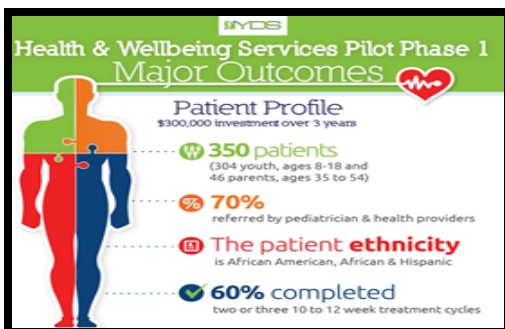


**Obesity is still an issue, based upon an American Academy of Pediatrics journal, that without significant intervention, it is estimated that half the American adult population will be obese by 2030, further eroding the health of the population and straining the health care system.**

**FAMILIES 4HEALTH: (GENERATIONAL OBESITY)** The genesis and focus of Families 4Health are to raise the awareness amongst targeted population groups about the risk of improper diet, lack of nutrition in food choices, the rising incidence of obesity among school aged youth, prevention and the realization that obesity affects all segments of society. Although health care professionals feel the obesity dilemma is the result of lifestyle, it is also recognized as a treatable and preventable health issue that if not addressed could become one of the most debilitating health dilemmas of the century, particularly for population groups that are regarded as most at-risk.

To address the issue of obesity at the local level, Youth and Families Determined to Succeed through its Families 4Health initiative has already conducted a pilot proof of concept project in collaboration with area Health Care Providers, Medical Professionals, and the University of Minnesota to develop a intervention model to address issues of obesity; type II diabetes, and the impact it has on school aged youth. As a result of the pilot findings, YFDS's launched an intense effort to combat this dilemma and established Families 4Health Program as a means to provide prevention and intervention services for families and youth most at risk. The thrust of the programs effort is to provide workshops, lectures, and outreach for program participants to make lifestyle changes based around fitness, wellness, and nutrition as a first step approach to minimize, and even prevent the health risk obesity has on youth, families, and community.

Major challenges experienced by Youth and Families Determined to Succeed to sustain a comprehensive approach to the issue of obesity have been affordability, the lack of public support, and limited collaboration by the health care industry to make concerted efforts to support prevention as an alternative approach to treatment. In response we are seeking specialty contracts with health providers to support service model and client affordability and planning to launch a comprehensive research study to inspire and inform systematic changes in the health care delivery system, including specialty payment models.



**Pilot Project Impact**





*FOR DISCUSSION PURPOSES ONLY*

## **Families4Health (F4H)**

- Family Fitness, Nutrition, and Wellness
- General Fitness
- Community Health Initiatives & Engagement

The genesis of Families4Health began in 2011 when YFDS was approached by a pediatrician and a growing number of requests from parents searching for health services to provide a comprehensive intervention focused health, fitness and nutrition services for children suffering from obesity and in many cases acute and chronic diseases, such as diabetes. YFDS, initially obtained major funding from Medica, Park Nicollet Foundation, and United Way Obesity Task Force. With the assistance of Dr. Tonya Bryant we developed and implemented a pilot program, Kids4Health that served over 350 children and parents with 70% being referred by the pediatricians. The result was the development of our family centered integrated health service model, that demonstrated with an engaged family that we could achieve exceptional health outcomes.

Additionally, we joined several initiatives to advocate and promote public policies and improvements in the delivery of healthcare in addressing childhood obesity. However, the major challenge of delivering our comprehensive intervention services and the reason why there our limited business in this space, continues to be affordability and the lack of public or insurance funding to support these types of services. Much of the funding today focuses on prevention versus intervention.

The F4H program integrates health and fitness best practices; weight management and obesity educational lectures, hands on workshops , active strength, agility, flexibility, and aerobics training.

**Program Goals:** Equip and empower participants to develop healthier behaviors and lifestyles, and stronger bodies and minds. Provide comprehensive childhood and family obesity health, wellness and fitness services to respond to the growing demand and need for such services. Our services also address health disparities by providing individuals who have been underserved access to culturally relevant community-based programs and service that combat obesity and related diseases.

**Target Markets:** Families and individuals with a 25+ BMI; Underserved communities; Physicians and their patients seeking outpatient community-based wellness services, community referral partners.

**Logistics/ Delivery:** Two to three days per week session that include nutrition and fitness each day, 1 to 2 hour sessions, Ten to twelve week program cycles, Four sessions per year. This may vary as we respond to the market.

**Primary Measures:** Height, Weight, BMI, Blood Pressure, Waist Circumference, Nutritional and Fitness Behaviors. YFDS has also identified and other core wellness measurements to track and inform clients on their progress and will be used as the basis for providing prescribed health and wellness plans.



Youth & Families Determined To Succeed  
Fitness. Nutrition. Wellness.

*FOR DISCUSSION PURPOSES ONLY*