



Healthy Kids Start with You!

Help combat childhood obesity and build a healthier future.

The Wise Kids® program, developed by the Säjai® Foundation in partnership with NRPA, is now available nationwide. This innovative, nine-week curriculum was created specifically for park and recreation programming. It's new and it can change the way you, and the kids in your community, think about wellness and a healthier future.

The Wise Kids curriculum has been extensively tested at sites around the country. The results speak for themselves: research has proven this program's success in educating kids about wellness, making healthy choices and, most importantly, changing their behaviors.

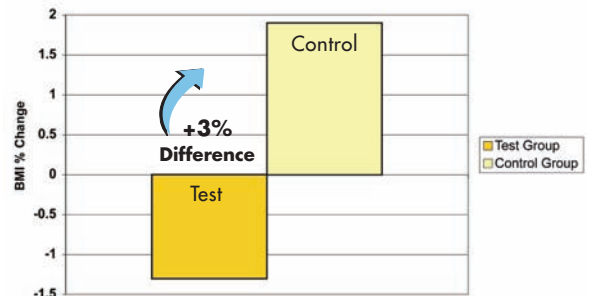
Energy Balance Equation



Research Indicates Program Impact

BMI Improved in Test Group

BMI Test vs. Control



Attitudes, Norms and Behaviors for Healthy Eating and Activity Improved

Test vs. Control

	<u>% Change</u>
Attitudes	5.5
Norms	2.6
Behaviors	4.1

All statistically significant at >95% confidence interval

The program kit provides everything you need to deliver a successful wellness-based course, saving you and your staff valuable time.

The Wise Kids® program:

- Takes an active role in fighting childhood obesity.
- Focuses on teaching kids ages 6 to 11 how to make wise nutrition and activity choices.
- Offers curriculum that has proven to be highly successful in a wide variety of settings.
- Includes program materials, learning activity aids, marketing and promotional elements, a training guide and CD, along with a web-based program evaluation tool.
- Is available in small and large site kits, which serve 30 or 100 kids.



Wise Kids Program kit - Everything you need is included:

SMALL SITE KIT FOR 30 CHILDREN

- 30 Workbook Sets (Nine workbooks per set, one set per participant)
- 3 Training Guides (For program leaders)
- 1 Training CD
- 1 Marketing CD
- 30 Pedometers
- 1 Set of Learning Activity Aids
- 30 Temporary Tattoos
- 2 Program Marketing Posters
- 2 Nutrition Focused Posters
- Evaluation tool

Price: \$750

LARGE SITE KIT FOR 100 CHILDREN

- 100 Workbook Sets (Nine workbooks per set, one set per participant)
- 5 Training Guides (For program leaders)
- 1 Training CD
- 1 Marketing CD
- 50 Pedometers
- 2 Sets of Learning Activity Aids
- 100 Temporary Tattoos
- 4 Program Marketing Posters
- 4 Nutrition Focused Posters
- Evaluation tool

Price: \$1,650



About the Säjai® Foundation:

The Säjai (pronounced saw-jay) Foundation develops learning programs, tools and resources for children ages 6 to 11 that teach the Energy Balance concept. We develop and market our programs to youth-serving agencies and aim to build partnerships that reach children and make programs exciting and beneficial to all.

For more information, please visit our website (www.sajaifoundation.org) or contact Amy Rea, Communications Coordinator, by phone (952-288-3364) or email (Amy@sajaifoundation.org).

In partnership with



**National Recreation
and Park Association**

