Established in 2006, the Fit Kids of Southwest Oklahoma Coalition (FKSWOK) became an official Turning Point Partner in 2006. As its name denotes, FKSWOK is dedicated to realizing a future of good health and physical fitness for the youth of its community.

The coalition works to provide and promote non-stop opportunities for physical activity to the residents of Southwest Oklahoma. It also places significant focus on creating community awareness regarding good food choices. Community collaborations facilitated by the coalition meetings have been enormously successful in facilitating movement toward the group’s vision of Southwest Oklahoma as a healthy and active region.

In 2011, FKSWOK became the coalition sponsor for a Tobacco Settlement Endowment Trust Community of Excellence in Physical Activity and Nutrition grant award. Grant funds are now being put to great use in the development of effective nutrition and physical activity policies in local workplaces, schools, and city councils.

The membership roster of the Fit Kids of Southwest Oklahoma Coalition is refreshingly diverse and includes members from many sectors. Coalition meetings are open to the public and take place on the last Thursday of every month at noon at the Comanche County Memorial Hospital in Lawton.
Mission
Work together to create a community for our children to grow up in where fitness and health are no longer a project or event but a way of life.

Vision
Southwest Oklahoma will be a place with more active and healthy communities, especially for children.

Coalition Quote
“Change is happening and for the good!”
Kyle Rogers, grant coordinator, as she updates members on earned media.

Activities
- Fit Kids Farmers’ Market
- 6th Hour Physical Education
- Coaches University
- Fitness in the Park
- Fitness in Action Series
- Miracle League Ball Field
- Nature Quest
- Rotary Club Track Meet & Kids Health Expo
- Playground in the Park
- Fit Kids Fitness Trailway System

Outcomes/Impact
- Increased public awareness regarding the importance of regular physical activity.
- Worked to enhance the opportunities presented by the local farmers’ market and to increase public awareness regarding the existence of the farmers’ market.
- Increased public awareness regarding the importance of good nutrition.
- Worked with local school districts to begin a discussion regarding improved policy and increased youth leadership in the promotion of good health.

Partnerships
- Cache Public Schools
- Cameron University
- Central Mall
- City of Cache
- City of Lawton
- Comanche County Health Department
- Comanche County Memorial Hospital
- Comanche Nation
- Elgin Public Schools’ Flower Mound Schools
- Fort Sill MWR
- Great Plains Technology Center
- Junior League of Lawton
- Lawton Family YMCA
- Lawton Police Department
- Lawton Public Schools
- McMahon Foundation
- Medicine Park Museum of Natural Science
- Museum of the Great Plains
- OSU Extension Office
- Greater Lawton Rotary Club
- Smart Start! Success by Six
- Southwest Area Health Education Center
- Southwestern Medical Center
- Southwest Tobacco Free Oklahoma Coalition
- Town of Medicine Park
- Town of Fletcher
- Town of Sterling
- Town of Chattanooga
- Town of Indiannahoma
- United Way
- Wichita Mountain Prevention Network
- Wichita Mountain Wildlife Refuge

Funding
Tobacco Settlement Endowment Trust
501(C)(3) Non-Profit Organization
Comanche County Memorial Hospital
City of Lawton
Champions of Health Award Recipient