

An initiative of PEP:  
**The Positive Energy Program**

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## **Hello World....We have a Problem.**

When did hot dogs, French fries, chicken nuggets, grilled cheese and soda become the staples of our children's diets? When did it become normal for children to play hours of video games instead of playing outside? And when did it become ok to have cookies, donuts and candy as a daily classroom snack in our schools? As child obesity, diabetes, depression and ADD rates climb faster than you can say super size me I have become passionate and determined to help reverse these alarming trends. Consider the following:

- 30% of the nation's kids are overweight or on their way to being too heavy.
- Type 2 diabetes, previously considered an adult disease, has increased dramatically in children and adolescents. Overweight and obesity are closely linked to Type 2 diabetes.
- A number of epidemiological studies have reported that up to 2.5 percent of children and up to 8.3 percent of adolescents in the U.S. suffer from depression. (NIMH)

Whether it's a lack of knowledge about nutrition and exercise, a lack of energy, a lack of time or all of the above many parents are causing their children undue harm and setting them up for a life of unhealthy habits without even realizing it. The foods we are feeding our children and the habits we are allowing have led to a dramatic decrease in their health and wellness.

I get very frustrated when I see my child's elementary school cafeteria serving fried chicken patties, fried tater tots, French fries, hot dogs and other fast food quality meals. I get motivated to educate when I see adults with poor habits transfer these habits to their kids. And I become angry when I see well educated informed parents, many of them I know personally, exercise, drink water and eat fresh salads while their kids play video games, drink soda and eat processed foods filled with chemicals, preservatives and other multiple multi-syllabic ingredients we can't even pronounce. Instead of a homemade brown bag lunch many of these parents are sending their children to school with a prepackaged Lunchable. Have you ever read the ingredients in a Lunchable? They even have a waffles, pancakes and cinnamon roll lunch combination. For Lunch!!! Lunchables are so popular Oscar Meyer has produced billions of them and parents are buying them by the shopping cart. These parents are either taking the easy way out or they are not making the connection between their children's diets and their health, brain function and happiness.

Even more than adults our children's growing and developing bodies and brains need nutrients, vitamins, water, minerals, healthy fats and protein from whole food sources to function optimally. Their bodies are made of 70% water and we're fueling them up with soda. Their body knows how to utilize water yet it has no idea how to process the chemicals in soda. Their bodies know what to do with fruit but it has no recognition of a fruit rollup. Just as a natural flowing river becomes polluted by toxins and chemicals our children's natural bodies are being contaminated by the hundreds and thousands of chemicals they consume each year. In fact there are over 6,000 synthetic chemicals used in the processed-food industry. The FDA says most of them are safe but they also said

that Vioxx was safe. Shouldn't common sense prevail? We were meant to eat foods that come from nature not chemicals made in factories.

There's also research that demonstrates a link between consuming too much soda and sugar and weight gain. Fifty-six percent of 8-year-olds drink soft drinks daily and a third of teenage boys drink at least three cans of soda per day. Research shows that for every additional serving per day of soda consumed the risk of becoming obese increases by about 50%. (The Lancet. February 2001) In a Harvard University Study 12-year-olds who drank soft drinks regularly were more likely to be overweight than those who didn't. (The Lancet)

In addition, the more added sugar in a child's diet, the less likely the diet contained grains, vegetables, fruits, and dairy. Children with the highest level of added sugar intake had the lowest consumption of most nutrients and servings of grains, vegetables, fruits, and dairy (*The Journal of Pediatrics*). It's no wonder only one in five children consumes the recommended minimum of five fruits and vegetables a day, while the top 10 sources of carbohydrates in children's diets include sugary soft drinks, cakes, cookies, jam and fruit drinks. (National Cancer Institute)

We pump our kids full of sugar, toxic chemicals, food colorings and then wonder why so many are overweight with diabetes and being diagnosed with ADD. But instead of changing their diet we put them on Ritalin—and the vicious cycle begins. Consider that for many children there is another way. In a study published in the June 2004 Archives of Diseases in Childhood involving 1800 three year old children, some with ADD and some without, the children's behavior measurably improved after a one week diet without preservatives and artificial colors and dramatically worsened on the weeks they were given preservatives and artificial colors.

And let's not forget the other key component to this health crisis—Lack of exercise. Nearly half of American youths aged 12-21 years are not vigorously active on a regular basis. For many, television and video games have replaced good old fashion kickball and hide and seek in the neighborhood. On average kids, ages 8 to 18 devote six hours and 21 minutes a day or 44 hours a week to recreational media use including; watching television, using the internet, instant messaging, playing video games, or downloading music. (Kaiser Family Foundation)

The problems are clear cut. Kids are moving too little and eating too much of the wrong foods and too little of the right foods. While I often hear from many parents that they just don't have the time to feed their children properly or it's just too hard, I just can't accept these excuses. Is there anything more important than the health of our children? Who ever said doing the right thing was easy? But here's the great news. It's easier than many people think. It's all about habits. Raising healthy positive children is not easy because old habits are still in place. But once a healthy lifestyle becomes a habit it becomes easy. The key is that we have to change our habits. Then the habits become a part of our children's lives and they benefit physically, mentally and emotionally. Then we all benefit. All we need is a plan.

## **The Power of This Plan**

Positive and healthy habits in children don't happen by accident. They happen when they are planted nurtured, cultivated and grown. To raise positive and healthy children we must help them develop healthy and positive habits. So in order to help you make this happen I have created a plan to help you take action. I know that you are busy. I know that you have a million things competing for your attention and I know where you put your attention is what you create. So I have created this plan to help you put your attention on creating positive habits for your children that will enhance their health, happiness and well being. This plan will help you focus and think about everything your child is doing and eating and it will help you make a difference in their life. At first a plan is everything we want to create. Eventually the plan is who we become. So I share this plan with you and hope it brings more positive energy, health and happiness into your life.

As you begin to enact and live your plan, keep in mind that some habits may be easier to incorporate into your life and your children's life than others. Don't get discouraged if this happens. It is normal. You are changing your lifestyles and this is no small, easy task. Just stay on course and stay consistent. Track your results and monitor your progress. Don't read ahead and try to do the plan all at once. Take it slow. Doing one positive action every day is better than trying to do too much too soon. Remember, life is about the little things. Small changes yield big results.

My goal is that after completing this plan you will see a measurable difference in your children's lives. By adding new strategies each day or week and continuing to utilize these strategies, you are doing what I call "energy building"—building or creating your life one power source at a time. Even if you just have your children eat a healthy breakfast, drink plenty of water and exercise you will notice a significant change. However, imagine how healthy and happy your children can be by incorporating this entire plan into their lives.

When you complete this plan, you should continue to incorporate these strategies into your daily life. They have made a difference in my children's lives and I believe they will make a difference in yours. Remember it's the little habits we do each day that create our lives. America is experiencing a childhood obesity epidemic because we are not helping her children do the simple things. If you use this plan to create an energy foundation of simple, powerful habits you'll be amazed at the difference it produces in your children's health and wellness. Try this energy experiment and see the results for yourself.

