



# North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

## Contact:

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## MEDIA ADVISORY

- What:** Annual North East ISD Health and Wellness Education Fair, a **free event open to the community** to provide education on health-related issues.
- Who:** NEISD students, parents, and nurses; community members; H-E-B pharmacists; and health vendors including Blue Cross Blue Shield, Care Link, CHIP, Humana Vision, KeenHanz, San Antonio Metro Health, Sole Support Medical, American Cancer Society, American Diabetes Association, and DGD Cetero Research.
- When:** October 9, 2010; 9 a.m.- 12 p.m.
- Where:** Blossom Athletic Center, 12002 Jones Maltsberger Rd. **Media will need to ask accompanying parents for permission to film/interview/photograph students.**
- Why:** The fair is part of NEISD's wellness initiative to provide a healthy environment throughout the district. To encourage families to be proactive about their health, the district has organized this fair to offer information and education on health care, diabetes education/foot care, dental care, asthma management, sleep apnea, cancer awareness, CHIP/Medicaid, heart health, nutrition, and many more related issues. Free health screenings will be offered, including Body Mass Index, vision/glaucoma checks, body fat percentage, cholesterol, and glucose. Flu shots will be offered free of charge to NEISD employees and for \$25 to non-employees.
- Visuals:** Free health screenings will be administered, health experts will give presentations, vendors will have information booths, asthma educators will offer hands-on demonstrations on how to use asthma medications, nebulizers and inhalers; and elementary jump rope teams and high school spirit teams will perform. There will also be a rock-climbing wall and moon bounce. Free information and goodie bags will also be available to participants.
- Other:** There are more than 6,000 NEISD students diagnosed with asthma – it is also the most common reason for student absenteeism nation wide. According to the Centers for Disease Control and Prevention (CDC), the estimated cost of treating asthmatics younger than 18 years of age in the U.S. is \$3.2 billion per year. The CDC's current information states that 23.6 million Americans had diabetes in 2007. Direct medical costs totaled \$116 billion, indirect costs such as disability or work loss, totaled \$58 billion.

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### About NEISD:

North East ISD has more than 70 schools and magnet programs with an expected fall 2010 enrollment of more than 66,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, 87 percent of NEISD schools are rated Exemplary or Recognized. The district earned Recognized for the third year in a row. More information about NEISD can be found at [www.neisd.net](http://www.neisd.net).