Problem

Obesity is a growing epidemic in North Philadelphia due to a decrease in physical activity among children.

Empirical Evidence for Obesity

Greater reliance on fast food, lack of access to healthier food, and expanding portion sizes.

Decrease of Physical Activity

• Long distances to school and lack of sidewalks
• Discouraged to walk and bike to school due to safety of neighborhood (Sallis & Glanz, 2006)

OBESITY

Table:

<table>
<thead>
<tr>
<th>Objective: Encourage new generation to adopt healthy life</th>
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<tbody>
<tr>
<td>• Token based program to get kids active</td>
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<td>• Supervised hour of after school play</td>
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<td>• Tokens earned are used for different prizes</td>
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<td>• Friday picnic with healthy food provided by local farmers markets</td>
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<td>• Local funders pledge 25 cents per token to improve the safety and accessibility of the local park.</td>
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C.H.A.M.P
Choosing Healthy Active Moving Play

Athletic Square Park

• 5 mins from school
• Needs to be redone
• Needs improved safety
• Has athletic fields

Future Plans

• Expand to more schools
• Redo more parks
• Turn into gov program
• Build safer areas that are accessible for children

William D. Kelley Public School

1601 N 28th St, Philadelphia, PA 19121

PreK to 8th Grade with an overall niche grade of D+

• Ranked worse than 93% of elementary schools in PA

• # of Students = 422

• 100% of children have free or reduced lunch

• Median Household Income in 19121 = $39,770

How much will startup cost?

• 12.99 for a 400 count of gold tokens

• Teachers pay

• Food price

How are you getting money for startup costs?

Investors/Funders

- Barney’s Market: 2449 Ridge Ave
- Paulino’s Grocery: 2201 W Oxford Ave
- Cecil B. Moore Farmer’s Market: Accepts SNAP (apart of the Food Trust program)

Farmers Markets