

Dear Public Service Advertisement Director,

Let's re-write that old adage, "the family that plays together ... saves their bones together." Okay, that may not be as catchy, but it is true! In fact, if people let their bones be lazy, they actually get lazybones - weak bones with less bone mass to count on into the future.

If your viewers want strong bones, they have to use them! Bone is a living tissue that constantly reforms based on the everyday stress placed on it. And, the bone mass gained through healthy diet and physical activity during childhood helps determine how healthy bones will be throughout life.

Please share this humorous spot "Lazybones" with your viewers, featuring the music of Leon Redbone's Lazybones, and encourage families to Get Up, Get Out, and Get Moving! for better musculoskeletal health.

When parents get active, kids think it looks like fun and they learn healthy habits, too. Orthopaedic surgeons urge:

- Every person to get at least 35-60 minutes of weight-bearing physical activity daily.
- Find a way to make it fun! Choose games and activities that the whole family can enjoy.
- Schedule activity for yourself and your kids.

According to the Centers for Disease Control and Prevention, more than two-thirds of all Americans are overweight. Research shows that the health benefits of daily activity are significant and the amount of exercise a person gets, beginning in childhood, affects bones, muscles, joints, mental outlook, learning ability, behavior, weight and even life expectancy.

Together we can reverse the problems associated with inactivity. We greatly appreciate your support of our PSAs.

Sincerely,

Sandra R. Gordon

Sandra R. Gordon
Director, Public Relations
American Academy of Orthopaedic Surgeons

P.O. Box 769
Wainscott, NY
11975

VVH-TV
Hamptons Television
A VIDEO VOICE, INC. COMPANY

VVH.COM

American Academy of Orthopaedic Surgeons
6300 North River Road • Rosemont, IL 60018-4262
phone 847-823-7186 • fax 847-823-7268
orthoimfo.org
an Illinois 501(c)(3) nonprofit corporation
FIN 36-2110592

TV PSAs

"LAZY BONES"
:60/:30/:15

BENEFITS OF PHYSICAL ACTIVITY

The American Academy of Orthopaedic Surgeons (AAOS) urges you and your family to *Get Up! Get Out! Get Moving!*

- Commit to at least 35-60 minutes of physical activity daily to maximize musculoskeletal health and control body weight.
- Help your kids develop healthy habits to also influence their behavior in adulthood.
- Healthy bone mass can prevent conditions such as osteoporosis later in life.
- Regular, moderate exercise can improve arthritis pain and mobility.
- Research shows physical activity strengthens the heart and lungs, lowers blood pressure, improves muscle strength and flexibility, reduces stress and depression, helps control weight and improves sleep.

Exercise Can Be Fun for Parents, Too!

TIPS TO GET YOURSELF — AND YOUR FAMILY — MOVING:

- Put the emphasis on the fun rather than on the winning. Invite your friends and family to join you to make it more fun. Challenge yourself with new activities or make a weekly goal you can build upon each week and stick to it!
- Be a role model. Join children for a bike ride, a ball game or a long walk. Show them how much you enjoy being active.
- Use physical activity as a reward. Plan a family trip to the park.
- Make exercise part of everyone's daily routine. Chores such as raking leaves, painting, or walking the dog are great ways to increase physical activity.
- Schedule physical activity. Think about planning activities in 1-15 minute blocks of time throughout the day.
- Make it easy to be active. Plan indoor areas for physical activity.
- Make it fun to be active. Select toys and gifts that promote physical activity.



SINGER: Lazy Bones, loafin' through the day. Always seems to find the easy way.



Movin' like you're old and gray. Never heard a word I say.



ANNCR VO: All over America entire families are backsliding. We're no longer sedentary, we're statiohary.



And that's bad news for your bones.



At any age, bones need weight bearing activity to grow strong and stay strong. So go outside, take the steps, play with the dog. Just get up, get out, get moving.



SINGER: Never keep your bones that way. Never heard a word I say.



(SEX: AUTOMATIC BALL THROWER)



ANNCR VO: A public service message from the American Academy of Orthopaedic Surgeons.