

**First Lady Announces Investments in Healthier Out-of-School Programs**

*Boys and Girls Clubs of America and National Recreation and Parks Association*

*Commit to Healthy Environments for Kids Across the Country*

February 25, 2014

**Background**

*Let’s Move!* has been working toward changing every aspect of kids’ days, including their time at child care centers, at home, and in school. Significant progress is also being made in after-school programs reaching youth across the country. In November 2011, the YMCA of the USA led the way by committing to implementing healthy guidelines in its out-of-school time programs, ensuring a healthy environment for hundreds of thousands of kids. The Y’s announcement helped make the healthy choice the easy choice for parents. Following that lead, today’s event will announce a commitment by the National Recreation and Parks Association (NRPA) and the Boys and Girls Clubs of America (BGCA) to create healthy environments for children in their out-of-school time (OST) programs that will collectively reach 5 million children.

**What is being announced today?**

Mrs. Obama will visit the Gwen Cherry YET Center in Miami, Florida to announce that the Boys and Girls Clubs of America and the National Recreation and Parks Association have committed to creating a healthy environment for all children they serve. Over the next five years:

* Boys and Girls Club of America (BGCA) will adopt healthy guidelines in 3,400 clubs, reaching an estimated 3.5 million kids.
* National Recreation and Park Association (NRPA) will adopt healthy guidelines in 2,000 sites, reaching an estimated 1.5 million kids.

In adopting these guidelines, BGCA and NRPA will emphasize healthier food and beverages, provide nutrition education, encourage physical activity, and engage parents by using informational material and activities focused on healthy eating and physical activity. The Alliance for a Healthier Generation will provide the technical assistance and support to BGCA and NRPA to implement the new healthy guidelines.

**Why is this important?**

* The health environment is changing in every aspect of a child’s day, from their time at home and during the school day, and now millions of kids will be spending their time in healthier out-of-school environments as well.
* With the leadership of the Y, and now with BGCA and NRPA, 5.6 million children will attend out-of-school-time programs that are healthy environments.
* Parents want their kids to grow up healthy, and they’re doing everything they can at home to make that happen. Now, they can have peace of mind to know that their kids are eating well and being active not just at home or at school, but during the hours after school hours as well.
* This is the park and recreation center of the future and the future is now. A healthier after-school experience is the new normal for all of our children.