



# BCHD PRESS RELEASE

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## **FOR IMMEDIATE RELEASE:**

### **Get Fresh Baltimore Campaign Engages 2,000 Public School Students In Creating Healthy Food Advertising**

#### **250 student ads will appear on MTA busses through October**

**BALTIMORE, MD** – Mayor Stephanie Rawlings-Blake today announced the start of the Get Fresh Baltimore healthy food advertising campaign. More than 2,000 city public school students in grades kindergarten through five participated in creating healthy food ads, 250 of which will be displayed on MTA busses through the fall.

“As a working mother, I know the challenges families face in finding the time to prepare healthy, home-cooked meals,” said Mayor Stephanie Rawlings-Blake. “This campaign, created by youth and targeted at youth, demonstrates that healthy fruits and vegetables are widely available, they’re easy to prepare, and they’re not as expensive as people think. I applaud the 2,000 youth who participated and are helping make a difference.”

The Get Fresh Baltimore campaign enhances awareness, action and engagement of children and adults to increase access to healthy affordable food in Baltimore. Ubiquitous unhealthy food advertising is helping driving the nation’s obesity epidemic. In Baltimore City, 1 in 3 children is overweight. Additionally, 37 percent of Baltimore City high school students are overweight compared to 29 percent of their counterparts in Maryland. Obese children are more at risk for cardiovascular disease including high blood pressure, diabetes, asthma and sleep apnea.

“The strategy for this campaign is for all the students to be ‘winners’ to increase the likelihood the youth will talk with their family and friends about their campaign ad and to show the youth that they can make a difference and influence others to eat more healthy fruits and vegetables,” said Baltimore Food Policy Director Holly Freishtat.

“The greatest wealth is health. Through the Get Fresh Baltimore program, our students learned the importance of eating healthy all year round,” said Moravia Park Elementary/Middle School Principal Debra Brooks.

Get Fresh Baltimore in the schools teaches food media literacy and aims to develop critical thinking skills regarding the influence of media on food choices. In partnership with the University of Maryland Extension Food Supplement Nutrition Education

(FSNE) program, students at four elementary schools analyzed food ads, created their own fruit and vegetable ads, prepared a recipe, and participated in the FSNE “Read for Health” program.

“Through the Get Fresh Baltimore campaign, students learned the difference between healthy and unhealthy food advertisements, but also that they can influence others not just verbally or by their actions, but by expressing themselves through their art work,” said Karen Turner, Food Supplement Nutrition Educator from University of Maryland Extension. “I believe these posters will motivate others to choose fresh fruits and vegetables as a healthier option, in comparison to the unhealthy ads that flood our market today.”

The Get Fresh Baltimore campaign is made possible by a \$234,000 grant from Kaiser Permanente of the Mid-Atlantic States to Associated Black Charities.

“Kaiser Permanente is proud to be a key supporter of Get Fresh Baltimore. By funding and designing community health initiatives such as the healthy ad campaign, we are transforming the health of young people in the communities we serve,” said Maritha Gay, Senior Director of External Affairs, Kaiser Permanente Health Plan of the Mid-Atlantic States Region. “This ad campaign will encourage young people and adults to take a healthy eating, active living approach to total health.”

To learn more about Get Fresh Baltimore, please visit [www.getfreshbaltimore.com](http://www.getfreshbaltimore.com).

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