

Fit Kids of Southwest Oklahoma

Comanche County

2010

Coalition Priorities:

1. Physical Activity
2. Healthy Eating

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 out live their parents due to the health implications of obesity is deplorable. This profound statement is the driving force behind the Southwest Oklahoma Fit Kids Coalition. In fact, their moto follows that statement with “not OUR kids!”

Fit Kids of Southwest Oklahoma, originally Lawton Fit Kids, was developed in 2005 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 develop and grow an active and healthy community for all persons.

Southwest Oklahoma is our community. The many towns and cities that live 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. Southwest Oklahoma Fit Kids has taken a comprehensive approach to reaching families where they live, work and learn. Southwest Oklahoma Fit Kids promotes the idea of creating, a community-based participatory process to improving community life.

Non-traditional partners can be found at every corner of the table. Beginning with Fort Sill, as a military installation they typically don't focus efforts on children. However, they has committed their resources to the partnership in order to improve the health of their soldiers and the soldier's families. The Wildlife Refuge has come to the planning table whole heartedly. They talk about a “Nature Deficit Disorder” facing our countries youth. The obesity epidemic knows no boundaries and has hit every sector of the community . A pilot study is currently in progress in ten elementary schools. MacMahon Foundation funded over \$100,000.00 in fitness monitors. They are exercise heart rate monitors and are available for every student that transmit their cardiovascular fitness to their computer file every day. There are four mobile TriFit exercise modules that will evaluate each students height, weight, BMI, body fat composition, strength and flexibility twice a year. All the data will be available to the parents on the Internet using the same password that allows them to look at their child's grades. The University of Oklahoma is developing research studies using the data to evaluate outcomes. Those studies will have the input of several international scholars world famous for their expertise in cardiovascular fitness testing. The intent is to expand this program to encompass every student in Lawton Public School System within the next four years. Lawton Public School (LPS) has a comprehensive plan to phase in over the next three years physical education five days a week for every student k-12. Additionally, LPS is three of ten pilot schools in Oklahoma involved with the Alliance for a Healthier Generation Initiative (AHG) Healthy School Program, which is a criteria for developing a healthier school environment. The AHG is a partnership between American Heart Association and William J Clinton Foundation.

Fit Kids of Southwest Oklahoma is on the brink of making a huge impact; culturally and environmentally. Southwest Oklahoma is a great place to live!



Partners:

Comanche Co. Memorial Hospital * Comanche Co Health Dept * Lawton YMCA * Lawton Public Schools * Ft Sill * Local Physicians * City of Lawton * Comanche Co Industrial Development Authority * Faith Community * Cameron University * Businesses * Concerned Citizens * Wichita Wildlife Refuge * Comanche Nation * City of Medicine Park * City of Cache * City of Elgin * Comanche County Commissioners * Cameron University * Sodexo * Lawton Chamber of Commerce * Enduro Sports * Alliance for a Healthier Generation * Polar Fitness * OU Scenic Bylaws * Oklahoma Turning Point *

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Significant Outcomes:

- ◆ Two elementary schools, Cleveland & Wilson, were recognized nationally by Alliance for Healthier generation in New York for work in childhood obesity.
- ◆ (\$100,000.00) Heart Rate Monitors and Total Body Fitness Evaluation Tri Fit Monitors. Initial data showed students learned what their individual 'Heart Rate Zones' for exercise fitness were and developed proficiency in staying in that zone for 20 min during exercise. Over the course of the school year those same groups showed a loss of weight.
- ◆ Through a partnership with Comanche County Memorial Hospital and Lawton Public Schools, a Health and Wellness Coordinator was hired to facilitate all health and wellness initiatives.
- ◆ Farmers Market expanded to 15 producers, all Oklahoma grown and accepting WIC food vouchers. Looking for funding for a permanent site with indoor facilities and enough land for a student learning garden. .
- ◆ Comprehensive Bicycle and Pedestrian plan for the City of Lawton
- ◆ Broke ground on Comanche County Fitness Trailway", a fully funded 36 mile bike path along both sides of highway 115 that will run from Cache Oklahoma up through the Wichita Mountain Wildlife Refuge on to Medicine Park and a 300 acre park at Ft. Sills Lake Elmer Thomas Recreation Area. Connecting adults & children to miles of hiking trails in a pristine area of mountains and tall grass prairies set aside by President Theodore Roosevelt at the beginning of the 20th century for these future generations. A multimillion dollar visitor center and kiosks on the trails focusing on conservation and environmental issues highlight the mission of the trailway, "Protecting the Planet and Preserving the Lives of Our Children.
- ◆ Partnership with Ft Sill to develop a plan that will provide their soldiers and the soldier's families in 18 communities in southwest Oklahoma a healthy, active place to live.
- ◆ Over 60 inner city youth participated in Nature Quest.
- ◆ Broke ground on Miracle League Field
- ◆ Expanded WALK program to include over 1,200 4th graders in Lawton, Cache & Elgin. Measured BMI's on all. 2010 data shows 46% of them were overweight, with over half of those in the high risk obese group. The annual BMI recordings of 4th graders has risen from 40% in 2004 to the 46% in 2010.
- ◆ Midnight Basketball in July for middle and high school students. Up to 300 players, friends and family. Lawton Police report incidence in crime in Lawton drops during that time period

Key Activities:

- ◆ Developing plans to implement evidenced based early childhood curriculum to address healthy eating habits & promote active play in 12 childcare centers throughout the county.
- ◆ Farm to School
- ◆ Walking School Bus operating 5 days a week
- ◆ Numerous Safe Routes to School activities
- ◆ Intramural sports for middle school & high school students, including girls flag football
- ◆ 6th hour PE offered at YMCA
- ◆ Held focus group with area youth to talk about childhood obesity and get their input on how to effectively reach youth .
- ◆ Kids in the Kitchen
- ◆ WALK (Wellness And Lawton's Kids) - 4th grade pedometer program for all Lawton schools
- ◆ CATCH after school
- ◆ Participated in International Walk to School Day.
- ◆ Presentations to community groups regarding Fit Kids of Southwest Oklahoma
- ◆ Commanding General's Walk /Run Challenge
- ◆ Farmers Market
- ◆ Make It Your Business Campaign
- ◆ Partnered with the Wichita Mountain Wildlife Refuge and the National Fish and Wildlife Service to develop and host a regional Nature Quest program that brings inner city children into the refuge to camp out, have fun, explore (with 'Structured Unstructured Time'), and develop skills they can use for healthy living and a being part of a healthy planet. "The way we live our lives and the choices we make effects the quality of life, for ourselves and every living thing on the planet earth".
- ◆ Promoted Certified Healthy Business Campaign
- ◆ Lawton Chamber of Commerce promoted large City wide fitness/health challenge. Evaluated participants cholesterol and blood sugar levels, quarterly weigh ins, and sponsored monthly walks and other fitness activities.
- ◆ Partnered with Oklahoma State University to evaluate the nutritional and fitness testing results for all children at the 14 CATCH sites as well as coordinating those results with their grades and comparing those to other students.
- ◆ Developing "Fitness Athlete" program to recognize students who may not play competitive sports but participate in fitness activities and reach set benchmarks.
- ◆ Participated in OHIP Listening Sessions
- ◆ Participated in TSET Physical activity and Nutrition Logic Modeling Sessions