

# 2016 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
- Chronic Diseases (heart disease, stroke, type 2 diabetes, and cancer)

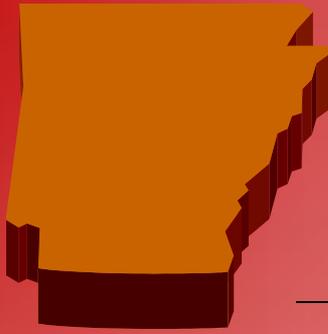
We are driven to increase awareness, develop lasting relationships with children and families, and serve the region through our ongoing efforts and initiatives.

# WHAT WE DO

My Generation Foundation, a collaborative community initiative, is a non-profit corporation dedicated to improving health and wellness for children in the Northeast Arkansas region. We carry out this mission as an “umbrella” for all areas encompassing children’s health and wellness. By developing strategic programs utilizing professional skills, volunteer services and fundraising efforts through partnerships with local community leaders, school districts and healthcare professionals, we achieve a common goal to develop healthy habits and change the lives of children in the Northeast Arkansas region.

My Generation Foundation will utilize community outreach to target and address growing concerns for health issues such as childhood obesity, eating disorders, promotion of positive body image and self-esteem. We will also focus on the education of children, parents, and teachers on the benefits of early development of healthy habits through proper nutrition and increased physical activity that will give all children the chance to reach their full potential and live a long and healthy life.





## ARKANSAS ranks 5<sup>th</sup> in the nation for childhood obesity\*

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- **17%** of Arkansas children are overweight (85-94<sup>th</sup> percentile)\*
- **21.7%** 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 overweight and obesity rate is 41.94% among students K - 10.\*\***

\* Reference: State of Obesity, a project of Trust for America's Health and the Robert Wood Johnson Foundation

\*\* Reference: Arkansas Center for Health Improvement

# 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.

# PROGRAMS



**The POWER of ME! welcomes Camp iRock to Jonesboro, June 20<sup>th</sup> – 24<sup>th</sup> at Arkansas State University!**

We are partnering with the Arkansas Minority Health Commission to make this year's camp even better! This FREE summer program for kids is focused on health, nutrition and fitness. Our mission is to empower youth to make a dramatic lifestyle change through interactive education and great activities. We will provide children with necessary tools to help

change body composition and build their health account through daily choices.

We currently have openings for 25 children in Northeast Arkansas, 6<sup>th</sup> – 8<sup>th</sup> grade, with a BMI of 85% and above. Prospective campers will “apply” for the program by submitting an essay explaining why you are ready to make a change, your ideas and goals, as well as a photo. Students will also need a referral letter from a teacher, physician or parent. Each submission will be reviewed and voted on by our leadership team, and an interview will be set up with each child for final approval into the program.

Children will enroll in a 5-day summer program, designed especially for each individual child, including health assessment, nutritional guidance, strategic fitness program, and body image counseling. Our team of dedicated professionals, which includes a nutritionist, pediatrician, therapist, 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.



# 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



## **Amber Cesare - Treasurer**

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



## **Kristina Ebbert**

- Bachelor of Science in Nursing degree with a Minor in Child Psychology
- Former Member of Board of Directors of PACES
- Former Member Safe Jonesboro Coalition (Board member)
- Former Certified Child Safety Seat Installer
- Former Certified Breastfeeding Educator

# Board Members



## **Leslie Wester**

- Bachelor of Science in Recreation and Leisure with an Emphasis in Wellness
- Taught physical education to kindergarten through 8th graders for 2 years
- Has offered wellness and fitness programming in corporate, clinical and university settings
- Owner, Fit Happens Personal Training
- Certified nutrition coach and personal trainer
- Registered Yoga Teacher through Yoga Alliance Certification (May)
- Certified Restorative Yoga teacher through Judith Lasiter



## **Dr. Wendy Spanos**

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



## **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

# Board Members

## **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

# MEDIA CONTACT:

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