

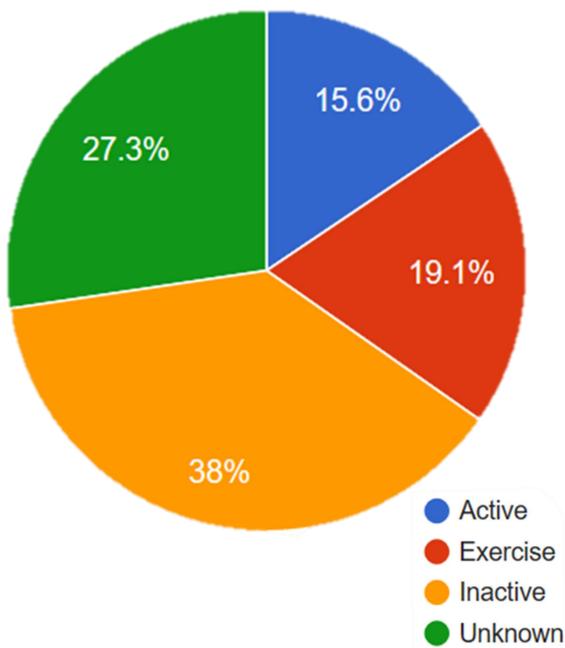
# OBESITY



## Problem

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

Physical Activity in Neighborhood.



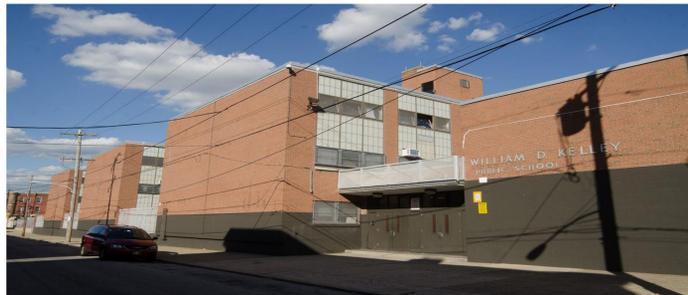
## Empirical Evidence for Obesity

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)

# 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**

# Future Plans

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



# C.H.A.M.P

## Choosing Healthy Active Moving Play



**Objective:** Encourage new generation to adopt healthy life

- Token based program to get kids active
- Supervised hour of after school play
- Tokens earned are used for different prizes
- Friday picnic with healthy food provided by local farmers markets
- Local funders pledge 25 cents per token to improve the safety and accessibility of the local park.

## How much will startup cost?

- 12.99 for a 400 count of gold tokens
- Teachers pay
- Food price

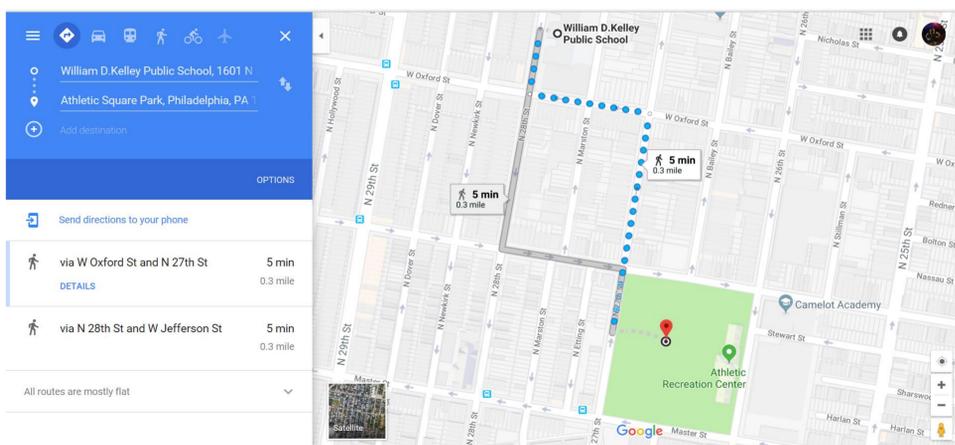
## How are you getting money for startup costs?

Investors/Funders



Farmers Markets

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



## Athletic Square Park

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

