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Children's Goes National in Establishing Health Crisis Related to Childhood Obesity

Friday, May 6, Ron Frieson, Children's SVP, External Affairs, appeared on NBC's *Today Show* to speak on behalf of Children's and our effort to raise awareness about the health issues related to childhood obesity.



Strong4Life is Children's effort to turn the tide on childhood obesity with Georgia's kids. The program is evidence-based, and provides tools and resources for families and physicians to help families easily integrate healthy, sustainable habits into their lifestyles. In both communities, a provocative ad campaign led the pilots to raise awareness of the growing crisis of childhood obesity in Georgia. Children's is learning from these pilots, and had hoped to keep the awareness phase in the pilot markets, though had anticipated it could gain national attention before the pilots were over.

And that's just what happened. The *Today Show* invited Ron and Maya, one of the children participating in Strong4Life, to appear on the show today to talk about how Children's is helping children reach their health goals.

Children's was planning to announce our obesity campaign to employees this summer when it comes to the Atlanta metropolitan area, but the national publicity from our pilot launches have accelerated our plans and have given us a unique and important opportunity to raise awareness about the health crisis in Georgia.

To support Children's in this effort, please visit our Facebook page (www.facebook.com/ChildrensHealthcareofAtlanta) in your free time and join in the conversation and "Like" Children's.

In addition, this Monday, May 9, Donna will stand beside Governor Nathan Deal in White County as he announces the statewide implementation of the SHAPE Act, which focuses on student health and wellness by requiring all students in a physical education course to receive an annual fitness assessment. Donna will provide a few comments on our childhood obesity efforts, including the importance of awareness and the introduction of our solution, Strong4Life.

Watch the video of this morning's broadcast on the *Today Show*.

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Register for IM Connect to Send or Retrieve Boxes from Iron Mountain

As of June 1, 2011, employees will not be able to retrieve or send boxes to Iron Mountain unless they use IM Connect, Iron Mountain's online tool that allows account users to manage all their document storage needs.

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Aflac Cancer Center Launches SurvivorLink for Patients

The Aflac Cancer Center recently launched the [SurvivorLink](#) information technology system—a crucial tool to help physicians, clinical staff and patient families ensure childhood cancer survivors have optimal health and quality of life.

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Clinical Staff: Take Our Vaccination Survey for a Chance to Win a \$25 Gift Card

Take this short quiz to be entered into a drawing to win one of three \$25 gift cards.

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Congratulations DAISY Award Winners

Congratulations to DAISY Award winners **Lauren Cunningham, Ann Railey and Natalie Tillman.**

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Today Marks the Start of Nurses Week—Thank You for All That You Do

Children's is celebrating National Nurses Week May 6–12. In appreciation of all you do to make a difference in the lives of children each and every day, Children's is hosting several