



About Us...

Established in 2005, the Fit Kids of Southwest Oklahoma Coalition (FKSWO) became an official Turning Point Partner in 2006. As its name denotes, FKSWO 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 commu-

nity 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, FKSWO 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 develop-

ment of effective nutrition and physical activity policies in local workplaces, schools, and city councils.

The membership of the Fit Kids of Southwest Oklahoma Coalition is refreshingly diversified and includes community members from some unexpected sectors. Coalition meetings are open to the public and take place on the fourth Thursday of every month at noon at the Comanche Memorial Hospital in Lawton.



Coalition Contact Info

Fit Kids of Southwest Oklahoma

C/O Dr. Ben Cooper

3401 West Gore Blvd

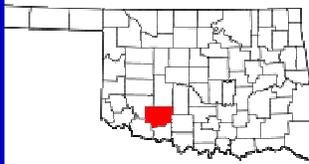
Lawton, OK 73501

(580) 585-6686



Partnership Priorities

- Obesity Prevention
- Children's Health
- Physical Activity Promotion
- Policy Development
- Environmental Health
- Promotion of Good Nutrition



Mission

Fit Kids of Southwest Oklahoma will work to increase physical activity among youth and to promote healthy eating habits.

Vision

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

Reverend William White, coalition member

Activities

- Fit Kids Farmers' Market
- 6th Hour Physical Education
- Coaches University
- Fitness in the Park
- Fitness in Action Series
- NFL Punt Pass Kick Events
- Technicolor Run
- The Great Tomato Catch Up
- Rotary Club Track Meet
- Playground in the Park
- Spirit of Survival Training

Outcomes/Impact

24/7 Tobacco Free Policy:

- Elgin Public Schools
- Cache Public Schools
- Lawton Public Schools

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

Adventure Travel	Lawton Public Schools
Alliance for a Healthier Generation	McMahon Foundation
Cache Public Schools	Medicine Park Museum of Natural Science
Cache Chamber of Commerce	Museum of the Great Plains
Cameron University	Oklahoma Department of Transportation
Central Mall	Rotary Club
City of Cache	Smart Start/ Success by Six
City of Lawton	Sodexo Company
Comanche County Health Department	Southwest Area Health Education Center
Comanche County Memorial Hospital	Southwestern Medical Center
Comanche Nation	Southwest Tobacco Free Oklahoma Coalition
Elgin Public Schools	State Highway Commission
Fort Sill MWR	Untied Way
Great Plains Technology Center	Wichita Mountain Prevention Network
Junior League of Lawton	Wichita Mountain Refuge
Lawton Family YMCA	
Lawton Police Department	

Funding

- **Tobacco Settlement Endowment Trust**
- **501(C)(3) Non-Profit Organization**
- **Comanche County Memorial Hospital**
- **City of Lawton**

