



About Us...

Childhood Obesity is the greatest health threat facing our children and arguably our state today. The fact that the CDC and other leading health experts predict that this generation of children will be the first that will not outlive their parents due to the health implications of obesity is deplorable. This profound statement is the driving force behind the Fit Kids of Southwest Oklahoma Coalition. In fact, their motto follows that statement with "not OUR kids!"

Fit Kids of Southwest Oklahoma, originally Lawton Fit Kids, was developed in 2006 to serve as a coordinating organization in an effort to create a more active and healthy

community for children. As the name indicates, the focus of Fit Kids is children, but we realize that we must grow an active and healthy community for all persons.

Southwest Oklahoma is our community. The many towns and cities that lie in Southwest Oklahoma are all affected by an unhealthy society, and many communities are involved in the effort to create an active and healthy Southwest Oklahoma. Fit Kids of Southwest Oklahoma has taken a comprehensive approach to reaching children where they live, learn and play. The coalition promotes the idea of creating a community-based participatory process to improving community life. Fit Kids of Southwest Oklahoma employs strategies to

involve a wide range of local institutions, community groups and private citizens, as well as health professionals, schools, local, county and state governmental agencies in an effort to improve the conditions that encourage and support healthy living. Each partner recognizes that a successful collaboration such as Fit Kids of Southwest Oklahoma can lead to better outcomes than any partner could produce on their own.

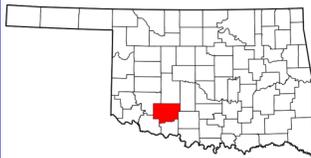


Farmer's market.



Partnership Priorities

- Increase physical activity among youth
- Promote healthy eating habits



Community Profile: Strengths and Challenges

“Eventually it won’t be thought to be unusual at all to see that kaleidoscope of activity in our community on a daily basis because it will be well known, ‘That’s what they do there’.”

**- Ben Cooper, M.D., Chair
Fit Kids of Southwest
Oklahoma**



Strengths: Working together and utilizing all resources available

Challenges: Collectively tracking all projects/initiatives

Kids at Nature Quest camp at the Wichita Mountains Wildlife Refuge.



Fitness in the Park.

Impact

We are creating a community where we become known for the fact that you can see children playing in our parks and school grounds everyday of the week in programs focusing on healthy nutrition and physical activity with a variety of choices and skill levels. Just as importantly, we are creating a community where it won't be unusual to see people riding bicycles to work on designed bike paths; or children walking safely to and from school on sidewalks people use for walking in the evening in neighborhoods where it's once again safe for children to play outside. It won't be unusual to see children with their parents and

their grandparents working together with master gardeners at community learning gardens; or a young mother at a farmers market or in a city park watching a cooking demonstration on how to prepare healthier food. It won't be unusual to see a young soldier at Ft. Sill or a family of four from Medicine Park biking and hiking through the gorgeous heart of the Wichita Mountain Wildlife Refuge. Eventually it won't be thought to be unusual at all to see that kaleidoscope of activity on a daily basis because it will be well known, “That’s what they do there”.

As we move forward, you are hearing this language and thought

process in each and every organization, on the news, in meetings, everywhere. For example, the coming soon Medicine Park Museum of Natural Science with the continuous talk about a generation of kids at risk and the epidemic of childhood obesity, will be connecting their efforts with wildlife ecology and healthy habits in children/people. How eating a healthy diet is important for animals as well as for our bodies.

Featured Intervention / Project

Duty Rowe Fit Kids Fitness Trailway -

Faced with the dire consequences of the childhood obesity epidemic the Fit Kids of Southwest Oklahoma coalition created the Fit Kids Fitness Trailway as a way to get children and their families outdoors actively hiking and biking in one of the most beautiful areas of Oklahoma. Fully aware of the fact that the choices we make in

how we live our lives affects the quality of life for every living thing on the face of planet earth. The Trailway's interpretation centers focus on healthy choices for ourselves, our children, and all the inhabitants of the mixed grass prairies that the Refuge is dedicated to protect. Committed to "Protecting the Planet and Preserving the Lives of Our Children"

the Trailway is a 34 mile bicycle trail on both sides of a two lane blacktop that runs through the Wichita Mountain Wildlife Refuge connecting the communities of Lawton, Cache and Medicine Park to the Refuge, 14 miles of hiking trails, the gorgeous Lake Elmer Thomas Recreation Area on Fort Sill and a new Museum of Natural Sciences that is committed to wellness

and conservation.