Consider me your personal energy coach. I am here to help you along the way and encourage you to email me with your thoughts, progress, and experiences as you implement this plan. I can be emailed at [Jon@JonGordon.com](mailto:Jon@JonGordon.com). Once you complete this plan, I ask that you send me a note with the results of your own "Energy Experiment."

Best wishes and may your day be filled with boundless energy. - *Jon*

# **Step 1**

## **Give Your Kids a Healthy, Positive Audit**

Healthy, positive kids are defined by healthy, positive habits. So the first step in raising healthy, positive kids is to learn more about their habits. How much screen time (computer, television, video games) do they log each week? What foods are they currently eating? How much exercise do they get? How much time do they spend reading and doing homework each week? Are they getting enough sleep?

**Once you get IN THE KNOW you can GET GOING WITH A PLAN.**

During this step of the plan you will find out what they are really doing and eating each day. Just as dieters are surprised at how much food they actually consume when they track what they eat each day, parents are often surprised at the results of their child's audit. Most parents, me included, underestimate the amount of time our children watch television and how much junk food they eat. The following activity and food trackers provide the dose of reality we all need to make positive changes.

## **Dose of Reality # 1—How is your child spending their time?**

Print the Activity Tracker below, place it on the refrigerator and track each day the amount of time your child spends watching television, playing video games and using the computer (recreational use). For family fun ask your children to help you keep this log. Each block represents an hour. So if they watch television from 8am to 9am you would put a TV in that block.

During the same week you are tracking their screen time also track the things they are doing right. Also track how much time they spend doing homework, reading and exercising.

\*Note... the following **Activity Tracker** has it's own page so that you may make multiple copies for future use.

Use the following symbols:

TV=Television      H=Homework

C= Computer      R=Reading

V=Video Game      E=Exercise

### Activity Tracker

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8am	TV						
9							
10							
11							
12							
1pm							
2							
3							
4							
5							
6							
7							
8							
9							

Total the amount of screen time they get each day. Then create a weekly total.

Total the amount of exercise they get each day. Then create a weekly total.

Total the amount of time they spend on homework and reading each day and create a weekly total.

***Now, take a good look at the chart. If there are more TV, C, and V's on your chart than E, H, and R's you know that some changes need to be made.***

## Dose of Reality #2—What are they really eating?

Print the food log, put it on the refrigerator and track everything they eat during a given day. Ask for their help since they'll need to tell you what they eat at school (which is a whole other story).

**Food Log**

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Breakfast							
Snack							
Lunch							
Snack							
Dinner							

Once you have completed your food audit ask yourself the following questions:

Are they eating enough whole foods, foods from nature such as fruits and vegetables?

Are they eating too much junk food? More than twice a week.

Are they drinking soda instead of water?

Are they eating a healthy and nutritious breakfast to start their day off right?

Are they eating fried or baked foods? Fast food or fresh? Canned or homemade?

### **Dose of Reality # 3—Answer the questions.**

This audit asks you 20 questions about your child's eating, activity and thinking habits. The audit is divided into 3 sections: Physical, Mental and Emotional. At the end of each section based on your answers you will receive guidance and action steps.

#### **Eating and Exercise Audit**

1. My child gets an hour or less of screen time (TV, video, computer) per day.

- Always
- Sometimes
- Never

2. My child exercises (engages in physical activity) for at least 30 minutes per day.

- Always
- Sometimes
- Never

3. My child eats at least two servings of fruits and vegetables per day.

- Always
- Sometimes
- Never

4. My child plays outside.

- Always
- Sometimes
- Never

5. My child drinks water instead of soda.

- Always
- Sometimes
- Never

6. I make a homemade nutritious lunch for my child.

- Always
- Sometimes
- Never



7. I have a fruit bowl in my house instead of a candy bowl.
- Always
  - Sometimes
  - Never
8. My child eats eggs, fruit, and oatmeal for breakfast instead of pop-tarts, donuts and pancakes.
- Always
  - Sometimes
  - Never
9. My child eats a health snack when he/she comes home from school.
- Always
  - Sometimes
  - Never

If you answered sometimes or never to more than two questions then you'll want to read and follow the action steps in Step 3, 4 and 5 of this plan.

### **Mental and Emotional Muscle Audit**

10. My child can be negative and grumpy.
- Always
  - Sometimes
  - Never
11. My child doesn't get along well with other kids.
- Always
  - Sometimes
  - Never
12. My child worries a lot.
- Always
  - Sometimes
  - Never

13. My child is stressed

- Always
- Sometimes
- Never

14. My child is unhappy.

- Always
- Sometimes
- Never

15. My child gets angry and frustrated

- Always
- Sometimes
- Never

If you answered always to more than one question or sometimes to more than two questions then you'll want to read and follow the action steps in Step 6 of this plan.

## **Step 2**

### **Get Informed. Knowledge is Power**

When I first made the decision to make my health and wellness a priority in my life the first thing I did was learn as much as I could about diet, exercise and happiness. So to start this plan I want to help you learn all you can about health and wellness. This truly will become the greatest gift you pass on to your children because without their health your children will have nothing.

### **Visit Your Local Health Food Store or Whole Foods Market**

Where I live we have an incredible health food grocery store called Native Sun. There, you will find a knowledgeable staff that educates people all day long on better ways to feed themselves and their children. One of the first things you should do is go to your local health food store or Whole Foods Market (since they are opening all over the country) and ask for the manager or a friendly educated staff member that can help explain what makes healthier products better for children. They'll tell you about the healthy oils certain products use as well as the lack of chemicals, preservatives, food colorings and refined sugar in healthy products versus many products in traditional super markets. Then spend some time in the store looking around and reading labels. Also bring your children there and explain how good food makes them big, strong, smarter and better at sports and other activities they love.

### **Sign up for these Newsletters to Receive Health & Wellness Information**

[www.jongordon.com](http://www.jongordon.com)

[www.drweil.com](http://www.drweil.com)

[www.mercola.com](http://www.mercola.com)

[www.marilu.com](http://www.marilu.com)

### **Bookmark these Websites and Use Them as Resources**

Spend a lot of time on these sites reading various wellness articles.

[www.positiveenergyprogram.com](http://www.positiveenergyprogram.com)

[www.jongordon.com](http://www.jongordon.com)

[www.drgreene.com](http://www.drgreene.com) my favorite for raising healthy children.

[www.drweil.com](http://www.drweil.com)

[www.healthyschoollunches.org](http://www.healthyschoollunches.org)

[www.actionforhealthykids.org](http://www.actionforhealthykids.org)

### **Read these Books**

- *Healthy Kids* by Marilu Henner
- *Quick Meals for Healthy Kids and Busy*
- *Parents* by Sandra K. Nissenberg, et al
- *Energy Addict* by Jon Gordon (While this is not a book about raising kids it will provide you with a foundation for healthier living and many of these tips can be used by the entire family.)

