

Lawton Fit Kids

Comanche County

2007

Coalition Priorities:

1. Physical Activity
2. Healthy Eating
3. Screen Time
4. Breastfeeding
5. Health Outcomes

About Us...

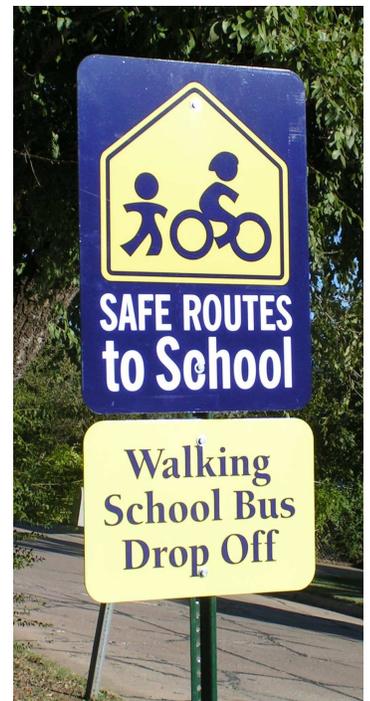
Childhood Obesity is the greatest health threat facing our children today. In just over two decades, the incidence of childhood obesity has increased nearly 300%. The cause of this increase seems to be attributed to diet and sedentary lifestyle. While this statistic is alarming, the fact that the CDC 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 Lawton Fit Kids Coalition.

Many organizations and groups were busy working to address the childhood obesity problem in the Lawton Community. It wasn't until the development of the Fit Kids Coalition that they all gathered around a common table and began discussing strategies, projects, current efforts and gaps in services. It became obvious that there was much being done and in many cases the efforts that were underway were related and in some cases overlapped. For instance the YMCA has played a vital role in getting children and families active and healthy in spirit, mind and body. They offer a menu of choices for youth and adults to engage in activity. Many of the options are not the traditional competitive sports but lifetime recreation such as dancing, rock climbing, etc. In January 2004, the Board of Directors of the Comanche County Memorial Hospital Foundation established childhood obesity prevention as their #1 priority. A committee comprised of medical professionals, school administrators, physical education teachers and community leaders from all walks of life formed. Absent nationally proven programs, the committee decided to develop its own interventional program in order to address the problem locally. The result were programs called **WALK (Wellness And Lawton's Kids)**, and **PLAY (Preventive Lifestyles for Active Youth)** The WALK program was designed to encourage children to increase their daily activity through use of a pedometer while PLAY was designed to give children tools and knowledge to encourage healthy lifestyle choices and physical activity to prevent childhood obesity by focusing on two hours of play, five days a week, 180 days of the school year. These are only two of the MANY activities taking place in the Lawton area. Since the inception of Lawton Fit Kids (LFK), there have been many meetings to discuss the infrastructure of the coalition. One of the largest barriers is learning how to communicate in a common language so everyone remains in "the loop" and everyone gets the credit they deserve. While our assets are too many to name, it comes down to the fact that people, community leaders and agency directors care. They want to make a difference and are willing to commit the time and effort to make Lawton a healthy and appealing place to live. However, LFK is at the point where we are looking for funding opportunities to hire a project coordinator.

Future plans include expanding the Safe Routes to School Program, Miracle Field for the physically and mentally challenged, coaches university, faith based intramural league and more nutrition education throughout the community. Obviously, is not one, single element or project that will make Lawton a "Fit City for Fit Kids". Lawton will become a Fit City for Fit Kids because of the concerted effort of many individuals, organizations, health professionals, business leaders, faith partners, parents and children who envisioned this future for their community.

Partners:

Comanche Co. Mem. Hosp
Comanche Co Health Dept
Lawton YMCA
Lawton Public Schools
Local Physicians
City of Lawton
Agent
Comanche Co Industrial Development Authority
Faith Community
Cameron University
Businesses
Concerned Citizens
CCMH Foundation
LPS Foundation
Independent Insurance
Local Media



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Significant Outcomes:

- ◆ Spirit of Survival Marathon - 2nd annual event which included 5 USA Track & Field Certified races on the Wichita Mountains Wildlife Refuge to include full marathon, half marathon, 5-member marathon relay, 10K race and 5K race up Mount Scott. This event featured for the first time this year a 5K Fun Run/Walk and the Super Kids Marathon.
- ◆ All Lawton elementary schools offer 5 entree choices daily. Two choices include a fresh sub sandwich or salad. Secondary schools offer at least 10 reimbursable entree choices daily.
- ◆ All Lawton elementary schools have a self-serve offering bar that has a minimum of 5 fruits & vegetables daily
- ◆ Removed fryers from all Lawton elementary schools
- ◆ All elementary sub sandwiches are made with wheat bread, wheat crust and low fat cheeses in new pizza recipes
- ◆ All secondary schools have made-to-order sub stations that focus on healthy choices
- ◆ All secondary serving stations offer nutritious USDA reimbursable meals
- ◆ Sodexo has launched a web page that promotes wellness to all members of the family (www.besmart-eatsmart-livesmart.com)
- ◆ Comanche County's Fitness Trailway through the Refuge linking Cache Wichita Mtns awarded \$600,000 through an Oklahoma Dept. of Transportation and the Comanche County Industrial Development Authority has contributed \$150,000 to the project.
- ◆ Friends of the Trail partnership with the City of Lawton to hire an engineering group to draw up the initial bike and walking trail plans for the Lawton area.
- ◆ Awarded a SRTS grant through STIPDA in partnership with the Comanche County Health Dept.

Key Activities:

- Safe Routes to School in two pilot schools
- Walking School Bus operating 5 days a week at two schools
- Conducted numerous Safe Routes to School activities
- Intramural sports for middle school & high school students
- 6th hour PE offered at YMCA
- Midnight Basketball for Elementary Children funded by WIC mini grant
- Intramural basketball for 6th graders through Cameron University Athletic Dept and PE Dept. Coaches and Cameron students will serve as mentors.
- Key leaders flew to Wyoming to learn more about their efforts after reading about them in the national news.
- Developed a grant team to research potential funding opportunities
- Pursuing Safe Routes to School Funding for additional schools
- ◆ Lawton Public School utilize Sodexo's wellness character "Lift-Off" who promotes wellness through diet and exercise
- ◆ In October held our 1st Annual Kids Cooking Competition. It was a cooking competition where elementary students across the district submitted healthy snack recipes.
- ◆ WALK (Wellness And Lawton's Kids) - 4th grade pedometer program for all Lawton schools
- ◆ PLAY (Preventive Lifestyles for Active Youth) - extended day program at Hugh Bish school
- ◆ Super Kid's Marathon - 26.2-mile kids marathon as part of Spirit of Survival Marathon
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- ◆ Pursuing Miracle Fields (handicap baseball fields) project
- ◆ Pursuing Beat the Track program
- ◆ Church Intramurals.
- ◆ Comanche County's Fitness Trailway through the Refuge
- ◆ National Healthy Kids Day sponsored by YMCA



Whittier Elementary School's Walking School Bus