



ESPA Training, Inc. respectfully submits this organizational proposal to you, to support the **FIT ACADEMY** program for youth in Lower-Socioeconomic Communities.

The **FIT ACADEMY** is an innovative program that works to combat the prevalence of childhood obesity and promote physical activity, in addition to educating students on the importance of proper nutrition and healthy eating habits. This program is the cornerstone of our organization and our strategy to expose low-income children and teenagers to the importance of eating healthy and exercising daily.

To reach our mission, ESPA Training, Inc seeks to launch an innovative partnership with **Jamba Juice, NIKE** and you to achieve these goals. Please call Nicole Maddox, our Community Relations Coordinator, if you need any additional information.

Thank you for your support and assistance to ESPA Training, and the South Florida youth it serves.

Best Regards,

Terek Maddox

Executive Director, **ESPA Training, Inc.**

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## Executive Summary

ESPA Training, Inc. seeks to fund an innovative nutrition and physical fitness educational program for young people in grades K-12. The program will serve over 250 children and teenagers annually, teaching low-income youth the importance of healthy eating habits and daily physical activity.

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### A. Organizational Overview

Our organizational philosophy is founded on the core belief that the answer to a healthy way of life is through ***Education, Nutrition and Exercise***. ESPA Training's mission is to effectively train and educate youth about the importance of leading Healthy, Active Lifestyles for a Longer, Healthier, and Happier Life. More importantly, ESPA will work to combat the prevalence of **Childhood Obesity** and **Promote Physical Activity** through educational programs focusing on proper nutrition and exercise techniques.

### B. Description of Programs

ESPA Training strives to have a sustainable impact on young people's nutrition/eating habits and activity levels. Listed below are the programs/techniques used to reach out goals:

#### **Nutrition/Exercise Program for Youth:**

The **FIT ACADEMY** program introduces those most susceptible to diabetes, cardiovascular disease and obesity to the importance of fitness and nutrition. Research shows that the benefits of regular physical activity and a well-balanced diet go beyond helping kids maintain a healthy weight. They also have positive effects on academic achievement, including increased concentration and improved grades in all subject areas. Additionally, **ESPA Training** will provide these services at no-cost to students and their families.

#### **How Can Fitness Programs for Kids Also Help Obese Children?**

ESPA offer programs for obese children because obesity in children and teenagers is a serious matter of public concern today. This is a problem that continues into their adult lives. We work to create an attitude of prevention in parents so we can reduce the impact of this obesity epidemic in the future.

According to the American Obesity Association (AOA) the Causes of Childhood Obesity are:

- **Physical Activity** - Lack of regular exercise.
- **Sedentary behavior** - High frequency of television viewing, computer usage, and similar behavior that takes up time that can be used for physical activity.
- **Socioeconomic Status** - Low family incomes and non-working parents.
- **Eating Habits** - Over-consumption of high-calorie foods. Some eating patterns that have been associated with this behavior are eating when not hungry, eating while watching TV or doing homework.
- **Environment** - Some factors are over-exposure to advertising of foods that promote high-calorie foods and lack of recreational facilities