

Marathon Kids®



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Our Mission:

Marathon Kids® is a free, endurance building running/walking/nutrition/gardening program for **kindergartners through 5th graders.**

Our mission is to build joyful community around children and be quickly accepted into public, private, and home schools as a free, innovative celebratory fitness program, resonating with the child... and with the child's family. The goal is for the child to develop the love and habit of moving through space and to **carry forward the power of muscular, nutritional, and psychological well being.**

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Our Mission:

- Marathon Kids® is a **free**, endurance building, running/walking/nutrition/gardening program for K-5th graders.
- Community intervention program focusing on critical period of childhood.



Marathon Kids® Teacher Packets, Registration, and Events

- Teachers receive a Bright Teacher Packet in the spring explaining program, and provide tools
- Register online at www.MarathonKids.org
- Attend Kick Off and Final Mile Celebrations

...FREE!!!





Marathon Kids®



...and they're off!!!! 6



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USA Markets, 300 towns and cities on waiting list.

2008-2009 registration – 7 USA cities

Austin: 54,627 (12th year)
Dallas: 35,000 (5th year)
Houston: 15,000 (3rd year)
Harlingen: 5,000 (4rd year)
Los Angeles: 17,000 (3rd year)
Baltimore: 5,000 (2nd year)
Chicago 5,500 (1st year)

83% average completion rate in 07-08

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Target Market



- K-5th populations who are most vulnerable to Type 2 diabetes and sedentary lives.
- Marathon Kids includes and encourages children with disabilities, and behavioral/social challenges to participate (Adaptive PE).

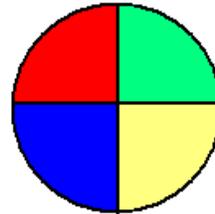
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How does the program work?

- Children run in ¼-mile increments at their school, in their home, or a combination of both.
- Then, they color in their running log
- For six months
- Until they reach 26.2 miles!!!



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Student name: _____
Phone number: _____
School district: _____
Classroom teacher: _____

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MILEAGE LOG

Instructions: Color in a piece of a circle every time you run or walk ¼ mile. When every circle is filled, you will have gone 26.2 miles!

www.MarathonKids.org

CVS/pharmacy

Cherry Hill
Pharmacy
Youth
S.M.L.
Adult
S.M.L.L.L.

Parent/Guardian or Teacher Signature: _____
E-mail address of parent: _____

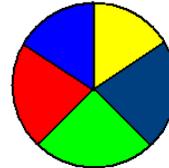
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How does the program work?

- Children are also challenged to eat “5 A Day” fruits and veggies for 26.2 days of every month.
- After they eat their fruits and veggies, they color in their fruit & veggie log.
- They are able to acquire a habit of healthy eating choices a young age.
- The schools may also build Marathon Kids 5-a-day Schoolyard Food Gardens



marathonKIDS® Marathon Kids Fuel Marathon Instructions: You need five fruits or veggies a day to be the strongest runner or walker you can be! Color in one piece of fruit or one veggie from the bowl for each fruit or vegetable you eat. You'll need to eat five daily to complete the Marathon Kids Fuel Marathon! Remember, fruits should be fresh and washed and vegetables can be fresh or cooked.



CVS/pharmacy

Marathon Kids Fuel Log

Building a Marathon Kids 5-a-day Schoolyard Food Garden



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Target Market: Elementary age Children

- **This age is critical to launching "life course approach" to developing habits that lower disease risk.** *(Natl Assoc for Sport & PE)*
- **Marathon Kids are self motivated. More ownership. No one tells them they MUST do the six month program.**
- **Children make informed choice that pays off for them in both positive feelings and tangible rewards.**

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Why elementary age children?

- **Obese children tend to become obese adults.** (Andersen, 2000)
- **The risk factors for adult disease that are associated with obesity in children and adolescents persist into adulthood or increase in prevalence if weight gain occurs.** (Dietz, 1998)
- **The idea is to give children that are more at risk for health problems a chance to develop good habits early in life, with the hopes that these lessons will carry into adulthood.**

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Intervention

- Behavior intervention at this age by acquiring and developing love and habit of moving through space.
- Activity without behavioral change is not enough. Children must learn benefits of regular physical activity and enjoy the process. (Surgeon General's Report on Physical Activity 1996)

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Elegantly simple

- **Marathon Kids *experientially* discover value and good feeling of consistent exercise.**
- **By associating exercise with a positive experience, we are increasing the likelihood that the child will *continue* to want to exercise.**
- **It is important to promote and establish exercise habits early in life so they may persist into adult years. (Aarts, et al., 1997)**

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Developing Habits

- It is said it takes about 30 days to make a habit. Marathon Kids is a six month commitment from children. It is hoped neural pathways are altered in this six months, when the brain is most open and receptive.
- Marathon Kids can influence their parents to make healthier eating choices and become more physically active.
- This in turn, means the child's parents are buying healthier foods and completing the circle of more family exposure.

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Childhood health concerns

- Children who carry excess body fat are likely to have the same tendency later in life.
- Young girls who are obese in childhood often start their periods much earlier.
- The predominant cancers associated with obesity have a hormonal base and include breast, prostate, endometrium, colon, and gallbladder cancers. (Bray, 2002)

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Developing Behavior

- The fun, visual (coloring) nature of the program guidelines makes it easy for this age group to understand.
- Marathon Kids offers the physical environment for improving or changing behavior at an early age.

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Influence on Parents

- Marathon Kids can influence their parents to make healthier eating choices and become more physically active.
- This in turn, means the child's parents are buying healthier foods and completing the circle of more family exposure.



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Prevention



- “Research shows physical activity does more for cancer prevention than helping control weight.” (American Institute for Cancer Research)
- Marathon Kids does not emphasize weight control.
- Marathon Kids encourages children to MOVE!

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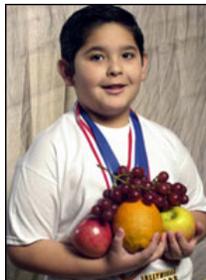
Marathon Kids® Research Study - MSDF

- Marathon Kids awarded two-year grant from Michael and Susan Dell Foundation to conduct research and evaluation of the organization and it's impact of participants.
- The Dell Center study conducts research by evaluating biological and psychological changes in elementary students after completing the Marathon Kids fitness and nutrition program.

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Marathon Kids!



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[Website: www.MarathonKids.org](http://www.MarathonKids.org)

A collage of images. The background is a large crowd of runners on a red track. In the foreground, there is an inset photo of a woman in a black tank top, a man in a yellow t-shirt with "MARATHON KIDS" on it, and a young child in a pink outfit, all smiling together.