## Step 3

### **Get Them Off the Dot.com Chair**

Nearly half of American youths aged 12-21 years are not vigorously active on a regular basis. Like all human beings children benefit greatly from exercise. Physical activity reduces stress, helps children maintain their ideal weight and is essential for building a strong body and mind. While we know exercise helps children stay fit many people are surprised that it also enhances their happiness as well. A study of nearly 4,600 middle-school students found that seventh graders who got even the bare minimum of exercise-- 20 minutes at least three times a week--had fewer symptoms of depression than those who were less active. The more they moved, the happier they were. Kids who became more active during the 2-year study ended up with more positive moods. So one of the most important things you can do to develop a healthy and positive child is to promote and create a lifestyle filled with physical activity. Try these following action steps to make exercise a family and school initiative.

### **Take a Daily Positive Energy Walk with Your Child**

In addition to receiving the benefits of walking, by having your child focus on their success of the day you will be helping them activate the part of their brain associated with positive emotions which builds mental muscle and a long term positive attitude.

- After your children arrive home from school or after dinner spend 10-20 minutes walking with them, practicing gratitude and reflecting on their accomplishments and successes for the day. You should also join in and talk about your gratitude and success.
- While you are walking say what you all are thankful for. For example, you might say "I'm thankful that I am able to walk. I'm thankful that I am healthy. I'm thankful that I have a mouth to talk and a nose to smell. I'm thankful that I have a roof over my head. I'm thankful that I have people love me. Just find a few things you are thankful for and focus your mind on these positive things.
- While you are walking have your child complete the following sentences. Instead of thinking about all the things that went wrong each day you'll focus on the positive events and interactions that went right.

Today I consider myself a success because I \_\_\_\_\_

Today my accomplishments include \_\_\_\_\_

The one great thing about today was \_\_\_\_\_

- This is a great exercise to do with one child at a time or all at once if you have more than one child. Not only will you be promoting a healthy lifestyle to them but you will also create a powerful parent-child bond.

- This exercise is great for any child or teenager over the age of 4. Also ask your child their success of the day at bedtime. My children love doing this each night. If I forget they remind me.

### **Replace Video Games with Outdoor Games**

On average, kids ages 8 to 18 devote six hours and 21 minutes a day or 44 hours a week to recreational media use including; watching television, using the internet, instant messaging, playing video games, or downloading music. (Kaiser Family Foundation) Let's reverse this trend. **Limit the amount of time spent inside** and encourage games of tag, kickball, hide and seek, basketball, baseball, etc. If your children are young you may have to play with them at first to teach them how to play. I do this with my children and they love it. We have lacrosse catches. We play tag. We have catches with footballs and Frisbees and we kick the soccer ball a lot. It only takes 20 to 30 minutes of your time to promote a life of physical activity.

### **Go Bike Riding**

Either ride in your neighborhood or go to a park if you live in an area unsuitable for bike riding and ride bikes with your children. It's great exercise and they will love it. Used bikes are very affordable if money is an issue.

### **Sign Them Up**

If they are not playing sports at school sign them up for a sports league, dance class, karate class or any other class that includes physical activity. If these classes are expensive then sign them up for activities at the YMCA or Boys and Girls Club. Just keep them active, healthy and out of trouble.

### **Dance to the Music**

Children of all ages love music. One of the easiest ways for children to get exercise is to dance. Just play some fun dance music and dance with your children or have them dance while you take care of the house.

### **Back to the Basics**

Encourage them to do jumping jacks and jump rope. Children love jumping rope and it is great exercise. With older children, encourage them to do push-ups.

### **Yoga-cise**

Children's yoga is becoming very popular and it is great to teach them at a young age. Many of the yoga postures are named after animals and this makes yoga fun for children. You can either buy a children's yoga video or look for a children's yoga class in your city or town.

## Plan Your Activities and Track Your Progress

In today's fast paced life we have to plan our children's physical activities or they won't happen. Use the weekly planner to help you and your children plan your week of exercise and physical activity and monitor your progress.

### Exercise Planner

DAY	TIME	PLACE	EXERCISES(S)	DURATION
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

### For Principals and Teachers

Help your students get the exercise they need for strong bodies and minds by having them simply walk or run around a track each day. If your school doesn't have a running track, then follow the lead of Ponte Vedra Elementary School in Florida. They built a **TREE TRACK**. They simply planted 4 trees in the shape of a big rectangle. Every day the children run around the track three times. School leaders are noticing amazing results in the children.

## **Step 4**

### **Fuel Them Up with the Ultimate Energy Drink**

Children are clearly drinking too much soda and fruit drinks and not enough water. Fifty-six percent of 8-year-olds drink soft drinks daily and a third of teenage boys drink at least three cans of soda per day. We are made of approximately 70% water, not soda. Our children's bodies need water to function optimally and every one of our body's processes is enhanced with adequate hydration. There is also now a link between drinking soda and weight gain. For every additional serving per day of soda consumed the risk of becoming obese increases by about 50%. (Ludwig, D. Lancet. February 2001). Moreover, in a Harvard University Study 12-year-olds who drank soft drinks regularly were more likely to be overweight than those who didn't (Lancet). The sugar in soda also affects our children's teeth and the chemicals in soda have been thought to affect calcium absorption necessary for our children's healthy bones. The solution is really, really simple. Make the switch. Practice these tips.

#### **The goal is to reduce sugar consumption and increase water intake.**

- Replace soda with water. My favorite water is [www.pentawater.com](http://www.pentawater.com)
- Serve water cold. Children like it better. Keep a chilled pitcher in the refrigerator.
- Encourage children to carry bottled water with them. Staying hydrated will help them focus in class and perform better in school.
- Buy a water filter for the home.
- Drink less fruit juice. The American Academy of Pediatrics recommended limiting preschoolers to 4 to 6 ounces of juice per day since fruit juice has about eight full teaspoons of sugar. Make sure it's 100% fruit juice.
- For a sweet tasting carbonated drink, mix equal parts sparkling water and orange or apple juice.
- Make homemade lemonade with real lemons and raw cane sugar instead of chemically filled processed lemonade. Or purchase all natural lemonade at the health food store as a treat.
- Sweeten ice tea with raw cane sugar or stevia instead of refined sugar as a treat.
- Stay away from fruit drinks flavored with NutraSweet or Splenda. While they are FDA approved there is no guarantee that they are safe.

**Read the labels on all the drinks you buy for your children. Eliminate all the artificially flavored sugar sweetened fruit drinks and drink mixes from your house and your children's diet.**

#### **For Teachers and Principals**

Replace soda vending machines with water vending machines. Encourage the sale of bottled water on the school cafeteria line. Encourage children to drink bottled water at their desks. Proper hydration enhances brain development and learning.

