF) CoP is organized around three goals: 1) improve diets, 2) increase physical activity, and 3) maintain body weight in a healthy range and avoid excess weight gain.

Interactive content and learning materials support these three goals in addition to focusing on the six key behaviors identified through the literature to be associated with achieving and maintaining a healthy body weight: 1) move more everyday, 2) tame the tube, 3) right size your portions, 4) enjoy more fruits and vegetables, 5) prepare and eat more meals at home, and 6) re-think your drink.

Help for healthy lifestyles includes a recipe section http://www.extension.org/pages/Families_Food_and_Fitness_Dynamic_List_of_Recipes

A picture spice guide for suggested foods with each spice http://www.extension.org/pages/Interactive_Spice_Guide and

A “Fast Food Menu,” to size up fast food selections from McDonald’s, Burger King, Subway, Chick-Fil-A, Domino’s, and Taco Bell is provided on an interactive menu at http://www.extension.org/pages/Interactive_Fast_Food_Menu

Experienced extension personnel and researchers based in the 1862 and 1890 land-grant universities, as well as other universities and education centers contributed to this new eXtension site. Primary care physicians and other health care professionals will be informed of this new resource so they may in turn inform their patients/clients. Educators working with young families will find this resource a significant tool to reinforce educational messages that can improve the health of their families for a lifetime.