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Business Plan: Childhood Obesity

Super Youth Fitness Program

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Pirates of the Caribbean

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### **Executive Summary**

With this health-fitness program we will offer different services that will provide guidance to parents that are in need of assistance related to child obesity. We will provide physical support, mental support & agricultural support to children who are obese. This program will be located in the central Orlando area. Supporting children with obesity is our main priority. Children who have suffered obesity not only suffer from physical health problems but mental health problems as well (Kamur). This program will guide children into further understanding their health and agricultural aspects of life. When children learn at a young age they apply these aspects throughout their whole lives and pass it on to their children. With this cycle people will grow to understand that unhealthy foods can have a lot of life changing health issues. Parents as well will be included in this program.

With further research we have come to the understanding that most obese children are obese because of the decisions their parents make. As a 11 year old girl from personal experience stated "My grandma tells me I need to lose weight but continues to buy me McDonalds almost everyday because she's too tired to cook ". This is one of the many children speaking out regarding this issue that lies with their guardians. Many of these anecdotes are cited from a health and management therapist named Alyssa Delgado who has taken the initiative to provide us with these real life quotes. Obesity is a big health issue that needs our attention now. It's starting to be a problem and our program is a small part of a big solution.

## **Background**

Childhood obesity is a complex health issue. It's an issue that has more than tripled since 1970's (Facty.com). The global numbers have climbed from 32 to 41 million since 1990. Obesity is when an individual is extremely overweight to a point where it starts causing health issues (tandfonline). These health issues include and are not limited to diabetes, high blood pressure, and high cholesterol. Not only do they lead to those health issues but it also leads to mental issues including low self-esteem and depression. Health issues like these can lead to more issues in adulthood, such as insulin resistance, type 2 diabetes, hypertension, hyperlipidemia, liver and renal disease, reproductive dysfunction, and cardiovascular disease (Medscape). These health issues can occur due to a combination of genetic, environmental, psychosocial, metabolic, and hormonal factors. All these factors can lead to obesity (Eric Webpage).

A lot of the pressures of childhood obesity can come from the protective lifestyles parents see in their child's future as they wish for the best in them. Parents tend to harm their children because of their lack of education in research in children's fitness and health. They often experience mental health of their own as they push their children to an image they cannot obtain.

Childhood obesity has affected many individuals. It can have a dramatic effect on one's health. Scientific studies have discovered different mental illnesses linked to obesity in youth such as depression (CDC). There are also significant impacts on our society as a whole because the people who are children now, are the future leaders. Their health is important for the future of all nations and the future of humanity. Individual emotional health is also affected as a result of this. "Being overweight or obese is one of the most common reasons that children and adolescents are teased at school" (NCBI). Because bullying can be linked to outside appearance

and body weight, it can have a stress on one's emotional health. Bullying has long term effects on the victim's life.

### **Problem**

The problem we chose is childhood obesity and health. This topic is very important and more common than most people would assume. It affects 19.3% of children and adolescents in America, 7% morbidly (CDC). With the rising obese population, this issue has become a global pandemic. There are so many different causes to this social issue and it can have devastating effects on those who experience it.

Those devastating effects include type two diabetes, some cancers, heart disease, gallbladder disease, coronary heart disease, high blood pressure, and breathing problems (CDC). Not only does obesity cause physical health issues it also causes mental health issues such as anxiety, depression and eating disorders (GoodRx). This all is bad for our society seeing as these affected individuals are the future leaders of the world.

Obesity leads to many systemic issues as well. Because this issue is so complex with interconnecting causes, it has been difficult to find a sustainable solution (NCBI). Our project seeks to limit and prevent obesity in children in America by tackling the main root causes that will hopefully have the most lasting impact on the children and the nation. By promoting a healthier lifestyle and giving kids the environment and time to make staying fit more accessible, we hope the kids will benefit from our experience and want to live a more active lifestyle.