## **Step 5**

### **Feed Them Real Food instead of Fake Food**

Even more than adults our children's growing and developing bodies and brains need nutrients, vitamins, water, minerals, healthy fats and protein from whole food sources (foods that come from nature) to function optimally. Their bodies know what to do with fruit but it has no recognition of a fruit rollup. Just as a natural flowing river becomes polluted by toxins and chemicals our children's natural bodies are being contaminated by the hundreds and thousands of chemicals they consume each year. In fact there are over 6,000 synthetic chemicals used in the processed-food industry. Children were meant to eat foods that come from nature—not from chemicals. Practice the follow strategies to feed children the vitamins, nutrients and energy they need to stay healthy.

**The Goal is to replace fake plastic processed foods, filled with refined sugar and ingredients we can't even pronounce, with whole foods that come from nature.**

### **Have your Children Eat More Foods that Grow on Trees and Plants and Less Foods that are Manufactured in Plants**

Our children's growing and developing bodies need vitamins, minerals and nutrients found in whole foods (from nature). There is a direct correlation between diet and physical health and depression.

#### **Eat Less**

Sugar  
Chips  
Cookies  
Refined Flour  
Candy  
Sugared cereals  
Fried Food  
Chemicals

#### **Eat More**

Fruit  
Vegetables  
Beans  
Whole Grain Breads and Muffins  
Homemade Smoothies  
Eggs  
Baked and Roasted Protein  
Vitamins and Nutrients

### **Eat a Nutritious Breakfast**

One of the best things you can do to enhance your children's health is to encourage them to eat breakfast. I'm not talking about a donut or some other pre-packaged grab-and-go snack. They need real fuel to kick-start their engine each day. Children who eat breakfast perform better on tests and are better able to concentrate and think more clearly. Pop-tarts and cereal bars don't count. We're talking protein and fiber. Oatmeal with raisins. Whole grain bread with peanut butter and a banana. Hard boiled eggs and fruit. A banana and a piece of cheese. Multi-grain French Toast with pure maple syrup (contains antioxidants and minerals). The key is to make breakfast a ritual. Here are some useful tips:



- Plan. Decide what you are going to eat for breakfast the night before so when you wake up tired and sluggish you already have a clear plan of action.
- Make time for breakfast. Get up 10 minutes earlier. All it takes is a few more minutes in the morning to increase your energy and productivity. It's worth it.
- Here are a few other examples of an energizing breakfast:
  1. Oatmeal with low-fat milk, raisins and a piece of fruit.
  2. Whole grain bread with low-fat cream cheese and a piece of fruit.
  3. My favorite breakfast is a bowl filled with ½ cup of low-fat plain yogurt, an apple chopped into quarter size pieces, oatmeal, chopped walnuts (great source of omega 3 essential fatty acids) and raisins. See [www.jongordon.com](http://www.jongordon.com), Fuel for You page for the recipe.
  4. 2 or 3 eggs (hard boiled if you are busy) and a piece of fruit.
  5. Bear Naked Granola found in the health food store.
  6. Cheerios with organic milk or soy milk and raisins or blueberries.
  7. Cut up apple with almond butter or peanut butter.
  8. Have an **Energy Cocktail**: (*Great as an afternoon snack or for breakfast*)

Ingredients:

1 banana  
 1 cup blueberries (organic fresh or frozen)  
 1 tbsp ground flax seeds or ¼ cup crushed walnuts  
 1/2 scoop whey  
 1 cup Soy Milk  
 1 cup of Ice  
 1 scoop of Greens

Directions:

Blend in a blender or Vitamixer

## **Eat Healthy Energizing Snacks**

Healthy snacks help your children maintain their blood sugar level which provides steady energy instead of the roller coaster affects of sugar and caffeine. Snacks also provide a steady source of fuel their bodies and brains need to function optimally. Again, we are not talking about potato chips, candy, cookies, and cake. We're talking real food from nature that will help them be more productive at school and better behaved. Here are a few of my family's favorite snacks:

1. A smoothie made with organic frozen fruit or fresh fruit, yogurt, a spoon of peanut butter or almond butter and ice. See [www.jongordon.com](http://www.jongordon.com) for recipes.
2. A handful of raisins and nuts such as almonds and walnuts.
3. Whole grain bread or crackers with a piece of cheese.
4. Vegetarian chili or soup.
5. A piece of fruit.
6. Whole wheat crackers with peanut butter or almond butter.
7. Hummus, pita bread and vegetables.
8. Celery and almond butter.
9. Broccoli, carrots and all natural ranch dressing.
10. Newman's Own popcorn and pretzels

**If you decide to treat your children with cookies, chips or brownies simply choose an all natural brand free of chemicals, preservatives, dyes and trans-fat from your health food store or healthy section of your supermarket.**

## **Switch Your Candy Bowl with a Fruit Bowl**

If candy is available and convenient children will eat candy. If there is no candy children can't eat candy. If there is fruit available, children will eat fruit. It's all about planning. The key is to plan your children's snacks so when they are hungry you have nutritious, healthy food ready for them. For example, my wife makes a fruit salad with cut up pineapple, mango, oranges and blueberries that our kids just love.

## **Serve a Vegetable with Lunch and Dinner**

This is just a simple way to make sure they are receiving more nutrients, anti-oxidants, vitamins and minerals in their diet. Vegetable choices may include: green beans, broccoli, asparagus, dark green lettuce, peppers, carrots, sweet potatoes, mushrooms, garlic, etc. Make a stir fry with chicken, tofu or fish and add veggies for a tasty lunch or dinner. Or serve veggies with baked fish, organic chicken (now sold in most supermarkets), tofu, or antibiotic and hormone free meat such as Maverick Brand. Maverick brand beef offers ground beef as well for healthier hamburgers that kids love.

## **Drink Water instead of Soda**

We said this in Step 4 but it is so important let's say it again. Drink water instead of soda.

### **Make Homemade Smoothies instead of Fruit Juice**

Fruit juice is pure sugar while homemade smoothies with whole fruit have fiber that slows down the absorption of sugar into your child's bloodstream. Smoothies made from whole fruit also have more nutrients, vitamins and antioxidants. My favorites smoothies include blueberries which have 10x the antioxidants as other fruits and vegetables.

**The goal is to eat a majority of foods that are closest to the source as possible. So fruit is better than fruit juice. Eggs are better than egg substitutes. Raisins and nuts are better than cookies. Applegate Farms Turkey is better than a Lunchable.**

### **Practice the 90-10 Rule**

We don't have to be fanatical to raise healthy children. Children can still enjoy treats and candy. Just make it 10% of the time instead of all the time. The other 90% of the time eat whole foods. I let my children eat candy, cakes, and total junk once in a while. If I didn't they would feel deprived and then probably rebel later on in life. So instead, I let them have what they want once in a while, just not all the time.

### **Teach Them Constantly**

When I do let my children eat junk I explain why it's bad for them and tell them as they get older they will have to make their own choices for healthy eating. When they eat healthy I explain the benefits of the foods they are eating. I tell them that it gives them great energy and makes them big and strong. I teach them that the good foods they eat help them run faster and do better in school. I tell them certain foods make them smarter which is the truth. The more I say it, the more the message sinks in. I don't pound it into them but rather constantly say it in the course of conversation and they are getting it. My children tell their friends that their Dad helps people get more energy and eat healthy.