Commanding General's Challenge.

Funding

The Fit Kids Coalition is truly a collaboration of people, groups and organizations that work together to accomplish healthy interventions without a single-direct funding source. All groups work together and provide specific commitments whether through personnel, equipment, facilities or actual dollars.

Communities of Excellence Fitness and Nutrition Grant

Purpose: Fund systemic changes around fitness and nutrition for Comanche County.

Funding Period: July 2011—September 2012

Funder: Tobacco Settlement Endowment Trust

Description of Assessments

Comanche County has undergone a comprehensive community-based assessment, Mobilizing for Action through Planning and Partnerships or MAPP, which includes 6 phases:

1. Partnership development
2. Visioning
3. Assessments
4. Plan
5. Implement
6. Evaluate

MAPP is the foundation for creating a Community Health Improvement Plan or CHIP. Comanche County has chosen to focus on five priority areas—tobacco, sexual health, access to care, obesity, and violence. The CHIP will be complete in 2011.

Partners

Fit Kids of Southwest Oklahoma

Ben Cooper, M.D., Chair
(580) 585-5522
cooperb@ccmhonline.net

Board of Directors

Barry Beauchamp, Lawton Public Schools
Tony Booth, Wichita Mountains Wildlife Refuge
Dr. Ron Cagle, McMahon Foundation
Lori Cummins, Comanche County Memorial Hospital Foundation
Janice Bell
Jennifer Holland, Cameron University
Ed Legako, M.D.
Marty New, OSU Extension Service
Lon Parks, Friends of the Trail
Carl Rankin, YMCA
Keith Reed, Comanche County Health Dept.
Brenda Spencer-Ragland, Ft. Sill MMR
Anne Warn, M.D.
Ronnie Woodson, M.D., Oklahoma State Board of Health
Liz Wyatt

Kyle Rogers, Coordinator
(580) 585-6686
kyleh@ok.health.gov

<p>Alliance for a Healthier Generation Bishop School Businesses Cache Chamber of Commerce Cache Public Schools Cameron University Central Mall City of Cache Town of Chattanooga Town of Elgin Town of Fletcher Town of Indianoma City of Lawton Town of Medicine Park Town of Sterling Comanche County Commissioners Comanche County Industrial Development Authority Comanche County Nutrition Program Comanche County Memorial Hospital Comanche County Memorial Hospital Foundation Comanche Nation Concerned Citizens Indian Health Services Comanche County Health Dept. Elgin Public Schools Enduro Sports Faith Community</p>	<p>Fletcher Public Schools Fort Sill MWR Friends of the Trail Geronimo Public Schools Great Plains Technology Center Indiahoma Public Schools Junior League of Lawton Lawton/Ft. Sill Chamber of Commerce Lawton Family YMCA Lawton Public Schools Local Physicians Miracle League Field of Dreams McMahon Foundation Medicine Park Museum of Natural Science Museum of the Great Plains Oklahoma Dept. of Transportation Oklahoma State Dept. of Health Oklahoma Turning Point Polar Fitness Rotary Club Smart Start / Success By 6 Sodexho Southwest Area Health Education Center Southwest Oklahoma Tobacco Free Coalition Southwestern Hospital State Highway Commission Wichita Mountain Prevention Network Wichita Mountains Wildlife Refuge United Way</p>
---	---

Partnership Outcomes

- Public pool closed for summer of 2011, thus leading to the coalition establishing a bus route from downtown Lawton through Fort Sill to Lake Elmer Thomas Recreation Area. This allowed families/children access to swimming areas, slides, beaches etc.
- Fit Kids Learning Garden was established where 3 youth groups totaling 40 kids participated in the program. Land and water was provided by Cameron University through their established community garden.
- Through a partnership with Fit Kids, Fort Sill MWR, City of Lawton Parks and Rec and Comanche County Health Department, Fitness in the Park, a free exercise class

offered to the public in the spring and fall, doubled participation for the spring season (2nd season).

- After three years and much help from coalition members, Nature Quest, an outdoor summer camp in the wildlife refuge for inner city youth, is now successfully maintained solely through the Wichita Mountains Wildlife Refuge.
- Comprehensive website development.



Learning Gardens at Cameron University.