

## **Concerned Children's Advertisers and LONG LIVE KIDS**

### **Concerned Children's Advertisers**

For 17 years, Concerned Children's Advertisers has been helping Canadian children to identify and navigate the media and life challenges of childhood and youth. Through a series of child-directed television public service messages, and an education program for teachers, parents, and community leaders, CCA's messages speak to children directly, as well as to all those who influence and impact upon a child's world. To ensure that their programs and initiatives are soundly based and effectively delivered, CCA forms collaborative partnerships with industry, issue experts, government, broadcasters, and the advertising production community. Since 1990, this unique network of social responsibility has developed over 40 television public service messages designed to help children with issues like substance abuse, child abuse, self-esteem, active living, bullying and media literacy. The bilingual educator, parent, and community resources further extend these messages into the classrooms and homes of Canadian children and their families, creating important opportunities for discussion and dialogue about real life issues. CCA programs and initiatives are based on a practical approach to help children build a more healthy and nurturing world for themselves.

### **LONG LIVE KIDS – PHASE ONE**

In October 2004, Concerned Children's Advertisers launched Long Live Kids, a comprehensive program designed specifically to help address the concerning issue of childhood obesity. Building on the success of their historical model of collaboration, Long Live Kids brought together industry, government and 16 non-governmental and issue expert partners to create and deliver a program that would provide children with the tools for healthy eating, physical activity, and improved media literacy. The first Long Live Kids television public service message, entitled "Health Rock", has reached 96% of Canadian children. Even more importantly, "Health Rock" has served as a catalyst for change – 83% of kids aware of "Health Rock" agreed that the message got them to stop and think about their daily food and activity habits, and 61% of those kids agreed that "Health Rock" got them to take the next step and actually change their habits. The classroom, home and community learning portion of the program extends the "Health Rock" message with a curriculum that support parents, schools and communities with knowledge and tools to help children "eat smart, move more and be media wise". To date, the education program has been delivered in every province and territory across the country and has reached over 10,000 teachers, parents, and health care professionals.

### **LONG LIVE KIDS! – WHAT'S NEW TODAY?**

In keeping with industry's commitment to support the healthy development of children, the Long Live Kids program is unveiling its second phase today, including two exciting new, live-action :30 second television public service messages, as well as a new online educational workshop. The two new bilingual public service messages, "Move Your Body" and "Use Your Head", have been designed to motivate, inspire, and empower children to take on a role for themselves and make smart choices when it comes to their daily food and activity habits. The new online workshop will further extend the reach of the education program to teachers, parents and communities by providing a one-hour, on-demand version of the live workshop presented by leading Canadian educator, Linda Millar.