

HEALTH AND WELLNESS INITIATIVE

In partnership with

Bryan County Turning Point Coalition

Project Goal/Objectives:

1. To educate and promote health/wellness, healthy diet and physical activity to students by using the MyPyramid guide, active play, physical exercise, tobacco and drug prevention and hands-on snack preparation during the Bryan County Turning Point Coalition's Fun and Fitness Camp
2. Promote Active play and physical exercise by purchasing an inflatable obstacle course to be utilized in conjunction with health promotion events hosted by various coalition partners

Project Scope/Narrative:

- The Fit and Fun Camp will address and promote physical activity and nutrition with all participants. It will be held at the OSU Extension Office and will be implemented over a 3-day period. Break-out sessions will provide youth with education lessons on healthy nutrition, fitness/cardio, tobacco, physical health challenges, outdoor games, alternative physical activity that promotes fitness, hands-on food preparation, team building, and self esteem. Community volunteers and coalition members will provide all components. The funds from this grant will provide students with an incentive to continue active play at home after the camp's conclusion.
- The Bryan County Health Department will purchase the inflatable obstacle course and store for partnerships of the coalition to checkout and utilize during health promotion events on an on-going basis.



New Fitness Inflatable! Utilizing WIC grant money, the coalition purchased this Obstacle Course inflatable to be used with partners activities. Great attention drawer!

Testimonial(s):

My girls had a blast at summer camp. They taught the girls how to exercise and eat right. They got to bounce around and play. Alex and Lizzy said they would like to come back next year because they had so much fun. They liked the healthy hands-on snack demonstration that they prepared and have even been making them at home. Thanks to WIC and everyone that was involved with the summer camp because my daughters had a wonderful time.

Thanks, Heidi Hicks

As a professional and the mother of three daughters, two of whom are in their teens, I was especially pleased with the self-esteem component of the Summer Fun Camp funded through the WIC grant. In this fast-paced, celebrity-centric, media-driven world the concept of the individual as a unique and valuable entity often gets pushed to the side. Girls, especially, long to be celebrities. And, with the questionable choices being made by those rightfully dubbed "celebutantes" it was fabulous to have a segment of the Summer Fun Camp dedicated to the belief in one's self and the value of being secure and confident in who you are and what you believe in.

The presenters were upbeat and positive and able to connect quickly and appropriately with the participants. The curriculum was focused on what each participant felt was good about who they were and how each individual could build on his or her strengths. It was interactive and introspective.

While I understand and appreciate the importance of good nutrition and exercise I am pleased to know that the Summer Fun Camp is about the mind, the heart and the "soul" as well. A fit and healthy body without a good, strong sense of who you are and what you stand for is incomplete.

Weslie Elliott, Parent

Marketing is about gaining someone's attention and creating a desire within them to make a change or buy what you have. Gaining the attention of people to make changes in their lifestyle, particularly in the area of better nutrition and increasing their physical activity, is a challenge. Through the opportunity presented through the WIC grant, the Bryan County Turning Point Coalition has a new tool in which to market to our young children and families. The purchase of an inflatable obstacle course is an eye-catching draw that immediately appeals to our youth. The use of this equipment draws people to events that the coalition hosts or supports, such as health fairs, WIC awareness and recruiting activities, and outreach activities to our public housing community. One example of the obstacle course use is with an elementary school in Durant. Sixty percent of the Durant school population qualifies for free and reduced lunch. This elementary school has begun a fitness program focused on walking around the school track. As part of this emphasis on fitness and good nutrition, the inflatable course is used as one of the student activities. Although considered an unusual purchase for a coalition, it is proving to be a positive social marketing tool.

Greg Howse, Chair Bryan County Turning Point Coalition

Project Outcomes:

1. Health and Wellness was successfully promoted to over 65 students during the Fun and Fitness camp by health instructors. Lessons provided educational materials and active play toys/equipment to all participants.
2. An inflatable – active play bouncer was selected and purchased by coalition members. A storage location was identified and a procedure including a documentation process for partnership check-out was developed.

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