

# WABC-TV

May 16th, 2011

## **WABC-TV TO AIR SPECIAL "PROTECT OUR CHILDREN: HEALTHY & FIT" ON SATURDAY, MAY 21<sup>ST</sup> AT 7PM**

On Saturday, May 21<sup>st</sup>, WABC-TV will air a special entitled, **"Protect Our Children: Healthy & Fit"** at 7 PM, EDT. (Also to be re-run Sun. 5/22 at 5:30am). Hosted by Eyewitness News Anchor Diana Williams, the program reports on what we can do to keep our children healthy and fit. What should one do in the case of concussions or burn injuries? How can children learn healthy food habits early on and are we subsidizing childhood obesity with our tax dollars? Just some of the questions the programs try to answer.

The program will address physical fitness and sports injuries that can be prevented. Special attention is paid to sudden Cardiac Arrest due to HCM, or Hypertrophic Cardio-myopathy, which is basically an enlarged heart & information on symptoms and prevention are key to survival.

The epidemic of childhood obesity in this country is featured with families and experts discussing how to deal with the issues of healthy diets and physical fitness. The program profiles a school that is proving successful in implementing a Wellness Initiative developed with the NYC Board of Education.

With warm weather ahead, accidental burn injuries can occur with young children prone to scalding burns and teens now facing dangers outdoors, with bonfires, barbecues and fire-pits. We also show a very disturbing new trend with youngsters now recording dangerous fire tricks in order to get themselves a few minutes of attention in cyberspace.

With sports now more aggressive and competitive, even professional athletes are admitting to the terrible after-effects they've endured from concussions. Sports like basketball and soccer do not require helmets & head trauma is a serious issue. The special addresses the issue of concussions in the athletic arena and what the testing and the treatment entail.

We also feature a new free program called Text4Baby that is using cell-phones and texting to help get pregnant and new mothers plus their infants off to a healthy start. When it comes to our children & their health, there is no such thing as starting too early.

The special profiles families & youngsters coping with these issues and will feature helpful advice and suggestions on available resources provided by experts from organizations such as Beth Israel Medical Center, St Peters University Hospital, Mount Sinai Medical Center, the Burn Center at Saint Barnabas Medical Center, Office of School Wellness Programs at the NYC Department of Education, the Sheridan Academy for Young Leaders, Text4Baby and Community Health Center, Inc.

This Special is the fourteenth in a series from WABC-TV's "Protect Our Children" campaign that originated in 1998 and has been developed with the collaboration of the National Center for Missing and Exploited Children, (NCMEC). The campaign includes informational safety messages, a web site and campaign that continue to broadcast the pictures of missing children in every Eyewitness News Program. The previous Specials have received four Emmy Awards, six "Gracie" Awards from the American Women in Radio-TV-Film (AWRT) and Awards from the National Center for Missing and Exploited Children, (NCMEC). All of the segments along with additional material, web-chats and links to resources and agencies that can be of help will be posted on [www.7online.com/protect](http://www.7online.com/protect) after the airing of the program.

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