

# 2014 MEDIA KIT



# MISSION STATEMENT

My Generation Foundation is an “umbrella” non- profit organization dedicated to developing strategic programs to promote children's health and wellness in Northeast Arkansas.

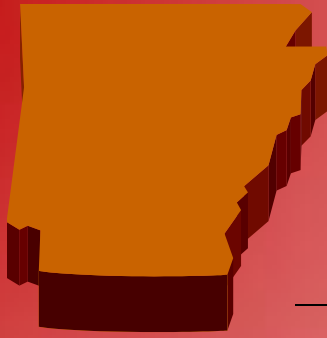
## HOW ARE WE DIFFERENT?

My Generation Foundation develops programs to address serious, life-altering issues encompassing children's health and wellness, such as:

- Childhood Obesity
- Eating Disorders
- Hunger
- Chronic Diseases (heart disease, stroke, type 2 diabetes, and cancer)

We are driven to increase awareness for many children’s needs and serve the region through our ongoing efforts and initiatives.





## ARKANSAS ranks 7<sup>th</sup> in the nation for childhood obesity.

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- **14%** of Arkansas children are overweight (85-94<sup>th</sup> percentile)\*
- **21%** of Arkansas children are obese (95<sup>th</sup> percentile and up)\*\*
- In a 10 county region of Northeast Arkansas, (including Craighead, Cross, Poinsett, Mississippi, Clay, Lawrence, Greene, Randolph, Sharp and Jackson), **the obesity rate is 42.07% among students K - 10.\*\*\***

\*Reference: Center for Disease Control & Prevention

\*\*Reference: Arkansas Center for Health Improvement

\*\*\*Reference: Arkansas Department of Health, Behavioral Risk Factor Surveillance System Survey

# What are the consequences of childhood obesity?



Childhood obesity can have a harmful effect on the body in a variety of ways. Obese children are more likely to have:

- High blood pressure and high cholesterol, which are risk factors for cardiovascular disease (CVD). In one study, 70% of obese children had at least one CVD risk factor, and 39% had two or more.
- Increased risk of impaired glucose tolerance, insulin resistance and type 2 diabetes
- Breathing problems, such as sleep apnea, and asthma.
- Joint problems and musculoskeletal discomfort.
- Fatty liver disease, gallstones, and gastro-esophageal reflux (i.e., heartburn).
- Obese children and adolescents have a greater risk of social and psychological problems, such as discrimination and poor self-esteem, which can continue into adulthood.



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- Obese children are more likely to become obese adults.
  - Adult obesity is associated with a number of serious health conditions including heart disease, diabetes, and some cancers.
  - If children are overweight, obesity in adulthood is likely to be more severe.

# First Program Initiative

The first program is an extreme call to action for obese children (above 95<sup>th</sup> percentile) and their parents to take charge, make a drastic lifestyle change to combat obesity and give themselves a longer, healthier, happy life. Targeted for 2015, children will enroll in a one month intensive summer program, Monday through Friday, that will be designed especially for each individual child. The program will include BMI and health assessment, nutritional guidance, strategic fitness program, and body image counseling. Follow-up monitoring of participants and an after school program will be part of the development. Our team of dedicated professionals , which includes a nutritionist, pediatrician, psychologist and personal trainer, will offer their services to give children and their parents the tools they need to live a longer life. Best of all, the program is FREE – no charge to participants.

The program is for children 5-18 only, but parents are strongly encouraged to take an active role in the education portion of the program, and by supporting their child through positive reinforcement and creating a healthy environment within the home.

Our goal is to help children make this lifestyle change, while educating them on the benefits of living healthy and making healthy choices. We do this with the strict guidance of professionals that will incorporate daily physical activity, implement healthy eating habits, and nurture positive body image – as well as warn both children and parents of the dangers and consequences of physical inactivity and poor diet.

We will enlist all areas of the media including television, radio, local publications, and social media as well as through the school system to announce this call to action for children and their parents to submit for this program.

# Board Members



## **Amy Pickens – Founder, Executive Director**

- Board of Directors, The Children’s Shelter
- Board of Directors, Family Crisis Center
- Avid health and wellness advocate



## **Vincent Turner, Jr. – Chair**

- Director of Ancillary Services, St. Bernards Medical Center
- Bachelor degree, Marketing, Jacksonville State University
- Dual Master’s degrees, Healthcare Administration and Business Administration, University of Alabama – Birmingham
- Certificate in Healthcare Financial Management



## **Susan Greenwood - Secretary**

- Vice President of Quality, Safety & Risk Management and Nurse Executive, St. Bernards Medical Center
- BS in Nursing, Jacksonville University
- Masters in Business Administration, NYIT



## **Amber Cesare - Treasurer**

- Former Internal Audit Manager, Wellmont Health System
- Certified Internal Auditor (CIA)
- BA in Business Administration, Delta State University

# Board Members



**Cristina Shaw, Ph.D**

- Psychology, Saint Bernards Behavioral Health & Counseling Center
- Coordinator of Eating Disorder Services, St. Bernards Healthcare
- Ph.D. in Counseling Psychology, Gannon University
- BA and Masters in Social Work, University of Arkansas at Little Rock



**Kelly Perry**

- BSE in Physical Education, MSE in Physical Education, Arkansas State University
- Teacher, 6th - 8th grade PE, Wynne Jr High School
- Coach, 7th grade basketball and track, Wynne Jr High School
- Teacher, 1st-6th grade PE, Jonesboro Health, Wellness & Environmental Studies Magnet



**Dr. Susan Hanrahan**

- Professor of Physical Therapy
- Dean of the College of Nursing and Health Professions at Arkansas State University
- BS in Physical Therapy and Master's in Public Administration Therapy, University of Kansas
- PhD in Health Education, Temple University



**Dr. Wendy Spanos**

- General Practitioner, Health Matters Clinic, Jonesboro, AR
- Graduated University of Arkansas for Medical Sciences, Little Rock

# Board Members



**Dr. Angie Edwards**

- B.S. Psychology, University of Central Arkansas
- Masters, Biopsychology, University of Texas at Austin
- M.D., University of Arkansas for Medical Sciences
- Residency, Pediatrics, University of Kentucky at Lexington
- Pediatrician, The Children's Clinic



**Dr. Blair Dean**

- Associate Professor and Program Director of Physical Education, Arkansas State University
- Chairman, The Arkansas Governor's Council on Fitness
- Ph.D., University of Arkansas
- BSE and MSE in Physical Education, Arkansas State University

**Toni Inboden**

- Personal Trainer, St. Bernards Health & Wellness Institute
- Bachelor of Science in Education & Sports Medicine, Arkansas State University

**Deann Coffman, LPC, MRC**

- B.S. in Marketing, Arkansas State University
- Masters in Rehabilitation Counseling, Arkansas State University
- Therapist, Jonesboro High School and Annie Camp Junior High School
- Licensed Professional Counselor, Methodist Family Health
- Physical Fitness Certification,  
Cooper's Institute for Aerobic Research, Dallas, TX



# Board Members

## **Amanda Heringer**

- Title Programs and Exercise Physiologist, St. Bernards Health & Wellness Institute
- Dietetic Internship, University of Houston RD LD
- MS in Exercise Science, Arkansas State University
- BS in Human, Environmental Sciences (concentration on food nutrition and hospitality), University of Arkansas
- BS in Education and Health Promotions (concentration in Kinesiology), University of Arkansas

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