



FOR IMMEDIATE RELEASE

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**ST. JOSEPH HEALTH SYSTEM UNVEILS HEALTHY FOR LIFE RECIPES
AS PART OF CAMPAIGN TO HELP FIGHTS CHILDHOOD OBESITY**

**26 Healthy, Easy, Quick Recipes developed by renowned
Chefs Jaime Martín del Campo and Ramiro Arvizu**

Twitter Pitch: @hlthyforlife St. Joseph Health System Unveils 26 Healthy Mexican Food Recipes
www.healthyforlifeonline.org

ORANGE, Calif. - Getting your children to trade in that tamale for a Jicama Popsicle this summer just got a lot easier, thanks to St. Joseph Health System's (SJHS) Healthy for Life Campaign, a new initiative aimed to improve the obesity rate among at-risk youth and their families.

As part of this campaign, SJHS has partnered with celebrity Mexican food chefs Jaime Martín del Campo and Ramiro Arvizu, owners of the award-winning restaurant La Casita Mexicana, to developed a series of recipes for children and their families that are easy, taste great and healthy. These new recipes can be downloaded for free at www.healthyforlifeonline.org.

Healthy for Life is a comprehensive social and healthcare outreach campaign designed to fight the childhood obesity epidemic that plagues an estimated 9 million American children with Hispanic and Native American children having the highest rates of childhood obesity than other ethnicities.

“It is alarming that so many children are obese because it is a health condition that can be prevented and reversed,” says Azhar Qureshi, M.D., senior vice president of community of health at St. Joseph Health System, which launched the Healthy for Life program in March. “Healthy for Life is a culturally sensitive program that provides parents and children the tools and knowledge to help them chose a healthier lifestyle.”

St. Joseph Health System developed this unique partnership with Chefs Jaime and Ramiro, who have been featured on the Today show and Throw down with Bobby Flay, to provide families a healthier alternative when preparing Mexican food with spices and seasoning unique to the Latino culture and heritage.

“Chef Jaime and I have a lifelong love for food and cooking,” says Chef Ramiro. “Our happiest memories are in the kitchen and at the table eating with our friends and families. The array of flavors and spices in the recipes are of the traditional dishes that our mother and grandmother prepared, but without the fat. It will only take you one bite for you to realize how delicious healthy Mexican food can be.”

The chefs developed 26 traditional Mexican recipes for the campaign that include soups, salads, main courses, breakfast dishes and deserts that taste like traditional cuisine without added fat or calories.

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“The most popular dish that we created is the Jicama Popsicle,” says Chef Jaime. “Children of all ages love eating it. It’s even simple to make—slice and peel a raw Jicama, insert a popsicle stick into the Jicama and season with lime and red pepper flakes. It’s a fun way to eat vegetables.”

To download these recipes for free, visit www.healthyforlifeonline.org.

Statistics from the Centers for Disease Control

- The prevalence of obesity among children aged 6 to 11 more than doubled in the past 20 years, going from 6.5% in 1980 to 17.0% in 2006. The rate among adolescents aged 12 to 19 more than tripled, increasing from 5% to 17.6%.
- An estimated 61% of obese young people have at least one additional risk factor for heart disease, such as high cholesterol or high blood pressure.
- Children who are obese are at greater risk for bone and joint problems, sleep apnea, and social and psychological problems such as stigmatization and poor self-esteem.
- Obese young people are more likely than children of normal weight to become overweight or obese adults.
- Healthy lifestyle habits, including healthy eating and physical activity, can lower the risk of becoming obese and developing related diseases.

St. Joseph Health System (SJHS) is an integrated healthcare delivery organization that exists to extend the healing ministry of Jesus in the tradition of the Sisters of St. Joseph of Orange. SJHS provides a broad range of medical services within three geographic regions -- Northern California, Southern California and West Texas/Eastern New Mexico. With total revenues of \$3.9 billion, the system family is enriched by the services of more than 24,000 employees and includes 14 hospitals and three home health agencies, as well as hospice care, outpatient services, skilled nursing facilities and physician organizations. In 2008, SJHS provided more than \$267 million in community benefit and care for the poor services.

MEDIA RESOURCES

YouTube Healthy For Life Video with Chef footage:

http://www.youtube.com/watch?v=vpi5N3cVpPc&url=http%3A%2F%2Fwww%2Ehealthyforlifeonline%2Eorg%2F&feature=player_embedded

Twitter: @hlthyforlife

Facebook: www.facebook.com/group.php?gid=124547940093

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