### **Read Labels and Know the Ingredients in Everything You Buy**

And have your children read them too. You should know everything you are ingesting into your body and allowing into your children's bodies. The more you read labels the less likely you will eat the bad stuff. For instance when you read ice cream labels you may see diethyl glucol which is also used in antifreeze and paint removers or piperonal (used to exterminate lice), some artificial cherry flavors (used in rubber dyes and plastics), and nut flavorings (used in rubber cement). It's no wonder many ice creams don't melt for a while. In Hershey's chocolate you'll find vanillin (also used to make paint thinner) instead of vanilla while Ghirardelli Chocolate uses real vanilla.

## **Choose Organic**

Organic foods are grown without toxic pesticides, fungicides, and sewage fertilizer. Instead organic farming uses crop rotation, cover crop planting, and other natural farming techniques to provide healthier produce for us and better conditions for the environment. . With organic meats, no antibiotics or synthetic hormones are permitted. In a study published in the Environmental Health Perspectives Journal, children who ate conventional diets had pesticide concentrations in their urine 9 times higher than the children who ate organic! Their levels indicated that they had exceeded safe exposure levels set by the EPA and were at increased risk to their health. By contrast, those children who ate organic foods were well within the EPA levels deemed to cause negligible risk.

## **When Eating Out Ignore the Kid's Meals**

Instead of hot dogs and chicken nuggets order half size portions from the adult entrees and feed them healthier foods.

## **Encourage Healthy Snacks after Playing Sports**

Instead of serving cookies and candy as team snacks after a soccer or baseball game bring strawberries, cherries, or even organic chocolate covered raisins. After exercise children need real food to refuel their bodies. Not Oreos, cupcakes and skittles.

## **Eat More Omega 3 Essential Fatty Acids to Boost Brain Power and Mood**

Found in Wild Alaskan Salmon, Walnuts, Flax seeds, Tuna, Sardines, Fish Oil and now certain brands of Eggs, Omega 3's are the essential building blocks for a healthy brain. Not surprising when you consider that the brain is 60% structural fat and the brain's synaptic membranes and connections, where much of the communication traffic or neurological function happens, is composed of a large portion of essential fatty acids. The problem is that since most children are not eating enough fruits, vegetables, nuts and fish and eating too much processed foods they are not consuming enough Omega 3's. And with an inadequate supply of Omega 3's, the brain cells can not communicate or work properly which is very important if you are a child whose brain is trying to form new neural pathways during the learning process. In fact, a Purdue University study has shown that kids low in Omega-3 essential fatty acids are significantly more likely to be hyperactive, have learning disorders, and to display behavioral problems (Mercola). And a number of studies clearly show a link between depression and a lack of Omega 3's in adults. Omega-3's not only improve the communication between brain cells but according to Dr. Stoll, author of the Omega 3 Connection, increasing Omega 3's has a direct affect on serotonin levels, a neurotransmitter known for it's "feel good and happy" qualities. For those who don't eat enough fish or are concerned about the mercury levels in fish, you may want to add fish oil in addition to Walnuts to your children's diet. Fish oil is a major source of Omega 3's EPA and DHA. Several brands known for their quality and purity are Nordic Naturals, [nordicnaturals.com](http://nordicnaturals.com) (they have several products for children). I suggest you visit their websites for product information, proper dosage (usually about 1tsp for every 50lbs of body weight), and research.

## **Choose Safer Household Products**

You wouldn't want to live near a toxic dump and yet almost all of us allow our homes to become a haven for toxic fumes and chemicals because of the household cleaners and home care products we use. The average household contains anywhere from 3-25 gallons of toxic materials, most of which are in cleaners. Unfortunately no law requires manufacturers of cleaning products to list ingredients on their labels or to test their products for safety. In fact, many of the chemicals that are found - unregulated - in conventional household cleaning products are not allowed in workplaces due to Occupational Health and Safety Administration (OSHA) regulations. (Seventh Generation) So it is up to us to take action and make our houses cleaner and safer for our children. We must realize that our children ingest the residue from dish detergent found on plates and glasses. They breathe in the fumes from cleaning supplies. And they absorb the laundry detergent residue found on their clothes through their skin. While the amounts ingested, inhaled and absorbed are in minuscule quantities, over time the exposure adds up. There's even a new condition called Multiple Chemical Sensitivity (MCS), caused by repeated exposures to synthetic materials in the home and the environment. Many health experts believe that our repeated exposure to these chemicals is contributing to the increased incidence of people with allergies, asthma, autoimmune conditions, and cancer. The solution is simple. Instead of allowing our children to inhale, ingest and absorb chemicals and toxins into their developing bodies we can make the switch to products that are non-toxic, biodegradable, phosphate free and safe. Companies such as [www.seventhgeneration.com](http://www.seventhgeneration.com), [www.sunandearth.com](http://www.sunandearth.com) and [www.ecos.com](http://www.ecos.com) offer a variety of safer cleaning, laundry, dish detergent and pet care products. You can find these products easily online, at any Whole Foods Market and in most health food stores. They are a little more expensive but well worth our children's health. If we can value a Starbucks coffee at \$4 we can surely assign value to safer home care products.

## **Make the Switch and Choose Better Foods and Brands**

Once you know that there are healthier alternatives for just about every product in the grocery store you can make the switch.

### **Choose**

Organic Fruits and Veggies  
Applegate Farms Cold cuts  
Smuckers All Natural Peanut Butter  
Tom's of Maine all natural toothpaste  
Woodstock Farm Organic Raisins  
Water  
Fig Newmans  
For a treat Newman's Own Cookies  
Annie's Bunny Pasta  
Amy's Organic Pizza  
Dark Ghirardelli Chocolate with Vanilla  
Bell and Evans Chicken Nuggets  
Applegate Farms Uncured Hot Dogs  
Van's All Natural Waffles  
Stonyfield Farm Yogurt  
Breyers Ice Cream  
Stonyfield Organic Frozen Yogurt  
All natural bread free of dyes, preservatives  
and trans-fat  
Hormone and antibiotic free meat  
Oatmeal with honey and raisins  
Cheerios  
Amy's Organic Frozen Meals  
Newman's Own Popcorn  
100 % Pure Maple Syrup  
Kashi Autum Wheat cereal  
Heinz Organic Ketchup

### **Instead of**

Conventional Fruits and Veggies  
Lunchables  
Other brands with hydrogenated oil  
Brands filled with dyes and chemicals  
Regular Raisins  
Soda  
Fig Newtons  
Oreos  
Kraft Macaroni and Cheese  
Tombstone and other brands  
Hershey's Chocolate with vanillin  
Most brands that are processed  
Other Hot Dog brands  
Eggo Home Style & other brands  
Dannon and other brands  
Most other brands  
Ice cream with chemicals  
Bread filled with corn syrup, hydrogenated  
oil, and about 10-20 other additives.  
Meat with hormones and antibiotics  
Flavored Oatmeal packets  
Fruit loops  
TV Dinners  
Most regular brands  
Brands filled with corn syrup and water  
Frosted Mini-Wheats  
Regular brands

## **Transform Your School Lunch Program**

Encourage your school leaders and government officials to ban junk food from school and offer nutritious whole fresh foods instead of fried fast food type meals. See Step 7 of this plan for ways to take action and make a difference.

