

World Fit

Promoting a culture of health and fitness for children

World Fit is a walking programme for elementary and middle school students, which includes teachers, family and friends.



Location	USA
Organisation	World Fit Foundation, Inc.
Start-end date	2009 – ongoing
Target group age	8-13 years old
Reach	Approx. 30,000 students in 2012
Partners	A combination of national and community corporate partners, Foundation grants and individual donors including Sanofi Aventis, Platinum Performance, United Health Group, and Dole Foods
Key facts	In 2012, 68 schools participated in the programme in the USA. Collectively, they logged in 2.2 million miles in the six-week competition. Some 75% of those miles were attributed to sport and exercise, while 25% were recorded from the daily school walk.
For inspiration	www.worldfit.org



Summary

The World Fit Foundation is an independent non-profit organisation based in Florida. World Fit is a fitness initiative targeting students in schools from ages 8 to 13. An Olympian is assigned to a school to help motivate and inspire the students. At the heart of the World Fit programme is the World Fit Walk, a six-week competition among schools each spring (April/May) to determine which has the fittest students. All sports and exercises are converted to equivalent walking miles (km) and count towards the competition. The objective of the Foundation is to make World Fit a global programme.

Keys to success

Participation of Olympians and Paralympians

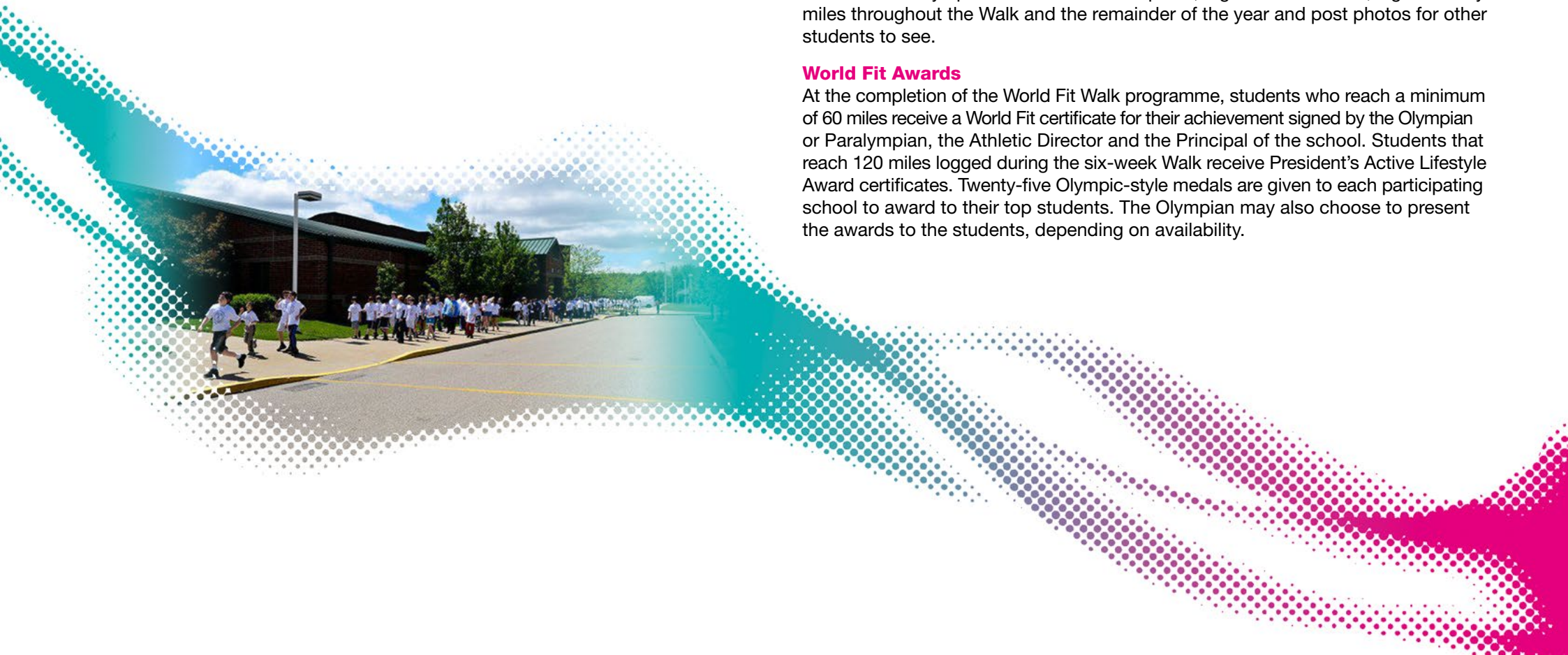
Olympians/Paralympians “adopt” a middle school, speak to the student body about personal fitness and kick off the first day of the World Fit Walk. Each Olympian/Paralympian may adopt up to three schools in the region where he or she lives and will return to each school to give a 15-minute presentation every year.

The World Fit Walk

Every year for six weeks, students participate in a daily walking programme, where the numbers of miles walked (or jogged, or run) is logged each day and totalled. All walking occurs on the school campus on a measured course and is supervised by teachers. On the organisation’s website, schools and students can read inspirational stories about Olympians and their student peers, register for the Walk, log their daily miles throughout the Walk and the remainder of the year and post photos for other students to see.

World Fit Awards

At the completion of the World Fit Walk programme, students who reach a minimum of 60 miles receive a World Fit certificate for their achievement signed by the Olympian or Paralympian, the Athletic Director and the Principal of the school. Students that reach 120 miles logged during the six-week Walk receive President’s Active Lifestyle Award certificates. Twenty-five Olympic-style medals are given to each participating school to award to their top students. The Olympian may also choose to present the awards to the students, depending on availability.





Sport for All objectives

Promote sport and physical activity

The World Fit mission is to promote a culture of health and fitness for children. Specifically, World Fit is concerned with the reduction of childhood obesity. The programme strives to eradicate both childhood obesity and the enormous toll obesity has taken on families, society and healthcare systems. In 2012, 68 schools participated in the USA including a total of approximately 30,000 students.

Foster Olympic legacy

World Fit also aims at connecting Olympians and Paralympians to the youth and to further the Olympic values and awareness through role models and inspirational messaging. Through Olympian and Paralympian participation, World Fit pairs mentors with schools to inspire their students about the importance of health, fitness and the Olympic values of perseverance, respect and fair play.

How is the programme communicated?

Communication is achieved through a mix of different channels and relies on a strong social community around the programme that facilitates the involvement of Olympians, families and students, helps community leaders' work more effectively, and acts as a repository for exercise data and survey information tied to the ongoing research of the programme's effectiveness.

How is the programme evaluated?

Annual surveys of each participating school are conducted on line and ongoing research of programme efficacy is being planned.

“With World Fit, it was the friendly competition that made me get up and exercise more, to beat the other schools, my friends.”

Participant





Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

Get inspired by more than 45 projects around the world

Learn more about best practices with our toolkit

Create your project based on proven academic research and experience of organisations

Share your experience and lead the way to inspire more projects

Connect with a vast network fueled by inspired partners

Find more information

-  Sports and Active Society Programmes
-  A Guide to Implementation
-  www.olympic.org
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