

Kids N Fitness NEWS

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Coalition
A Johnson & Johnson Initiative



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KNF Success Continues

With the support of Johnson & Johnson California Coalition companies, and countless employee and retiree volunteers, Phase I of the Kids N Fitness (KNF) initiative has successfully completed. A first-of-its-kind effort, KNF's goal was designed to scientifically measure the impact of a six-week nutrition and exercise intervention program on childhood obesity among children ages 8 to 12. Four California elementary intervention school sites successfully completed two KNF sessions. In addition, health measurements were taken of participating children at four control schools, to provide comparative data for the program. Childrens Hospital Los Angeles (CHLA), which managed the pilot program, is currently analyzing the data and will publish its findings later this year.

The four intervention schools implemented two six-week KNF sessions with 79 percent of the children attending at least half of the six-week program. This is a much higher retention rate than traditional weight

management programs where retention is often under 50 percent. Parents, children, instructors, and volunteers all provided positive feedback on the program. Four control schools received a non-health related volunteer activity coordinated by CA Coalition volunteers. Health measurements were taken of participating children to provide comparative data for the program.

In September 2007 the KNF staff and volunteers will return to do follow-up measurements of height and weight on the children. In the mean time, the staff at CHLA is busy analyzing data collected and will prepare a strategic assessment of the results for Johnson & Johnson.

"This is just the beginning," said David Casas, Community Relations Manager and Project Lead for KNF. "The California Coalition stepped forward to help spur dialogue and awareness on childhood obesity, an issue that has far-reaching implications for families, healthcare providers and governments worldwide."

"As is often the case in medicine, prevention is key. Bringing the Kids N Fitness program to a broad audience of young people is critical to reducing the occurrences of obesity in at-risk communities. Johnson & Johnson volunteers are making a difference in the health of these children."

Dr. Francine Kaufman, M.D.
Head of the Center for
Diabetes, Endocrinology
and Metabolism
Childrens Hospital Los Angeles

Apple Cheeks

Lara Kettler, LifeScan Professional Sales Specialist, participated in the Placentia Elementary school annual Arts and Culture festival in support of KNF. Kettler hosted a booth that incorporated both art (for the theme of the festival) and fitness (in support of KNF). She hired two face painters and two balloon artists to work in the booth and help attract visitors. And attract visitors they did.

The face painters encouraged the kids to have healthy foods or sports related items painted on their faces (like apples and soccer balls) while the balloon artists did their best to make creations of the same (not very easy!). While the kids waited in line to get their face painted Kettler asked them trivia questions about sports such as, "How many points is a touchdown in football worth?" If they answered correctly they were able to choose a prize. Kettler came with great prizes like baseballs, mini basketball hoops, kites, jump ropes and Frisbees.

"The response was incredible. Our booth was swarmed with kids and their parents throughout the event. Overall it was a great success," said Kettler.

Groovy Health

Thanks to Penny Yu, LifeScan Professional Sales Associate, Los Angeles-based Holmes Elementary School was the lucky recipient of two lively performances by "Groovy Pyramid" a company that delivers multimedia

educational programs utilizing the power of melody and "cutting-edge" music.

The entertainers from Groovy Pyramid met with Holmes' students a few days before the actual performance and taught the students some of the songs so they could sing along during the actual performance. Yu also organized a Healthy Lifestyle illustration and essay contest. Winners were recognized at a school assembly and were awarded gift certificates to a local healthy restaurant.





Partnering For Healthy Kids

An important partner in the California Coalition's support of the Kids N Fitness program has been the LINC TELACU Education Foundation (LTEF). Established nearly 30 years ago, TELACU is a non-profit community development corporation that creates dynamic opportunities for rebuilding and enhancing the communities it serves. The education and welfare of young people is a primary goal of TELACU and as such it was eager to team with the California Coalition and Childrens Hospital Los Angeles (CHLA) in support of the Kids N Fitness Program.