## Plan Your Meals

The key to healthy eating is to plan your meals. If you don't plan, when life becomes hectic good habits will go out the window and you'll be in the fast food drive thru once again. Use the following planner to plan your meals. Do this every Sunday for the following week.

### Meal Planner

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Breakfast							
Snack							
Lunch							
Snack							
Dinner							

**Use My Shopping List to Help You Buy the Right Foods.**

## **Jon's Shopping List**

### **Breakfast**

Organic or cage free eggs  
Barbara's Cereals, Kashi Cereals, Health Valley Cereals, Nature's Path Cereals  
Stonyfield Farm Yogurt  
Van's Waffles  
Whole Grain Bread  
Organic Almond Butter and Peanut butter  
100% Pure Maple Syrup (Great source of antioxidants and minerals)  
Organic Valley Cream Cheese

### **Snacks**

Nuts  
Organic Raisins  
Organic Fruit  
Whole Foods Apple sauce  
Newman's Own Pretzels and Popcorn  
Garden of Eatin Tortilla Chips and Salsa  
Stacy's Pita Chips  
Hummus (variety of all natural brands)  
Organic Carrots and chopped Veggies with all natural ranch dressing  
Annie's Cheddar Crackers  
Lay's all Natural Brands of tortilla chips, cheese puffs, and potato chips

### **Protein Sources**

Wild Alaskan Salmon (not farm raised because it contains too many toxins and chemicals)  
Organic Chicken  
Organic Tofu  
Hormone Antibiotic Free Red Meat such as Maverick Brand  
Black Beans and Pinto Beans

### **Beverages**

Penta Water ([www.PentaWater.com](http://www.PentaWater.com))  
Organic Apple Juice  
Knudsen Sodas  
Santa Cruz Sodas  
Silk Soy Milk  
Organic Valley Milk  
Virgil's Root beer  
Sparkling Water



### **Sweets**

Panda Licorice  
Dark Chocolate (Variety of Brands)  
Hain Graham Crackers  
Barbara's Chocolate Chip Cookies  
Newman's Own Cookies

### **Quick and Easy Meals**

Bell and Evan's Chicken Nuggets  
Applegate Farms Hot dogs  
Shelton's Hot dogs  
Amy's Organic Meals  
Cascadian Farms Vegetable Plates  
Amy's Pizzas  
Amy's Soups

### **Desserts**

Breyers Ice Cream  
Stonyfield Farm Organic Frozen Yogurt

### **Bread**

All natural bread (variety of brands)  
Ray's New York Bagels (not all the time)

## **When Shopping, Remember the Main Reasons to Buy Organic**

1. Because children have less body weight they receive four times the exposure to pesticides as adults. Organic produce provides them with the vitamins and nutrients their developing bodies need without the chemicals.
2. A Cancer Institute study found that farmers exposed to herbicides have a six times greater risk than non farmers of contracting cancer. (Healthy Kids by Marilu Henner)
3. Organic produce contains more vitamins, nutrients and antioxidants.
4. Organic produce tastes better. Try an organic orange versus a regular orange and you'll notice a big difference.
5. Organic farmers protect their soil and the environment while conventional farmers are contaminating the environment with pesticides and chemical and raw sewage fertilizers.
6. Focusing on our health today will save us in medical expenses later on.
7. As more people choose organic, more farmers will supply it and this will bring down the cost. This is already happening.
8. Because fruit and vegetables were meant to be grown naturally. Not with chemicals.
9. Organic meat contains no hormones or antibiotics. Antibiotics in our meat supply is one of the reasons why bacteria are developing super resistant strains to antibiotics.

**We can make a difference!!!!**

# **Step 6**

## **Teach Them how to Develop Their Mental and Emotional Power**

### **Teach them how to Breathe to Reduce Stress**

Like adults children get stressed too. Chronic stress affects their sleep, happiness, health and social relationships. And like adults, children can use a simple breathing technique to reduce their stress and anxiety. Teaching children this technique will provide them with a valuable tool for the rest of their life. 80% of adult success is determined by emotional intelligence—the ability to manage one’s emotions and communicate effectively with others (Daniel Goleman). This breathing technique is a simple, powerful way for children to learn how to take control of their emotions. And while you are teaching them feel free to use it for yourself. I know that when I taught my children this technique it also helped me stay calmer in challenging situations.

### **Red Light, Green Light Breathing Technique.**

1. First discuss different kinds of emotions such as anger, frustration, jealousy, love, compassion, and joy with your children.
2. Discuss with your children how emotions can make us act impulsively. For example, when another child teases them it may make them want to retaliate verbally or physically. Or when they are under a lot of stress they may get angry and frustrated. Or perhaps when someone else is recognized for their talents they may get jealous.
3. Teach your children the Red Light, Green Light Technique. Say to them.....
  - When you find that you are experiencing a negative emotion or feeling stressed think red light and stop. Focus on your breathing. Take a few deep breaths in and out. Get calm.
  - Focus on your breathing. Inhale for two seconds and exhale for two seconds.
  - Then start counting your breaths. Try to count to 5 or 10.
  - Then think green light. Think of something really positive. Something that you love. Perhaps it’s our dog or your bike or favorite activity or friend. Hold this thought until you feel happy.
  - Then go about your day.
4. Practice this over and over again while you guide them. The more they practice the better they will get. Like a sport, when it is game day it’s too late to practice.
5. Using paper, markers and crayons make red light and green light signs and post them in the kitchen and in their room. These provide great reminders.
6. Each week discuss success stories and discuss ways they used red light, green light successfully.

## **Show Them how to Discover Their Light**

*“Become the flashlight that helps your children find their light and once they find it, encourage them to turn on the switch again and again allowing the light to grow and grow until they become this light.” Jon Gordon*

I encourage you to focus on cultivating positive energy within yourself and within your children. I believe that inside each of us is our light—our source of positive energy, joy, happiness and love. To turn on this light we have to find it and turn it on. This is not rah rah motivational stuff. This is neuroscience and positive psychology applied to our lives. Research shows that the more we focus on gratitude, our strengths and our happiness the happier we become. The more we focus on the positive in our life the more positive we will become. We must teach children that every moment of every day they have a choice between thinking positive thoughts or negative thoughts. They are either fueling their energy bus with positive energy or negative energy. To help children have a great ride through their life teach them how to fuel up with positive energy.

