

Exercise Your Right to

Feel Better Minnesota



**You are invited...
to Exercise Your Right to Feel Better Minnesota!**

Exercise Your Right to Feel Better Minnesota (EYR) encourages sustainable changes to make the healthy choice, the easy choice. The campaign is based on the idea that the opportunity for health begins in our families, neighborhoods, schools and jobs. The rising rate of childhood obesity is a concern for parents, educators and communities across Minnesota. Whether your school has already begun to address this national epidemic, or is looking at ways you might start, we'd like to invite you to join us May 2011 for the Exercise Your Right to Feel Better Minnesota Campaign.

EYR has been kid-tested! In May 2010, the Saint Paul Public Schools (SPPS) adopted the campaign district-wide, for all students, staff and many parents and community members. Each school received a EYR toolkit and was asked to participate in a school-to-school relay, hang posters, distribute bookmarks, send home parent newsletters and read morning announcements related to health. Many schools went above and beyond, incorporating messaging into the classroom, holding family events, school assemblies and making posters to let kids tell their own ideas of Exercise Your Right. The culminating event was an Exercise Your Right to Feel Better 5K Run/ Walk at a Saint Paul park. EYR materials are easily adaptable and what you do in your school or district campaign is entirely up to you! Helping your students, staff and community take the first steps to a healthy lifestyle has never been easier.

Visit www.feelbetterminnesota.org to join the campaign today!

- ★ Find ideas on simple ways to get involved
- ★ Download professionally developed tools
- ★ Order a free DVD of our Emmy-nominated musical TV program

For technical support and assistance in joining the campaign, contact
SPPS EYR coordinator **Lisa Koelfgen** | lisa.koelfgen@spps.org | 651-603-5038

EYR was developed by Saint Paul – Ramsey County Public Health, in partnership with Twin Cities Public Television and local advertising legends Richard Wilson and Steve Griak.