



What is it?

On Saturday Oct. 26, thousands of fifth-graders and families will converge at Stocker Field in Snohomish to kick off *Gear Up & Go!* – a countywide program to motivate students to move more and build lifelong healthy lifestyle habits and contribute to their communities.

Why in schools?

A healthy and active lifestyle at home and school is important to lifelong health and wellness. Research has shown that activity directly impacts classroom success: the more active a child, the better that child's academic success. And, classroom success is a significant marker of career success and financial well-being in adulthood. *Gear Up & Go!* intends to increase activity levels throughout the county to improve academic success and ultimately enhance the economic prosperity of Snohomish County.

How?

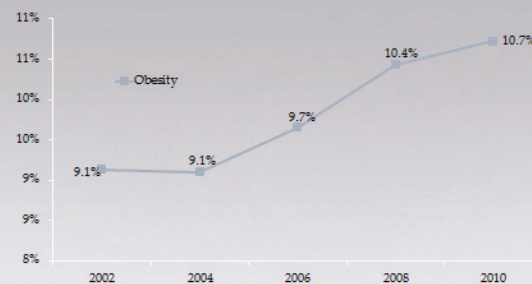
Each fifth-grader gets a Sqord PowerPod (www.Sqord.com) – a durable wristband that converts activity into points. Any activity, from walking home from school to folding laundry, earns points! Students register and track their points online and earn virtual badges for their accomplishments. Students can also interact with each other on the website with predetermined virtual *High Fives* and *Squawk* messages to give their classmates encouragement and support.

Who started this?

This initiative was created by the Snohomish

Youth Obesity on the Upswing

Snohomish County, 2002-2010



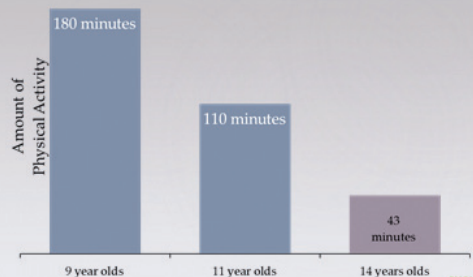
SNOHOMISH COUNTY
HEALTH LEADERSHIP COALITION

Youth obesity in Snohomish County is up by about 20 percent in the past decade. More than one out of every four adults in Snohomish County is obese - 28 percent.



Early Sedentary Habits

➤ Physical activity drops from 180 minutes a day to less than 43 minutes a day between the ages of 9 and 14.



Source: JAMA 2008

SNOHOMISH COUNTY
HEALTH LEADERSHIP COALITION

County Health Leadership Coalition in concert with school district superintendents, district teachers, health and physical education professionals.

“Our hope is that today’s fifth-graders will score higher on the Healthy Youth Survey given in sixth grade,” explained Superintendent Gary Cohn. “Historically, this survey has shown a steep decline in activity between sixth- and twelfth-grade. If students establish healthy habits and lifestyle activities in fifth-grade, those habits will likely last into their teens and beyond.” For more information please visit www.SnoCoHealthLeadership.com.