The following exercises are meant to help you and your child find the positive energy within. As you write and say the following sentences you will turn on your light and the more you practice these exercises the stronger your light will grow. In doing these exercises you and your children will be activating the part of your brains associated with positive emotions. The more you activate this part of the brain the more neural pathways you create and the more automatic and stronger the response becomes so overtime your you and your child’s brains just goes to that state. Think about how important this is as a child’s brain is developing. Overtime positive thinking will mold their brain to automatically think more positively and in turn this will improve every aspect of their life. Thus, we can train ourselves to focus on the positive and be happier. Each day you and your children should write down your answers to the following questions. If your children can’t write then record their answers with a recorder. Children love to talk into recorders.

### **Complete the following sentences:**

I am happy that \_\_\_\_\_

I am thankful that \_\_\_\_\_

3 Great things I like about myself are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

My 3 Strengths are or I am good at:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **Help your Children Start a Gratitude Journal**

It works for Oprah and millions of adults and it also works for children. Being grateful helps children focus on what they have rather than what they don't. Instead of feeling lack they will feel abundant. Gratitude is an essential ingredient for happy children and happy adults. Just buy a note book and you have their journal.

## **Teach Them to be Winners, not Whiners**

Every time my children whine I say to them, "We are winners not whiners." I say it over and over again. At first my wife thought I was a little overboard saying this. But the other day she called me to tell me that my daughter's friend was over and the girl was whining. My daughter said, "My dad says we are winners not whiners and we shouldn't whine". My wife loved it and it made us realize the message we consistently send to our children has a big impact. We may not think they are listening but they are. So stay steadfast in sending positive messages to your children and teach them to be winners, not whiners.

## **Help Them Go to Bed a Success ever Night**

This is another exercise I do with my children and they love it. Before they go to bed ask them what they did that was a success that day. Ask them one great accomplishment or one great thing that happened to them that day. Or ask them one thing that they really liked about the day. Each night they will go to bed a success and this will mold their brains to focus on what's good in life rather than what's wrong. When I first started this exercise with my children they didn't even know what a success was. Now when I am traveling doing seminars they call me up to tell me their successes. When they do something positive during the day they might stop and say, "Hey Dad I think this was my success today." Teaching children to focus on their success helps them to build mental and emotional muscle.

## **Teach Them to tap into the Power of Their Heart**

Visit [www.heartmath.org](http://www.heartmath.org) for various educational products and programs that improve test scores, learning readiness, attitudes, and behaviors. HeartMath offers the most innovative, cutting edge and significant research, programs and technology for learning and emotional development today.

## **Read Nightly with your Children**

One of the greatest gifts you can give your children is the habit and joy of reading. Reading opens a new and expanding world for your children and their lives will be forever changed and improved by the books they read. Books have changed my life and I know they will change my children's lives. If you aren't reading start reading one book a month. And if you are not reading to your children start reading a book each night with them.

## Encourage Them to Get More Sleep

It's a sad fact that most children, especially teenagers are not getting enough sleep. Most children need 10 1/2 hours of sleep and yet a Sleep Foundation survey found that 35% of 10- to 12-year-olds get only seven or eight hours. 51% of kids ages 10 to 18 go to bed at 10 p.m. or later on school nights and 60% of 7- to 12-year-olds said they felt tired during the day. Every aspect of learning and development is enhanced with proper sleep and impaired with a lack of required sleep. Sleep deprivation has been linked to behavior problems, impaired learning development, fatigue, and depression. So the solution is simple. Turn off the television and computer. Teach them to go to bed at a certain time each night and get more sleep. It's one of the easiest and powerful things our children can do to develop mental and emotional power.

### Try the following tips to help your children get more sleep.

1. Teach them that sleeping is like feeding their brain with energy. Teach them that not sleep enough makes them feel yucky while the proper amount of sleep makes them feel great. Teach the importance of sleep.
2. Don't allow them to have caffeine in the afternoon.
3. Limit their amount of sugar intake. Drinking water instead of soda will help them sleep better.
4. Encourage them to exercise. This will help them to sleep more deeply.
5. Make sleep time a ritual. Have them go to bed the same time every night. This will help them fall asleep and wake up with more energy. Keep this routine even during weekends and vacations.
6. Helping them reduce their stress with the action steps in this plan will also help them sleep better.
7. Do not allow a television in their room.
8. Turn off the computer at a specific time each night.
9. Instead of watching television at night encourage them to read.
10. Read to your younger children before bed.

Use the Sleep Planner below to help your children plan their sleep. Write down what time they will go to bed each night and what time they will wake up.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Time to Bed							
Time Wake Up							

## Step 7

### **Add Some PEP to your School**

Encourage your child's principal and teacher to learn more about the PEP program and invite them to bring PEP into your school. Visit [www.positiveenergyprogram.com](http://www.positiveenergyprogram.com)

### **The PEP Mission**

We believe that in raising and teaching healthy, positive children we must focus on the Whole Child. Like adults, children are mental, physical, and emotional beings and as parents and teachers we need to address and develop all these areas of their lives. Focusing on just test taking skills in our schools is not enough. We must feed them whole foods and engage them in exercise to develop strong bodies and minds. We must teach them simple strategies backed by the latest research in neuroscience to develop mental muscle and a positive, happy mindset. We must teach them how to manage their emotions to reduce stress, overcome adversity and communicate effectively with others. After all 80% of adult success is determined by emotional intelligence and yet in most schools we are not teaching the emotional skills children need to succeed. When you see each child as a whole child, not just test taker or a physical body, you realize that we need a whole solution to teach and raise a whole child. PEP is the whole solution.

### **The PEP Solution**

PEP is a whole solution that works with all the people involved in raising and teaching whole children. We provide physical, mental and emotional development strategies, actions plans, lesson plans, and programs for parents, teachers, and school systems. Our programs develop: **Strong Bodies, Strong Minds and Emotional Power.**

*PEP helps schools cultivate more positive energy. Teachers become more energized and focused, students become more positive and healthy and parents become more involved and focused.*

### **PEP Objectives for Healthy, Positive Schools**

- Help principals and teachers cultivate more positive energy in schools.
- Teach children how to develop mental and emotional power.
- Replace soda and candy machines with water and healthy snacks.
- Require children to exercise daily at school by walking around a track 3 or 4 times.
- Improve the school lunch program with fresh, whole foods instead of fried processed foods.
- Ban junk food.

# Transform your School with PEP

Follow these simple steps to transform your school from POOPED to PEP.

## 1. Inform and Organize

- If you are a teacher or parent share this plan with your principal.
- Schedule a meeting and discuss the goals and objectives of PEP.
- Involve the head of the parent's organization in your meeting.
- Encourage the principal to adopt the PEP philosophy and action steps in your school.
- If the principal is on board your ability to make a change will be so much easier.

## 2. Explain Your Objectives

- Cultivate more Positive Energy among the teachers and students in your school.
- Teach children how to think positively and cultivate positive emotions.
- Ensure that children are getting enough exercise each day.
- Ban Junk Foods from your school.
- Replace soda machines with water vending machines and candy machines with vending machines that serve healthy snacks.
- Improve the School lunch program.

