

For immediate release

Sharon Castlen
800-949-4416 ibmarket@optonline.net

Fit Kids Without a Fight!

Over thirty percent of children are overweight—in fact, the rate of overweight children has nearly tripled in the last twenty years! Overweight teens suffer from type II Diabetes, high blood pressure, high cholesterol and other medical complications, previously reserved for adults. In addition overweight children and teens struggle with low self-esteem, social difficulties and body image problems. Kids today eat less healthily and are more sedentary than any prior generation. Most upsetting is that **parents don't know what to do to help their overweight children become healthier!**

Dr. Susan's Kids-Only Weight Loss Guide: The Parent's Action Plan for Success provides the solution that parents seek! Nationally recognized psychologist, Dr. Susan Bartell offers parents practical advice and solutions about how to encourage children to eat more healthily, become more physically active and lose weight—all without a fight!

A well written, practical guide on a key topic for this generation: pediatric overweight and obesity. Dr. Susan deals directly and succinctly with both the myths and the realities of the factors in kids' lives that affect their weight. As a pediatrician who specializes in nutrition and prevention I will use this book to help parents of already overweight youngsters as well as to help families whose children are at risk but not overweight in order to help them prevent excess weight gain. **Marc S Jacobson MD**, Professor of Pediatrics and Epidemiology, Albert Einstein College of Medicine; Director, Center for Atherosclerosis Prevention, Schneider Children's Hospital.

Dr. Susan's Kids-Only Weight Loss Guide is packed with tips, ideas and easy to accomplish solutions that really work. She teaches parents about family patterns that cause kids to become overweight and how to break them; easy, practical ways to bring exercise into a busy parent's and child's life without causing arguments; detrimental media influences that contribute to weight gain—websites that promote junk food; long hours of TV viewing; and ways to combat these (e.g. "Commercial Break Olympics"); surprising lessons about how emotional eating starts in childhood and the way parents can stop it from happening; ways parents can prevent a child from developing an eating disorder and recognize early signs.

Following the success of her Girls Advisory Group in *Dr. Susan's Girls Only Weight Loss Guide*, Dr. Susan formed a Parents Advisory Group for the current title—a group of parents, with varied backgrounds, who consulted with Dr. Susan on the writing of this book. They read every page and offered suggestions, helping parents to truly feel that they are not alone in their struggles having an overweight child. In addition several medical, nutritional, exercise and media experts enhanced Dr. Bartell's expertise, giving the book a well-rounded and comprehensive level of knowledge and information.

Dr. Bartell is a frequent expert in national print, radio and TV media, appearing as a regular guest on CNN, and FOX including *The O'Reilly Factor* and *Hannity and Colmes* as well as on local TV across the nation. This is Dr. Bartell's fourth book. It is a follow-up to *Dr. Susan's Girls-Only Weight Loss Guide: The Easy, Fun Way to Look and Feel Good!*. Dr. Susan's earlier two books include: *Stepliving for Teens* and *Mommy or Daddy: Whose side am I on?*.

Dr. Susan's Kids-Only Weight Loss Guide: The Parent's Action Plan for Success retails for \$12.95 nationwide through local bookstores as well as online retailers.

#

#

#