



# MORE THAN A SPORTS PROGRAM



## THE PROBLEM: THE OBESITY EPIDEMIC

According to the NYC Dept. of Health: «Nearly half of all elementary school children and Head Start children in NYC do not have a healthy weight.. and one in four Head Start children, have obesity».

## THE PROGRAM

### ACTIVE PLUS: NOT JUST ANOTHER FITNESS PROGRAM

Most fitness programs offer only one sport or even a different sport every day, so depending on their skills, some kids may feel left out. «Our bread and butter is the Dynamic Warm-Up.» says Kitson. **«THE SKILLS WE TEACH TRANSFER TO ALL SPORTS AND TO ALL KIDS».**

### ACTIVE PLUS: FROM THE COMMUNITY & FOR THE COMMUNITY

At Active Plus, we believe **KIDS AND INSTRUCTORS SHOULD SHARE COMMON GROUND.** Just like the kids, our instructors come from and work in the communities they serve. We want **SUSTAINABILITY AND CONTINUITY,** so kids have access to our instructors for years to come.

### ACTIVE PLUS: THE «PLUS» MEANS HANDS-ON COOKING & NUTRITION EDUCATION

Active Plus’s professional chef Eileen Barrett says: **«NOT ONLY SHOULD YOU BE STAYING ACTIVE, YOU SHOULD BE PUTTING THINGS INTO YOUR BODY THAT MAKE YOU STRONGER».** First, we shop with the kids in their local food stores. Next, kids learn to choose the best fruits and vegetables. Finally, kids cook: hands-on lessons with simple, healthy recipes that they can bring home.

«At Active Plus,» says Executive Director Tarik Kitson, «we’re doing more than providing fitness and nutrition education, we’re doing emergency response work». The emergency is real and Active Plus always works in the vulnerable, ill-served communities where it’s the worst.

## THE IMPACT

What did our program evaluation’s say? What do the kids say? Kids were “very knowledgeable” about choosing healthy foods:

**«I REALIZED THAT I NEED TO EAT MORE HEALTHY AND TAKE CARE OF MYSELF».**

PRE-ACTIVE PLUS

29%

POST-ACTIVE PLUS

63%

Kids were «very knowledgeable» about exercise technique and form:

**«I GREW TO LIKE (THE) EXERCISES AND CHALLENGING MYSELF WHEN I FELT I COULDN’T DO SOMETHING».**

PRE-ACTIVE PLUS

20%

POST-ACTIVE PLUS

39%

CALL US

**WE CAN HELP YOUR SCHOOL OR CBO KEEP KIDS ACTIVE PLUS!**

## CONTACT INFO

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Active Plus is a registered 501(c)(3)

