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PRESS RELEASE:

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MCBC Engages Students in a Video Contest to 'Rethink their Drink'

Six local students participated

Madelia, Minn. - A local community group working to reduce the consumption of sugar-sweetened beverages in Madelia, developed a video contest, giving high school students the opportunity to create an example of what it means to 'Rethink Your Drink.'

The contest was part of the work of the Madelia Community-Based Collaborative (MCBC), which has partnered with the Statewide Health Improvement Program (SHIP) in Faribault, Martin & Watonwan Counties to implement a series of strategies to increase access to healthy beverages in Madelia. One strategy they are implementing is to educate students about the importance of reducing sugar sweetened beverage consumption.

MCBC worked with Madelia High School to host the video contest. All students in the Media Literacy class were invited to participate, and the contest was administered through the Media Literacy teacher, Meagan Lord. Six students submitted a video. Contest winners will be announced on January 9, 2015 at 11 a.m. at Madelia High School. Winners will receive gift cards and Rethink Your Drink fruit-infused water bottles. Additionally, MCBC plans to use the video as part of their education campaign related to drinking sugar-sweetened beverages.

Reducing the amount of sugary beverages children and adults drink is one strategy to reduce chronic health problems and obesity. According to a recent community-health assessment, conducted by the Madelia Community Hospital & Clinic, the top three health concerns of local residents are obesity, cancer and diabetes. Those concerns are well founded. According to the County Health Rankings, 28 percent of adults in Watonwan County are obese and the rates of cancer and diabetes are higher than the state average. There is a direct link between obesity and disease and the consumption of sugary beverages. For example, people who consume one to two cans or more of sugary beverages daily have a 26% greater risk of developing type 2 diabetes than people who rarely have such drinks.

MCBC is working toward the goal of improving the health and well-being of the citizens and families in Madelia. The local group currently includes broad community representation consisting of members from the Madelia Community Hospital & Clinic, Madelia School District, Tony Downs Food Company, Public Health, Glen Taylor Nursing Institute for Family and Society, Minnesota State

University, Mankato Nursing Program, Luther Memorial Home, Madelia Chamber of Commerce and Watonwan County Vision for Families and Children.

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