



FitKids360 is a healthy lifestyle program developed to fight childhood obesity. This comprehensive program combines basic education about nutrition, behavior and exercise with a wide range of physical activities.

Designed for kids and their parents, FitKids360 has delivered positive outcomes since the program began in 2010. Our goal is to provide an effective solution for overweight children who have been unable to make effective changes on their own. By focusing on the physical, mental, behavioral and nutritional aspects of healthy living, we can help kids and their families enjoy longer, healthier lives.

FitKids360 is made possible with the generous support of individuals and organizations throughout our community.

- Claystone Clinical Associates
- Cornerstone Clinical Associates
- Forest Hills Pediatrics
- Gazelle Sports
- Grand Rapids African American Health Institute
- Grand Rapids Community College
- Grand Rapids Public Schools
- Grand Valley State University
- Health Net of West Michigan
- Helen DeVos Children's Hospital Adolescent Clinic
- Helen DeVos Children's Hospital Pediatric Clinic
- Helen DeVos Children's Hospital Healthy Weight Center
- Kent County Health Department
- Kent County Medical Society Alliance
- Kent Medical Foundation
- Michigan Health Endowment Fund
- Michigan State University College of Human Medicine
- Michigan State University Kinesiology
- New Balance
- Priority Health
- Reagan Marketing + Design, LLC
- Spectrum Health Healthier Communities
- The Downtown Market
- UnitedHealthcare
- We are for Children



Fit Kids 360

A Program of Health Net of West Michigan



healthnetwm.org/programs/fitkids360

Creating Healthier Communities, One Fit Kid at a Time

Why FitKids360?

- One out of three kids in the United States is overweight.
- Overweight children are at increased risk for serious medical problems, including heart disease, high blood pressure and diabetes—now and for the rest of their lives.
- Kids in low socioeconomic and minority populations have a heightened risk for obesity, but sedentary lifestyles and poor diets make all children vulnerable.
- Our approach is innovative and evidence-based, with health assessments, ongoing support and incentives.
- We promote lifestyle change with education, guidance, inspiration and encouragement.

Who is FitKids360 for?

- Kids ages 5 to 17 and their parents or support partners.
- Requirements
 - Body mass index (BMI) at the 85th percentile or higher.
 - Referral from a health care provider is required. If assistance is needed in obtaining a referral, please contact our office.
- Expectations
 - Kids and their parents attend all sessions.
 - Parents get involved, stay involved and make vital changes.
 - Consistent participation in class and during the week.
 - Full commitment to the program.

How does FitKids360 work?

- Begins with a two-hour orientation followed by six weekly sessions.
- Classes combine basic education about nutrition, behavior and exercise with fun activities like games, dance, gymnastics and cooking.
- Kids and parents attend classes together, but may have separate activities.

Led by experts, supported by the community.

- Created by local community health organizations.
- Each FitKids360 team includes a pediatrician or health care provider, registered dietitian, behavioral health expert, an exercise specialist and a personal trainer or fitness instructor.
- Standardized measurements and assessments.
- A quality curriculum and trained facilitators ensure a consistent, effective program.

Building evidence, changing our community.

- 99% of pilot program participants indicated that they learned valuable information about healthy living, including eating, exercise and behavior.
- 99% of participants reported that they would recommend FitKids360 to others.
- Ongoing data collection and analysis measures the effectiveness of the program.
- Long-term goal: establish a robust community-wide effort to sustain a healthier culture.

Please join us.

FitKids360 can change the health of our community, one fit kid at a time. With your assistance, we can make a difference.

We need:

- Volunteer experts to facilitate, teach and administer FitKids360 classes.
- Help to create awareness among primary care providers, schools, community organizations and families with children at risk.
- Resource donations, including meeting space, exercise equipment, administrative supplies.
- Financial assistance to support training, promote the program, cover printing costs, etc.

For more information about FitKids360, call 616.421.4822 or email fitkids360@healthnetwm.org.

