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About *It's Crunch Time!*

The Partnership for a Healthier Carroll County created the *It's Crunch Time!* Pledge as a component of the *L.E.A.N. Carroll* campaign to focus on healthy eating. Every day counts when establishing healthful eating habits in children because life-long habits form a little each day. Incorporating key findings from the 2010 USDA's Dietary Guidelines for Americans the *It's Crunch Time!* Pledge packet conveys practical nutrition information and guidance to increase parents' nutrition awareness and to inspire families to commit to eating more fruits and vegetables and fewer sugary drinks and unhealthy foods. The *It's Crunch Time!* slogan and logo emphasize both the urgency of actively forming healthy eating habits and the desire for families to add *crunch* to their meals by including fruits and vegetables.

With great support from the principals and staff at Parr's Ridge Elementary School and Mount Airy Elementary School, as well as from the Parr's/MAES PTA, the *It's Crunch Time!* Pledge will be launched in these two schools as a pilot program in April 2011. Students will be encouraged to *crunch* their lunch, and on-the-spot recognition will be given to students who are "caught" crunching. Families who participate in the pledge will be asked to complete a pre- and post-Pledge survey to determine whether eating habits improved during the Pledge period. The Partnership plans to launch the *It's Crunch Time!* Pledge in other child-serving venues as well, including at the YMCA's Healthy Kids Day 2011.

For more information about *It's Crunch Time!*, please contact:

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The Partnership for a Healthier Carroll County, Inc., an affiliate of Carroll Hospital Center and the Carroll County Health Department, is a private, nonprofit community-led organization that builds capacity to improve health and quality of life.