### **Systemic Causes**

There are many different causes for obesity. Some of which are controllable like bad nutrition or sedentary lifestyles. Others are harder to control like genetics and poverty. Some systemic causes of childhood obesity are poverty, food accessibility, and food insecurity. Poverty is a systemic issue because income instability is a crucial issue that plagues the nation. “In 2018, 38.1 million people lived in poverty” in the United States (PovertyUSA). Poverty contributes to obesity significantly because healthier foods and gym memberships can be pretty pricey and those who can barely afford a place to live are less likely to pay the extra money to live a healthy lifestyle. Food insecurity is also a systemic issue. This is because food insecurity has so many underlying causes: poverty, unemployment, food accessibility (Feeding America). It affects a multitude of individuals worldwide which is what makes it such a widespread issue. Those who deal with food insecurity often eat whatever they can find and afford like fast food or snacks. Food accessibility is also a systemic cause of obesity. “Lack of accessibility to healthy food is an important aspect of food insecurity, as good nutrition plays an important role in the optimal growth, development, health and well-being of individuals in all stages of life” (ncbi). Access to healthy food is essential as it can help lower the risk of other health problems in the body. This issue isn’t just particular to one area; rather it is present worldwide. This is one of the main causes of obesity because families that can’t easily access nutritious foods are likely to pursue an unhealthier option.

### **Systemic Impact**

In addition to mental effects, obesity can also affect the national economy and productivity. Obesity affects the economy by increasing the overall health care costs; a trend can be observed between health care expenses and obesity rates. Obesity can have negative effects on the affected individual's cardiovascular health resulting in medical bills (SagePub). Beyond this, obesity in youth has also been linked to suicidal thoughts and psychological problems such as self esteem. According to the Center for Disease Control, obesity is associated with the leading causes of death, those being diabetes, heart disease, stroke, and some types of cancer. Extra weight puts strain on the heart and can lead to a stroke or heart attack. This is why exercise and healthy eating habits are so important, especially for children. "Obesity-related medical care costs in the United States, in 2008 dollars, were an estimated \$147 billion" (CDC). The health issues that come with this disease put more and more people in hospitals and urgent care which raises health care costs on a national level.

On top of this, obesity has had an effect on national defense. This is due to the fact that "close to 30 percent of young people in the U.S. are now too heavy to qualify for military service" (Harvard). Additionally, the Department of Defense (DOD) reported "that obesity was one of the main disqualifiers from joining U.S. military service" (FAS). Adults who grew up obese have a harder time breaking their unhealthy habits and forming healthier ones. Recruiters for the military are looking for people who are determined and fit; the training involves rigorous exercises that could harm inexperienced exercisers. As reported by Army Times, "Active duty soldiers with obesity were 33 percent more likely to suffer musculoskeletal injury, contributing to the more than 3.6 million injuries that occurred among active duty service members between

2008 and 2017.” Those that are already active duty are at a higher risk for injury if they are obese.

### Approach

Investing in outcomes and strategies appropriate to pushing forward in the business is important in creating an approach, as well as listing down all of the crucial steps to developing a business including the risks and how to overcome them in the long run. It is also great to write in evidence and references found throughout the internet to be able to grow our business with supporting background knowledge of our topic. According to the NZ Transport Agency article *What is the Business Case Approach?* business approaches can “[start] with exploring the real nature of the problem or opportunity that may need to be addressed, rather than beginning with a solution already in mind” (NZTA). Exploring the problems rather than beginning with the solution can push our understanding of this case and dig deeper than doing surface level research.

As a team, we research deep into our solution to childhood obesity to limit the risks of potential health and life long problems, we also look forward to identifying all options in the workforce to assess them and integrate the possible solutions. Children, especially teenagers, are most likely to experience the early repercussions of being obese and it important they spend their early years eating right and doing as much exercise as they grow up and are changing bodies everyday. Mayo Clinic *Childhood Obesity* references “[lack] of exercise. Children who don't exercise much are more likely to gain weight because they don't burn as many calories. Too much time spent in sedentary activities, such as watching television or playing video games, also contributes to the problem.” Without the proper fitness and engagement to the outside world, it can leave a detrimental outcome to a child's growth path and how their health will affect them not only internally, but externally.

