

# IMPROVING CHILDREN'S PHYSICAL & MENTAL HEALTH



**TODAY'S AMERICA**  
SEDENTARY & UNHEALTHY

**PHIT AMERICA**  
ACTIVE, HEALTHY & HAPPY

## THE PROBLEM

### AMERICA'S PANDEMIC, PHYSICAL INACTIVITY

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**LAST PLACE IN PHYSICAL HEALTH** ▶ UNICEF REPORTS US KIDS ARE RANKED **38<sup>TH</sup>** OUT OF **38** COUNTRIES IN PHYSICAL HEALTH
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**EXTREMELY POOR FITNESS** ▶ USA KIDS ARE RANKED **47<sup>TH</sup>** OUT OF **50** COUNTRIES IN FITNESS
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**OVER 90% UNHEALTHY** ▶ **50** MILLION CHILDREN ARE NOT ACTIVE TO CDC PHYSICAL ACTIVITY STANDARDS
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**CORONAVIRUS VULNERABLE** ▶ PHYSICAL INACTIVITY IS THE **STRONGEST FACTOR FOR SEVERE COVID-19 OUTCOMES** AFTER ORGAN TRANSPLANTS OR ADVANCED AGE
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**SEDENTARY SCHOOLS** ▶ NEARLY **50%** OF SCHOOLS HAVE NO PHYSICAL EDUCATION
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**ACADEMIC FAILURE** ▶ INACTIVE KIDS DON'T DO AS WELL IN SCHOOL
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**INCOME INEQUALITY** ▶ LESS ACTIVE, ESPECIALLY WOMEN, ARE NOT AS SUCCESSFUL

SOURCES FOR ALL RESEARCH CAN BE FOUND AT [IP.PHITAMERICA.ORG](http://IP.PHITAMERICA.ORG)

**HEALTHIER, SMARTER & HAPPIER KIDS**

## OUR SOLUTION

### PROVEN EFFICIENT SCHOOL PHYSICAL ACTIVITY PROGRAMS



#### STRONGER BODIES & MINDS PROGRAM

- Fun ...action packed... with music & rewards
- Primes the brain for better learning
- Using technology to track miles run
- \$4000 for an entire school for 3 years
- Less than **\$10 per child**



#### FUN AFTER SCHOOL SPORTS PROGRAMS

- Teaching basic skills with beginner equipment
- 6 or more personalized group classes
- Working with tennis & golf coaches
- \$2500 includes the program & instruction
- Part of PHIT America's **3-STEP Pathway** to lifetime health

## OUR RESULTS: WE HAVE CREATED OVER 740,000 PHIT KIDS

### WITH THESE 12 LIFE-LONG BENEFITS FROM PHYSICAL ACTIVITY

1. REDUCES THE CHANCE OF OBESITY
2. IMPROVES ACADEMIC SUCCESS - BETTER GRADES
3. REDUCES THE CHANCE OF DIABETES, CANCER & MORE
4. PROTECTS FROM DEADLY COVID-19
5. STRENGTHENS YOUR BONES & MUSCLES
6. REDUCES DEPRESSION & ANXIETY...MORE SMILES
7. BOOSTS YOUR ENERGY
8. PROMOTES GENDER EQUALITY
9. IMPROVES NATIONAL SECURITY
10. PREVENTS & LOWERS HEALTHCARE COSTS
11. YOU MAKE MONEY \$ - HAVE MORE SUCCESSFUL CAREER
12. ACTIVE PEOPLE LIVE LONGER...ARE HAPPIER

**PHYSICAL ACTIVITY IS  
'THE MIRACLE DRUG'**

FOR CHILDREN'S  
PHYSICAL & MENTAL HEALTH



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#### ABOUT JIM

- Former president of Wilson Sporting Goods
- Sports Industry Hall of Fame
- 25 year philanthropist