



## Play4Health™ Frequently Asked Questions

### 1) What is Play4Health™?

Play4Health™ is a multi-city, multi-year chronic disease prevention initiative that seeks to educate and engage children, their influencers and communities on prevention and the risks of chronic disease, and to foster a healthy, active lifestyle. More than 100 children are invited to take part in each event, which combines a fitness field day of activities followed by an evening game at a Minor League Baseball (MiLB™) stadium.

### 2) Who is involved?

The Play4Health physical activity platform was created by celebrity health and wellness expert, Ruffy Oquendo. The larger Play4Health program initiative is sponsored by Sanofi US, specifically its Center for Chronic Disease Prevention & Wellness group, in collaboration with Ruffy Oquendo's All Star Training Center, MiLB and the Alliance for a Healthier Generation.

### 3) Where is it happening?

The Play4Health pilot program is taking place in five cities across the southeast, including Lexington, KY.; Durham, NC; Charlotte, NC; Frisco, TX; and Nashville, TN.

### 4) When is it happening?

This multi-city, multi-year event will kick-off on August 11, 2012, in Nashville, TN. There will be five events throughout August and September of this pilot year.

### 5) What will happen at these events?

The Play4Health event combines a field day of fitness activities followed by a MiLB game. Participants will be assigned to an activity station on the field that will encourage the "triple play" for prevention: exercise, nutrition and other healthy behaviors. Healthy snacks, an exercise tip sheet and other wellness-related information will be distributed to participants. Following the fitness field day is an evening MiLB game where children and their influencers can put to use the practical tips they learned to "strike-out" chronic disease. Also at the Play4Health event, participants will have the chance to meet and interact with MiLB players and the team mascot, and receive a goodie bag and one complimentary admission to the baseball game later that evening. (\*\*Discounted admission tickets will be available for purchase by participants' family members at the Play4Health event.)

### 6) Why is Play4Health important?

With childhood obesity having more than tripled in the last 30 years, the risks of chronic disease in the youth have severely escalated. Children and adolescents who are obese are more at risk for high blood pressure, heart disease, diabetes, bone and joint problems, and are at an increased risk for many types of cancers. Play4Health looks to provide a systematic approach to identify, educate and build a health plan for children and their influencers. The program's goal is to foster a healthy and active lifestyle at home, in schools, and throughout these communities.