INTRODUCING WORLD FIT®

A Project of the United States Olympians Association

Founded by: GARY W. HALL, MD, ANNE CRIBBS, DICK FOSBURY

and MICKI KING
Childhood obesity is a serious problem in the U.S.

About 32% or 25 million children and adolescents are obese or overweight.
For the first time in years, today’s children are not expected to outlive their parents.
Support From The Top

The seriousness of the obesity health risk has become a top priority with U.S. leaders, including:

- Government (CDC & Secretary of Education)
- Physicians (American Academy of Pediatrics)
- President Barack Obama creates Task Force on Childhood Obesity
A Congressional Resolution Is In The Works

- Working with legislators to draft resolution to obtain Congressional support of World Fit® program
- Collaborating with First Lady Michelle Obama on how to incorporate as part of Let’s Move!
The Facts

- Obesity rates have tripled since 1980
- More than a third of children over age two are obese
- Studies have shown that a child who is obese between the ages of 10 and 13 has an 80 percent chance of becoming an obese adult

Obesity is threatening the future of our children today and adults of tomorrow
Researchers who analyzed 20 years worth of data conclude that a "substantial" proportion of high blood pressure cases are associated with a lack of physical activity and not enough aerobic fitness.

More than 25% of America’s Health Care Costs are related to obesity
$147 billion annually

-- Northwestern University's Feinberg School of Medicine
June 2010
How Can We Fix The Problem?

- Expand Activity in Schools
- Educate about active lifestyles & healthy diet
- Advocate & Monitor increased physical activity
- Dissuade Sedentary Activities
- Provide Role Models
- Promote an Active Environment
A Successful Program Will:

- Be accessible to all communities
  - And reach parents through their children

- Coordinate strategy

- Identify key benchmarks

- Outline action plan

- Transparency of program structure

- Evidence-based and publishable results
World Fit® will help solve the problem.
World Fit® Mission:

The World Fit mission is to promote a culture of health and fitness for children. World Fit strives to eradicate both childhood obesity and the toll obesity has taken on families, society and healthcare systems. By providing a community-based, school exercise initiative, World Fit will achieve its mission, while also unifying Olympians and promoting Olympism worldwide.
What is World Fit®?

- World Fit® is a **Non Profit Program** initiated in 2006 by United States Olympians
- World Fit® **targets Middle School students** in America by focusing on fitness and exercise
- World Fit® works with **USA Olympians and Paralympians** as mentors and role models
- World Fit® has the **potential to be a global organization** and be implemented around the world
The World Fit® Program:

- Mentors students to embrace fitness
- Engages Olympians as inspiration
- Promotes Olympic Values: Excellence, Friendship, Respect & Fair Play
- Promotes physical fitness & healthy lifestyle
- Connects with students psychologically, academically, and technologically
How World Fit® Works

- **School registration** (Fall)
- **Six Week Walk kickoff** (Monday after Spring Break)
- **Students receive miles for sports activity and buddy system**
- **Students complete surveys**
- **Student registration** (Winter/Spring)
- **Students log miles daily on WorldFit.org**
- **Students and schools receive awards**
Why World Fit® Works

- It speaks the *same language as kids today* by tapping into their communication tools (computers, mobile phones, Facebook, Twitter)

- It dares to *set goals and holds kids accountable* for their actions

- It combines the *unique combination of competition, inspiration, education, technology and socialization* needed to achieve success
And World Fit® is Working!

- 750,000 miles
- 7,239 students
- 6 week walk
What Kids Are Saying…

It feels good logging my miles and being in first place!

I lost 15 pounds!

My favorite part of the World Fit® Program was that we got to take a break from sitting in a class all day. It was a great way for me to get more alert, so that I have better learning habits when I go back inside to learn.

My parents always encouraged me to get outside and get active, but I never used to listen to them that much. With World Fit®, it was the friendly competition that made me get up and exercise more, to beat the other schools, and my friends.

Being able to log what I do on a normal basis and to get rewarded. It feels nice to get credited for my everyday fitness!
Olympians take on childhood obesity through World Fit®, a program that encourages kids to walk

“For an extra boost of motivation, each participating school is paired with an Olympic or Paralympic athlete … The participating athletes not only encourage the students but also promote the three Olympic values: friendship, excellence and respect, says Hall.”

Olympic athletes help kids get moving
Program aims to fight childhood obesity

“Program founder Gary Hall Sr. started the effort last year in two public schools in Florida’s Dade County. The former Olympic swimmer theorized that after spring break, children anxious to enjoy the warmth would be eager to go outside.

“Hall hoped to get students walking about 10 miles each week. When the statistics were in, he learned that students had walked three miles a day.”

Recognized by National Press - But we have only just begun!
What do we need to take World Fit® to the next level and keep it sustainable?
World Fit’s® Health

• Foundation and corporate support

• Fundraising events surrounding walking and fitness

• Recruit as many Olympians/Paralympians and high-level achieving athletes into World Fit® as possible

• Recruit volunteer World Fit® Community Leaders from every community
2011 Goals

- Build on pilot program
  - Test and perfect program at every level
  - Upgrade website

- Improve communication among students about World Fit® through social media networks

- Increase School participation from 17 schools to 200

- Increase student participation from 7,200 to 50,000+

GOAL FOR 2011:

200 SCHOOLS
50,000 STUDENTS
The future depends on our youth

By promoting health, fitness and well-being, World Fit® will help secure a better future for us all.
Thank You!