Once the Principal adopts the PEP program you can take the following action steps together.

## 3. Add some PEP to your Teachers' Step

1. Ask each Teacher to read this plan.
2. Buy a copy of Jon Gordon's books *The 10-Minute Energy Solution* and *Energy Addict: 101 Physical Mental and Spiritual Ways to Energize your Life* for each teacher. Encourage each teacher to read the books and follow the action steps and plans within the books.
3. Organize a walking club. Schedule 3 walking times each day for teachers to walk together. (Morning, Lunch, After School)
4. Invite Jon Gordon or a member of his staff to speak to your teachers.

## 4. Add some PEP to your Parents' Step

- Organize a school/ PTO sponsored Raising Healthy, Positive Kids Seminar. Have Jon or a member of his staff speak. Or give away a copy of Jon Gordon's Healthy, Positive Kids Seminar DVD to each parent.
- Invite parents, teachers and students to the event.
- Provide incentives for them to come. I.e. contests, critical information, prizes.
- Give a copy of this 7 Step Plan to each parent.
- Encourage them to get involved and share the positive energy.
- Unite the community around the central idea of raising healthy, positive children

## **5. Add some PEP to your Students' Step**

- Each day have your students walk around a running track 3 or 4 times.
- If you do not have a running track, then follow the example of Ponte Vedra Elementary school. They planted 4 trees in the shape of a big rectangle and they call it a Tree Track. The children run around the tree track every day to get their exercise.
- Download the PEP lesson plans at [www.positiveenergyprogram.com](http://www.positiveenergyprogram.com) to help students cultivate positive thoughts and emotions.

## **6. Ban the Junk**

- Replace soda vending machines with water vending machines. It's as simple as Dasani instead of Coke or Aquafina instead of Pepsi.
- Replace candy and unhealthy snacks with all natural healthy snacks.
- Meet with vending companies and choose healthier suppliers.
- Understand that many school districts generate large sums of money from beverage contracts with companies such as Coke and Pepsi so they are reluctant to make changes. However many schools have been able to maintain or increase revenue by selling healthier alternatives. Visit [www.actionforhealthykids.org](http://www.actionforhealthykids.org) for a list of success stories.
- Eliminate junk food from the cafeteria line.
- Ask parents to bring in healthy snacks for their children instead of junk food.
- Lobby your state government officials and school board to follow the lead of Arizona which recently banned junk food in schools.
- Sign our petition at [www.positiveenergyprogram.com](http://www.positiveenergyprogram.com)

## **7. Improve your School Lunch Program**

- Examine your school lunch menu and identify healthy versus unhealthy foods. Ask your self, "Does it come from nature or is it manufactured in a plant. Is it baked or fried. Is it fresh or frozen?"
- Decide that your goal is to make changes not enemies. Find the decision makers and explain why it is important to feed our children nutritious food.
- Organize a group of parents committed to this cause.
- Meet with the principal and the schools food service provider. Determine if and what healthy options are available.
- Visit [www.positiveenergyprogram.com](http://www.positiveenergyprogram.com) for healthy meal plans.
- If no healthy options are available from the service provider then persuade the school district to switch to a food provider that will serve healthy meals.
- Visit [www.actionforhealthykids.org](http://www.actionforhealthykids.org) for success stories of schools that have made the switch.
- Determine the decision makers in your school district and lobby them to make a stand for your child's health.
- Work with your food service provider to offer one organic option per day. And make sure the organic choice is a meal that children love. For example, you can do organic pizza that tastes incredible. Or organic Macaroni and Cheese made with real cheese, organic pasta and a side of organic vegetables.



## 8. Share the Positive Energy.

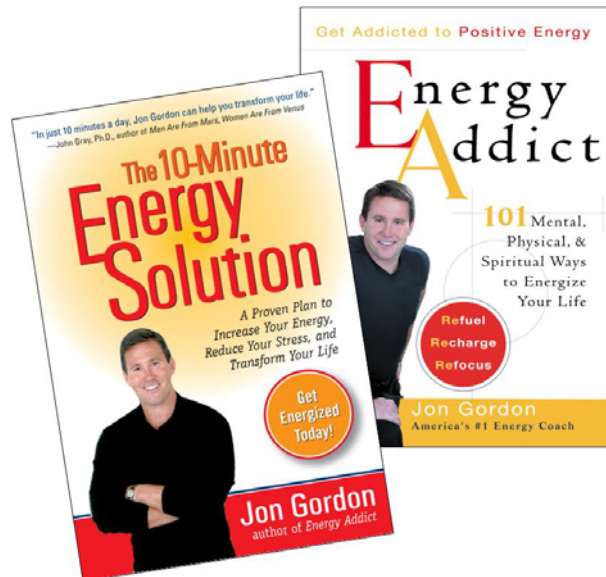
- Get involved with our annual Positive Energy Day. [www.positivenergyday.com](http://www.positivenergyday.com). All you need is your positive energy and your desire to make a difference.
- Start a PEP Club in your school. Hold weekly meetings and discuss ways to make your school more positive. Visit [www.positiveenergyprogram.com](http://www.positiveenergyprogram.com) for a free starter's kit.

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### About Jon Gordon

Jon Gordon energizes millions of people around the world every year. He was recently featured on The NBC Today Show as part of a 4 week series he helped create called **Get Energized Today**.

Jon is the best selling author of *Energy Addict: 101 Physical, Mental and Spiritual Ways to Energize Your Life* (Perigee, Sept. 2004) and his latest book *The 10-Minute Energy Solution* (Putnam, January 2006).



Jon's energy coaching has increased the mental, physical and emotional energy of people from all walks of life. From corporate executives, athletes, and artists to Moms and Dads who need to recharge their batteries, Jon's simple, powerful tips have produced life changing results. Jon has served as an energy coach to organizations such as The PGA Tour, The Jacksonville Jaguars, GE, Wachovia Bank, Cingular Wireless, State Farm Insurance, The United Way, and the Super Bowl Host Committee. Jon and his energy tips have been featured nationally in publications such as WebMD, Men's Health, Body and Soul, Self Magazine, Let's Live, Women's Day, Oxygen Magazine and Red Book.

Jon's website, [www.JonGordon.com](http://www.JonGordon.com) has served as an online resource for people around the world looking to increase their energy and his energy tips have been seen and heard on hundreds of radio and television stations throughout the country.

Jon is the co-founder of [PEP \(Positive Energy Program\)](http://www.PositiveEnergyProgram.com), a non-profit 501C3 initiative whose mission is to create and fund programs that help children enhance their health, wellness and positive energy.

Jon is a graduate of Cornell University and holds a Masters in teaching from Emory University. He lives in Ponte Vedra Beach, Florida with his wife and two children.

Visit Jon at [www.JonGordon.com](http://www.JonGordon.com)