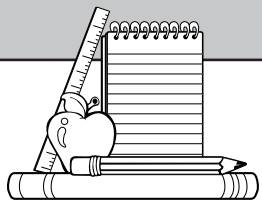


## Chalk Talk

Chalk Talk is a column of information about Vernonia schools. This column was provided by Superintendent Dr. Ken Cox.



The first day of school has come and gone. Senator Betsy Johnson and Commissioner Tony Hyde handed out apples and pencils to all the students Tuesday morning. We had an all school assembly first thing and were able to fit all our students in the commons quite handily. We were happy to receive a \$10,000 check from Fred Meyers for the project. We can all be proud of the new schools.

The first day's traffic also went well, with everyone learning how to negotiate the turns in the parking lot. We are going to make some traffic changes as quickly as we can to help alleviate the congestion and hope you can be patient in the meantime. Please keep your eyes out for students as you come down Missouri Avenue. Also, we have placed cones blocking access to St. Mary's church parking lot as that should not be used to drop off students. We are trying to be good neighbors and want everyone on Missouri to know that we will work with you as best we can.

A great big Thank You to our community for your continued support of our new schools. It was great seeing so many smiles on the first day of school. We are not over the finish line yet, but are nearly there. In my next article I will share with you just where we are and what is left to do.

## Car seat checkup in St. Helens on September 22

There will be a child car seat checkup and installation on Saturday, September 22, from 11:00 a.m. to 1:00 p.m. at Emmert Motors, 2175 Columbia Blvd., St. Helens. This event is sponsored by Emmert Motors.

Safety tips – Never leave infants or young children unattended in a vehicle, even if you leave the windows partly open or the air conditioning on. You run the risk of losing a child to heatstroke because kids are more sensitive to rising temperatures than adults.

If you see a child alone in a

hot vehicle, call 9-1-1 or your local emergency number immediately. If the child is in distress due to heat, get him out as quickly as possible. Cool the child rapidly by spraying him with cool water or with a garden hose. Do not use ice.

Remember: Kids in hot cars are a deadly combination.

Safe Kids Columbia County is an initiative of the Columbia County Commission on Children and Families and works in partnership with Community Action Team and Columbia County Transit Division.

## Head Start now taking applications

Head Start, a federally funded pre-school program, is seeking students for the 2012-2013 school year. Applications are being taken from all three and four year olds in Columbia County. Recruitment for fall enrollment is now in progress. If parents are interested in enrollment information they are urged to phone immediately.

Perspective students must be three or four years old by September 1. Children must be from limited income households or have a disability and/or special needs to qualify.

Head Start incorporates a total family program that includes nutrition, education, medical and dental services for the enrolled child and home

visitations. USDA approved meals are served. Training on various subjects and on-the-job training is offered to all enrolled families. Transportation is not available.

The U. S. Dept. of Agriculture (USDA) and the State of Oregon prohibit discrimination in all USDA programs and activities on the basis of race, color, national origin, sex, religion, age or disability.

The Vernonia Center is located in the Blue Heron Hollow apartment complex. Families who live in the Mist, Birkenfeld and Vernonia areas may phone 503-429-9243 for more information.

The Clatskanie Center is located behind the high school in

Clatskanie. Families in the Clatskanie, Quincy, Westport and Knappa areas may phone 503-728-2940 for more information.

The Rainier Center is located in the Riverside Church building. Families in the Rainier and Goble area may phone 503-556-2807 for more information.

Students in the St. Helens area attend class at the center on Columbia Blvd. next to Mc Bride School. Families may contact 503-397-4114 for more information.

Head Start is an agency of Community Action Team, Inc., serving Clatsop, Columbia and Tillamook counties.

## Take control of marketing to children

Take this simple test. Ask a young child to identify a picture of George Washington, the first President of the United States, and another of Ronald McDonald™, icon of the fast-food restaurant chain. Most likely, George Washington will be unrecognized by your children. This informal survey was shown in the film documentary, *Super Size Me*. The film explored the role the fast food restaurant has in influencing the way we eat. In turn, the survey was a powerful illustration of the influence that media marketing plays on our children's young minds.

It is estimated that the typical child sees about 40,000 ads a year on TV and that the majority of the ads targeted to kids are for candy, cereal, soda and fast food as reported by the Kaiser Family Foundation. The report concludes that the majority of children, who spend the most time with the media, particularly watching television, are more likely to be overweight. The exposure to the food commercials influence children's food preferences

that are in themselves inconsistent with the national dietary recommendations.

The food industry understands and puts to work the marketing concept of "imprinting" or "brand-loyalty" that begins at a very early age. "Food marketers are interested in youth as consumers because of their spending power, their purchasing influence, and as future adult consumers" as stated by researchers Mary Story and Simone French, from the University of Minnesota.

Media takes many forms aside from TV, newspaper, magazines, the internet, and radio. Advertising and marketing directly in public schools has grown in the last 10 years. Schools offer a "captured" audience able to reach large numbers of children and adolescents in a contained setting, and schools are financially vulnerable due to chronic funding shortages.

Marketing to our children in schools exists by the following examples:

- exclusive soft drink contracts where only one soda

vendor is allowed to be sold in schools,

- book and file folder covers with brand names and logos,
- short-term sales of candy, pizza, or cookie dough,
- displays, billboards and signs in school halls, gymnasiums and gymnasium score boards, or on school buses advertising a particular soda, candy or snack;
- classroom rewards and fundraisers such as Pizza Hut's Book-it Program and McDonald's McTeacher Nights.

Parents can begin to take back control by establishing new rules in their own homes. Here are some ideas:

Sit less. Sitting and watching TV burns less calories – not only less that when playing, but even less than when reading or "doing nothing". In fact, watching TV burns as few calories as sleeping. A reasonable goal is no more than two hours a day. Another idea is to take the TV out of your child's bedroom.

Encourage imaginative play. Depending on the age of the child, playing with Legos, sidewalk chalk, reading a book, playing a game or doing a puzzle are just a few of many things to do. Boredom can lead to ideas for filling free time with the right parental encouragement.

Move more. Lead the way and be active together. Make physical activity a part of each day. Walk with your child to school, enjoy family walks in the evening or play at the park.

See Fight on page 14

## Pet of the Month

Find the pet that's right for you at the Columbia Humane Society  
2084 Oregon Street, St. Helens. Phone 503-397-4353  
Open Mon - Fri 1 pm to 5 pm & Saturday, 11 am to 5 pm



We believe Cimarron is a lab/shepherd mix about 2-3 years old and 60 lbs. At first he was a little shy, but now he is turning out to be a real clown. He loves attention. He is a real gentleman with other dogs. He is going to require daily exercise and room to run. He loves toys. If you're looking for a great addition to your family then this is your guy!

The Columbia Humane Society is a No-Kill non-profit shelter dedicated to helping friends find each other since 1985.

This Month's Pet is Sponsored by:

**THE INDEPENDENT** News & Information you can use

## Vernonia Community Preschool Open House

11 am to 1 pm Wednesday, September 19th  
Vernonia Community Church 957 State Ave

Preschool starts on October 1st Space is limited!

Tuition is \$70 per month

Call Amy Cieloha at 503-429-0745 or 503-927-7455