



3rd Grade Students at Brookline Elementary improved their fitness activity by participating in innovative kids' fitness program.

Health Impact At a Glance

- Students: 50 3rd graders
- Location: Brookline Elementary

Program Fitness Goals

- Increase students' fitness activity by 20% During competition period vs benchmark
- Increase students' physical activity post 30 days after program by at least 25%
- Improve knowledge of benefits of fruits And vegetables

Success Metrics

- ✓ Achieved a 23% lift
- ✓ 33% increase in physical activity 30 Days after program
- ✓ Enhanced understanding of health Benefits from fruits and vegetables

Mission

Fly Movement is a one-of-a-kind kid's health program created in 2014 to teach kids that a healthy life style is fun and rewarding. The Houston based nonprofit gives students an opportunity to reach a fitness goal through fun, rewarding team competition using fitness trackers. The organization strives to help children grow and flourish by creating a positive environment where physical activity and nutritional education is fun and rewarding for children. The benefits of the program include reduced risk of childhood obesity, awareness of the health benefits of fruits and vegetables, and higher self-esteem.

Program Goals

Fly Movement realizes that costly after school sports programs are about the only alternatives to staying active for most of the organization serves since 92% of Texas elementary schools do not have a daily physical education program. Given that 73% of the nearly half-million school-aged children in Houston are considered economically disadvantaged, few parents have the financial resources to enroll their kids in sports programs. In order to make the program accessible to all kids, Fly Movement created a free program where kids do not have to be an athlete or attend an after school function, but instead work as a team with their classmates to reach a fitness goal as measured by fitness trackers.

Case Study | Brookline Elementary



*"We loved wearing our trackers
And trying to exceed the prior
Day's moves. Fly Movement
Made us more aware of our
Daily physical activity and
Motivated us to be more
Physically active."*

- Sandra Salazar,
Brookline Elementary Teacher

Process

In fall of 2015, Fly Movement board members and volunteers implemented the program with Sandra Salazar's 3rd grade class at Brookline Elementary. Students were engaged with a fitness tracker and a movement challenge. Over a six week period, Fly Movement visited the students and led them in fun physical exercises, motivated the kids to move and track results, and encouraged the kids to develop a competitive psyche and reach their goals. The students' fitness activity and progress was provided to school administrators and parents every week via newsletters and social media.

Impact of Fly Movement

Fly Movement's efforts to improve kids' health directly impacted their physical activity during and after the program. During the competition period, kids outperformed their baseline activity by 23% averaging 11,073 moves per day versus 9,006. Parents also proudly shared that 30 days since the program ended, their kids' are more physically active as reported by a 53% lift in kids' physical activity compared to two week before the Fly Movement program launched. Fly Movement is continuing to serve Brookline Elementary students and thanks Brookline for giving them the opportunity to improve the health and well-being of our children.

Get Involved

Want to help us inspire kids to move and live a healthy life style? Contact Eric Melchor at Eric.Melchor@Fly-Movement.com for more details. Come join the fun!