

Program Sets Kids In Motion

Issue

One in five children in South Carolina is overweight or obese. This is a problem that can lead to other health problems such as diabetes, high blood pressure, and coronary heart disease. Obesity affects not only a child's physical health, but also his or her emotional and social wellbeing.

According to Trust for America's Health, "South Carolina has the 13th highest level of adult obesity in the nation at 24 percent, and the 23rd highest overweight level for low-income children ages two through five at 12 percent. The state spent an estimated \$256 per person in 2003 on medical-costs related to obesity, which was the 26th highest amount in the nation."

Intervention

The South Carolina Department of Health and Environmental Control's Region 7 designed the Kids In Motion Program for children in Charleston County to help lower the incidence of childhood obesity. The Kids In Motion Program educates children on the dangers of being overweight or obese, generates awareness of how to achieve and maintain a healthy lifestyle, and assists them in dealing with self-esteem and social issues. The program includes physical activity and nutrition educational components for children in third through eighth grades. The PHHS Block Grant provides funding for a health educator to serve as a program coordinator for the Kids In Motion Program.

The Kids In Motion Program has accomplished the following since its inception:

- Partnered with more than 14 schools, after-school programs, and community organizations for implementation;
- Provided a poster presentation of the Kids In Motion Program at the National Conference on Tobacco or Health; and
- Provided an opportunity for the program coordinator to be certified as a Group Fitness Instructor to more effectively lead the program.

Impact

Children at the Kids In Motion sites are volunteering to participate in the physical activity and nutrition education program. Due to the tremendous positive response, we have to continually recruit new sites and volunteers to help reach all the children who wish to participate. Other milestones include:

- Children and volunteers have agreed to dedicate two one-hour sessions per week;
- The health educator acting as the program coordinator has provided Kids In Motion Train-the-Trainer classes for 26 site coordinators and volunteers; and
- The program has provided education and physical activity opportunities to approximately 1,105 children throughout Charleston County.

Contact

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