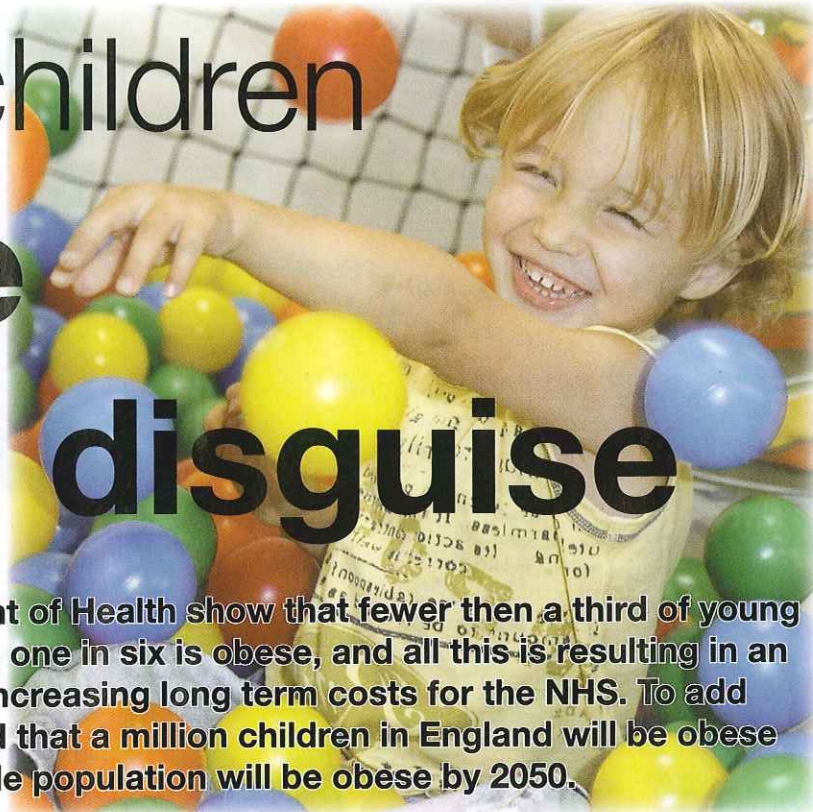


Give your children exercise in disguise



Reports from the UK Department of Health show that fewer than a third of young children are sufficiently active, one in six is obese, and all this is resulting in an alarming rise in ill health and increasing long term costs for the NHS. To add weight to the argument it is predicted that a million children in England will be obese within five years and 50% of the whole population will be obese by 2050.

The problem is two fold, firstly the popularity of screen based entertainment means that as a society our activity levels are not high enough, and secondly poor diet is to blame as Jamie Oliver's recent crusades have highlighted. However, there is little point in healthy eating if this is not combined with increased physical activity levels and so called energy-out activities. It is not a case of either; or, parents must encourage and support both of these goals in a way that is engaging for their children. This is where indoor play

centres come into their own...

Kids develop socially, physically and emotionally through play...

The Solution

The benefits of indoor play are vast. When children go to play centres it is a really great form of exercise for them.

Importantly the parents can relax (or play too!) knowing that their children are playing in a secure environment where safety is of primary importance. Janice Dunphy, chair of the Play Providers Association (PPA) commented "*Kids develop socially, physically and emotionally through play, and we have coined*

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www.portsladesportscentre.co.uk

ABC

Need to tell parents in Sussex about your business?
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(01273) 542257

Can we play mum?

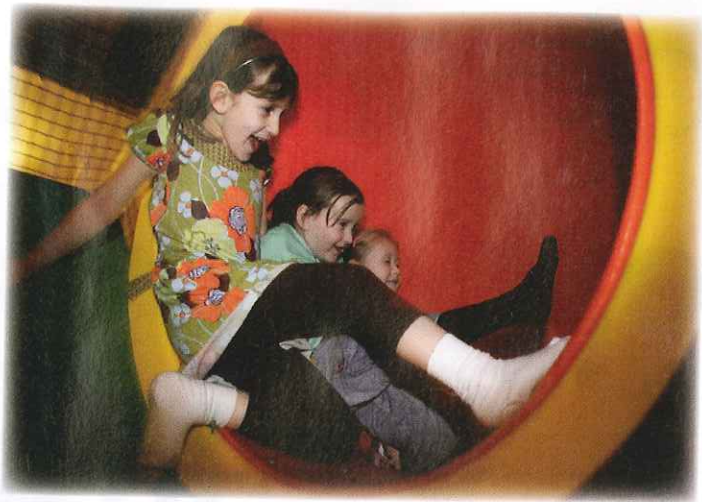
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the term "exercise in disguise" to describe what our members offer - as the children have such fun, they don't realise the great benefit it has on their long term health."


In today's digital age of video games and television, it's very easy to lose sight of the short and long term health benefits of physical activity for children. As adults, many of us started the New Year with resolutions of a healthier lifestyle, but do we make the same promises for our children? Promoting exercise and healthy living from an early age gives children a better chance of growing into fit and healthy adults and indoor play provides us with the opportunity to give our children the benefits of activity - working at their own pace and taking calculated risks in exciting centres.

The 'Eat Well, Move More and Live Longer' message is key at the moment and provides the tag line for the Department of Health's new Change 4 Life initiative which is being supported by PPA members. Play operators hope

that by encouraging children to be healthy and active as preschoolers, we can help prevent obesity in later life. Play is after all developing all the key skills required in a whole variety of sports in later life.

...working at their own pace and taking calculated risks in exciting centres.

The Play Providers Association (PPA) was formed to represent the operators of indoor play centres and to promote high standards of quality and service.

By visiting a PPA member you can be reassured that appropriate insurance is in place, the equipment is well maintained and checked by an independent person as defined in the PPA code of practice and staff are CRB checked / first aid trained where appropriate. The PPA is the sign of a better play centre and you can find your nearest PPA member at www.playproviders.org.uk. We have members right across the UK providing you and your children with great facilities and excellent value. Now go play! 



Do you run a business in Sussex which you want to tell local parents about?

Talk to **ABC** we can ensure local parents know about you - (01273) 542257