TELACU serves as the grant manager for the Johnson & Johnson Healthy Lifestyle Education Fund, which provided funding to the Kids N Fitness Program. TELACU ensures that funds are allocated and spent according to guidelines set forth for the program, monitors the progress of the program in meeting its objectives, and engages in conversations about program sustainability. With a proven track record managing this type of grant, TELACU provides objectivity and professional expertise that helps achieve desired results.

"One of the greatest health threats faced by the communities we serve is obesity and the problems that result from being overweight," said David C. Lizárraga, LTEF Founder and Chairman, TELACU President and CEO. "To address these concerns, the Kids N Fitness program is effectively teaching our young people about nutrition, proper food choices, exercise and how to lead a healthy lifestyle. We are proud to work with the J&J California Coalition and CHLA to bring this program to the children in our elementary schools."

Applause For GPSG Spirit

Markham Elementary school in Vacaville near the GPSG North America Unit of ALZA Corporation received the KNF program with extraordinary support from GPSG employees. Caroline Cunningham of GPSG partnered with HOLA community outreach representative Susan Morado to recruit volunteers for the two six-week KNF sessions at Markham Elementary. GPSG employees truly stepped up with more than 30 volunteers participating.

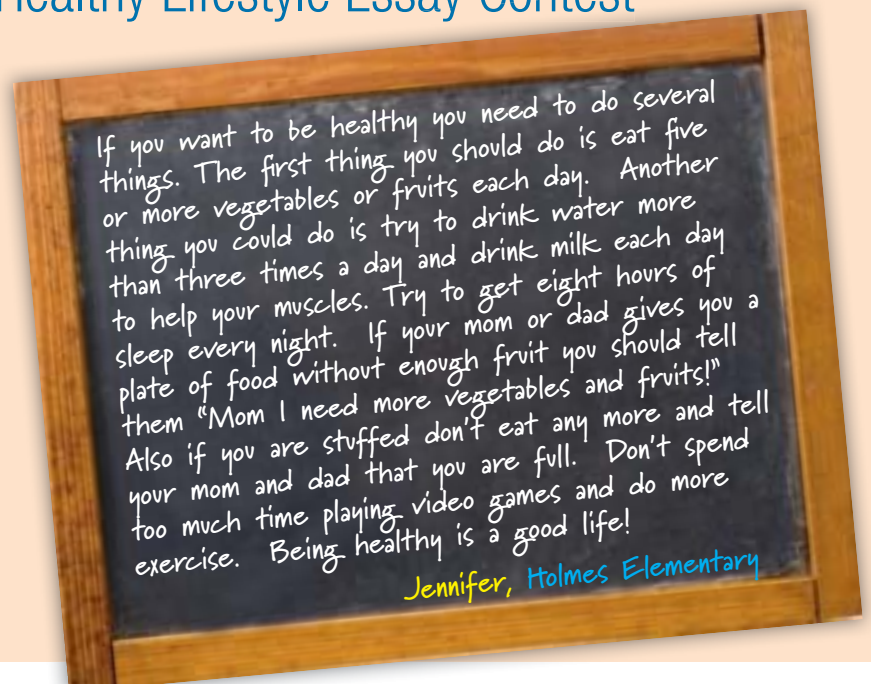
Initially Cunningham and Morado thought it best to ask volunteers to participate in the entire six-week program. But when it came time for the second session they realized that a great many willing and able volunteers needed more flexibility with the schedule. For the second session employees volunteered based on an activity (measurements, fitness activities, healthy meals, translation, etc.). GPSG managers

provided employees with flexibility in their schedule to enable them to participate in KNF.

Cori Evans, the onsite GPSG Wellness Coordinator, coordinated with several local restaurants and food markets to provide healthy meals. One GPSG employee enjoyed participating in KNF fitness activities so much that he is now working with Markham Elementary to coordinate a volunteer-run after school sports program.

To thank employees for their hard work and dedication to the KNF program everyone that volunteered was honored at a lunch that CHLA representatives attended. In addition to a nice lunch, employees received certificates of appreciation and the heartfelt gratitude of everyone involved with KNF for their efforts.

Healthy Lifestyle Essay Contest



Johnson & Johnson Employees Making a Difference