

Healthy Futures Fact Sheet

ConocoPhillips Healthy Futures is a grassroots movement to help kids build more positive, lifelong physical fitness habits through two core programs: the **Healthy Futures Activity/Fitness Log** and **growing youth attendance at recreational events**.



Healthy Futures is presented by the Alaska Association for Physical Education, Recreation and Dance initiative and made possible by ConocoPhillips Alaska, Inc.

www.HealthyFuturesAK.org

History

Bonny Sosa and her husband Sam Young, concerned parents with three teenage children and long-time community volunteers, conceived the idea for Healthy Futures following much discussion with other parents and the influx of research concerning youth obesity and health problems related to inactivity. Their vision was to unite public and private communities in the mission to increase regular physical activity among Alaska's elementary children.

The initiative launched in September 2003 in Anchorage with the Healthy Futures Youth Jamboree – a one-mile fun run for kids in grades one through six held in conjunction with the 19th Annual World Mountain Running Trophy. That fall, the Healthy Futures Activity Log was introduced through the Anchorage School District faculty and staff.

In October 2004, Healthy Futures was propelled statewide through a partnership with the Alaska Association for Health, Physical Education, Recreation and Dance (AKAHPERD). In 2006, Juneau, the Mat-Su Borough and Fairbanks Borough School Districts officially joined the movement.

Childhood Obesity

A collaborative study conducted by the Anchorage School District and the State of Alaska, Division of Public Health found that 36 percent of all Anchorage School District students and 32 percent of kindergarten and first grade students were overweight or at risk for becoming overweight.

According to information presented by the Center for Disease Control and Prevention (CDC) Overweight children and adolescents are more likely to become obese as adults. For example, one study found that approximately 80% of children who were overweight at aged 10 to 15 years were obese adults at age 25 years. Another study found that 25 percent of obese adults were overweight as children. The latter study also found that if overweight begins before eight years of age, obesity in adulthood is likely to be more severe.

In a study released August 2006 by the American College of Sports Medicine, the largest sports medicine and exercise science organization in the world, they examined the level of activity and physical education compared to academic achievement and concluded that most active kids more often have better grades.

Healthy Futures Core Programs

Healthy Futures Activity/Fitness Logs: With their parents, children record their daily physical activity during a one-month period. Completed Activity Logs are turned in to ASD faculty who work directly with Healthy Futures to administer the incentives. The original, simple Healthy Futures Activity Log format has been adapted for older youth by including space to log hours of sleep, total glasses of water, as well as fruit and vegetables consumed per day – rounding out the entire fitness picture. Cool incentives include Nalgene water bottles, carabineers, dog tags, shoe grafeeties, wrist bands and shoe tokens.

Community Youth Recreational Events: Healthy Futures aims to increase youth attendance at a wide-variety of existing community recreation events through sponsorships and public relations/marketing efforts. The 2008 Healthy Futures event series includes:

Anchorage Events: Winter Trails Day, Snowball Biathlon (Girdwood), Frostbite Footrace, Ski 4 Kids, Heart Run, Alaska Zoo Kids Fun Run, Salmon Run, Skinny Raven KidzMile, Bear Valley 5K Challenge, Gold Nugget Triathlon, T-Bird Triathlon, Eagle River Triathlon, Alaska Run for Women, Mayors Marathon Youth Cup, Arctic Valley Trail Run, Humpy's Marathon, Tuesday Night Race Series, South Elementary Schools Cross-Country Jamboree, Beach Lake Trails Cross-Country Jamboree, North Elementary Schools Cross-Country Jamboree, Huffman Community Family Fun Run. **Fairbanks Events:** Salcha K-8 Jamboree, Birch Hill K-8 Jamboree, Eielson 6-8 Jamboree, Beat Beethoven 5K. **Wasilla Events:** Titan Trail Run. **Homer Events:** West Homer Orca Invitational Cross Country Race.

Scholarships are provided for any youth who wish to participate in any Healthy Futures events, but cannot afford the entry fees. Complete details are posted online at www.healthyfuturesak.org.

Grand prize incentives reward youth who turn in multiple logs and participate in numerous Healthy Futures events. More than 2,300 Anchorage elementary students from 30 Anchorage elementary schools participated the inaugural school year. More than 7,900 students from 51 Alaska schools participated in the 2004-05 program; more than 14,000 from 72 schools participated in 2006-07.

Participation

As added incentive, youth who participate in at least three Healthy Futures events, complete three Healthy Futures Activity/Fitness Logs or a combination of both during the annual program, which runs June 1 through May 31, become eligible for one of two grand prize sporting equipment packages.

Total participation

2003 - 04: 2,300

2004 - 05: 7,915

2005 - 06: 12,681

2006 - 07: 14,011

Total Healthy Futures Activity Logs

2003 - 04: 1,067

2004 - 05: 4,381

2005 - 06: 6,338

2006 - 07: 10,544

Spokespersons

Kikkan Randall, a successful Alaska athlete and internationally known Nordic skier, was named an official Healthy Futures spokesperson in 2003 and continues in this role. A 2002 and 2006 Winter Olympian, Randall was crowned National Sprint Champion and U.S. National U23 (Under 23 years of age) Grand Champion in 2002 and 2004, as well as the 2006 US National Grand Champion.

A second Healthy Futures spokesperson is **Aelin Peterson**, who appeared in the 2002 Olympics as the fourth-ranked woman in America for Nordic skiing. Aelin

retired from competitive skiing after the 2004-05 season and currently resides in Fairbanks. Both Aelin and Kikkan are available for Healthy Futures school assemblies.

CONTACTS:

www.healthyfuturesak.org

Rebecca Reichlin
Coordinator, Healthy Futures
783-2374, 441-8125 cell, Reichlin@acsalaska.net

Bonny Sosa
Founder and volunteer director, Healthy Futures
830-1204 cell, bsosa@gci.net

Lisa Gill
PR Consultant, Healthy Futures
360-4775 cell, lisagill@gci.net

Cindy Norquest
Get Active-ist
cnorquest@acsalaska.net