



The mission of the Center Helping Obesity In Children End Successfully, Inc. is to be a resource center for the clinically diagnosed and at-risk children of obesity. Formed in 2002, C.H.O.I.C.E.S. is a non-profit organization that promotes weight management and lifestyle changes through nutrition education, peer socialization and physical activity. We seek community engagement, corporate partnerships and faith based collaborations to fight obesity.

The Challenge



Obesity is one of the most critical health issues in the United States. The causes of obesity are complex including genetic, biological, behavioral and cultural factors. Overweight children are much more likely to become overweight adults unless they adopt healthier behavior patterns.

- "The percentage of overweight and obese 10-17 year olds in Georgia is 21.3%. Thus ranking Georgia the 2nd worst health outcome state preceded only by Mississippi #1 which is 21.9%", according to the 2007 National Survey of Children's Health.
- "8 of the 10 states with the highest rates of obese and overweight children are in the South, as are 9 of the 10 states with the highest rates of poverty" as published in F as in Fat: How Obesity Threatens America's Future 2011 by the Robert Wood Johnson Foundation & The Trust for America's Health.

The Solutions



The program strategy at C.H.O.I.C.E.S. is designed to be as multifaceted as obesity itself! The Center's success lies in it's layered approach That combines the expertise of registered dietitians, personal trainers, clinical social workers, motivational coaches, educators and caring parents to provide children with preventative weight management tools.

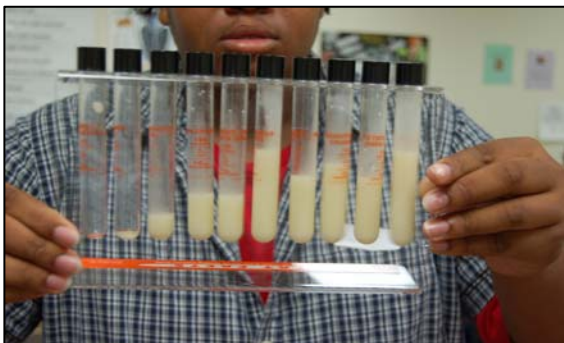
Dietary & Nutrition Education: Establishing a link between food consumption and its effect on the mind and body. Weekly educational sessions focus upon food choices, consumption, preparation and diversity.

Peer Socialization: Inclusion is key! Participants enjoy group fitness activities, social outings and interactive discussions to create a healthy atmosphere for peers with similar challenges and shared goals.

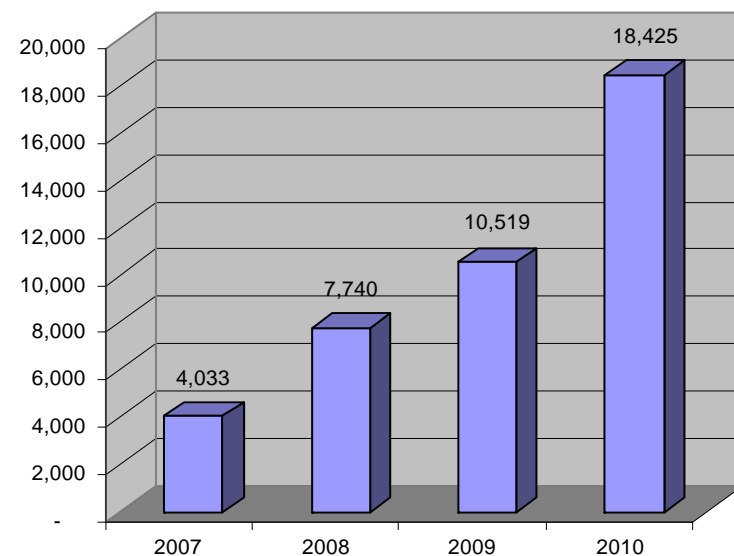
Interactive Communications: Implementing engagement tools such as "Zoey", the C.H.O.I.C.E.S. mascot who appears at events, stars in a cable television series, appears in animated marketing and has Zoey's, Fantastic Food and Fitness Adventures a children's health book.

Community Collaboration: Forging partnerships that raise obesity and healthy living awareness. Future goals include advocating institutional intervention and policy changes.





C.H.O.I.C.E.S. Program Outreach Chart



Number of Metro Atlanta children & families reached by year.

The Impact



C.H.O.I.C.E.S. offers unique collaborative programming that engages primary influences in a child's life—parents, family, peers, educators and community. The 2011—2012 childhood obesity prevention programs and initiatives are:

We Can!...Make Healthy Choices

A 6-week family workshop series that provides water aerobics classes to children between ages 8-13 while educating parents, utilizing the nationally accredited *"Ways to Enhance Children's Activity and Nutrition" (We Can!)* curriculum from the National Institutes of Health.

The Annual Children's Nutrition Education & Physical Activity Expo

Signature events including both indoor and outdoor nutrition exhibitions, free health screenings and cooking demonstrations. Designed as learning carnivals, that include major sports teams such as, the Atlanta Braves, Atlanta Hawks and Atlanta Silverbacks. The next Annual Expo event will be held Saturday, March 24, 2012 at the Adamsville Recreation Center in Atlanta.

The Children's Expo On Wheels

A year round program that participates in health awareness events to support schools and community organizations. Focusing upon simple nutrition education themes paired with alternative fitness activities, the C.H.O.I.C.E.S. Children's Expo On Wheels reached over 23,000 children, youth and adults in the last 12 months alone. The next expo on wheels event will be at the Atlanta Fit Festival on October 15, 2011.

Camp C.H.O.I.C.E.S.

The 1-week day camp series for overweight children. Each camp is gender specific and designed for children ages 10-15. These camps provide hands-on nutrition classes, personalized fitness training and fun cooking demonstrations.

Sisters in the L.I.T.E. (Lifestyle Intervention Teaching Exercise) Program

A 12 weeks lifestyle changing series for young women ages 10-24. The "Sisters" program provides self-esteem, nutrition and fitness classes to young women while educating their parents. The "Sisters" program uses the nationally accredited *"BodyWorks For Families"* curriculum designed by the Office on Women's Health. The last "Sisters" Mother & Daughter Challenge series started on Tuesday, September 20, 2011.

Living Better with Diabetes

A 10 month project including community outreach events and an intensive workshop series. The *Living Better with Diabetes* project is designed to be a refresher course for people who already have type 2 diabetes made possible with a sponsorship from Novo Nordisk. The intensive four week workshops will be presented at First Congregational Church in Atlanta from January 2012 to May 2012.

To learn more, contact Vanetta Keyes, Executive Director, via email: info@ChoicesForKids.org or by phone: (678) 819-3663