**Risk Assessment**

<b>POSSIBILITY</b>	<i>Very likely</i>			
	<i>Possible</i>		A food shortage	A child gets harmed during physical activity Surpassing our budget
	<i>Unlikely</i>	Not enough kids sign up	Investors fall through	A child dies A pandemic A great depression
	<i>Minor</i>	<i>Moderate</i>	<i>Significant</i>	<i>Severe</i>
	<b>RISK SEVERITY</b>			

As described in the image above, a moderate and unlikely risk is that there are not enough customers that enroll. In addition some significant risks include food shortage and investors falling through. Some more severe risks to consider are fatality, another pandemic, or surpassing our budget. The risk of doing nothing is great; it can lead to the failure of your business. This is why we assess all possible risks that we can think of ahead of time.

### **Objectives**

- Provide an effective solution to help lower obesity levels and improve the overall health of youth.
- We plan to start off locally and then expand as we get more interest and funding.
- The program would take place throughout the school year after school ends. It will also take place during the summer.
- Assist children feeling mental health issues regarding their weight and stigmas they might experience in their social/home life.
- Helping parents with worries and fears when caring for their children and teaching them to look into research before assuming and/or pressuring them into harsh exercises and meals.
- Research more about the causes of obesity and provide a more cost effective solution throughout schools and programs.
- Implement the dangers of estimated BMI calculations and educate on matters of seeking a real doctor instead of looking at numbers

### **Company Direction**

Beginning the development of our business plan, we are set to expand the programs for children in schools and surrounding communities that need it most. Many recurring problems that are seen in local cities in Central Florida is the lack of fitness programs targeted to helping children understand health and the importance of taking care of themselves. Companies like the YMCA and Boys and Girls Club provide substantial benefits for children in need of free meals and after school activities which is something we research heavily to see how they succeed where others don't. We'll utilize many resources to contribute to our cause, research fitness techniques unique to children and teens and inform parents to be more careful with what's healthy and how to start slow to notice progress.

Our goal is to increase positive living for children and their families as they grow up to understand potential risks and know how to prevent it in their early stages of life. A main concern persistent in childhood obesity are the mental health struggles and disorders children face at a young age. Starting up our business proposal is a major priority as we begin to outline our financial and marketing plans uplifting the programs. A big factor noticeable within the first few steps of creating a business plan is how we stand out from the other companies accomplishing a similar task. It is quick we realize that to stand out and catch the attention of parents with children in schools, is to influence the importance of eating healthier and provide those affordable services alongside gym-like activities for the children.

### **Product/Service Plan**

The business opportunity we devised consists of an after school youth fitness center where children go to get proper exercise and stay fit. We would implement a membership system where parents can pay monthly in order to generate revenue. This benefits the children by giving them a structured environment in which they are encouraged and assisted in staying fit through fun activities and motivation. - The membership price will be divided into three different categories. Level one will include the basics of the program such as General physical activity, Agricultural benefits, and Guardian guidance classes. At this level the price will be placed at \$20.00 monthly. In level two general physical classes, child mentor/personal guidance, agriculture benefits, guardian guidance class and family fitness will all be included for a monthly price of \$25.00 monthly. At the final level general physical classes, agricultural benefits, guardian guidance classes, child mentor/personal guidance, family fitness and one on one sessions will be included at the price of \$30.00 monthly. Leaving us with a day-by-use price of \$12.00. Our program will have a range of pricing for the sole reason that some of our targeted consumers won't be able to afford the monthly, so we are providing them with multiple options that will allow their child to participate in our program's benefits. If the child's family receives any type of government support all pricing will be 50% off.

Providing this fitness service is much more flexible and easier to manage so we can keep kids engaged in after school activities. Informing families the importance of self care is crucial to our business plan and how we are going to accomplish this through a self-sustaining, expanding fitness program. While we work to help children, we also look towards the parents and their struggles so they may seek the help our program has to offer.

## Market Analysis

### **1. Identify the product or service you plan to sell.**

The product/service we plan to sell is a youth fitness center for after school in which children ages 5-15 can go to get physical activity, learn about nutrition and mental health, experience agriculture in a produce garden, and hang out with their peers. On top of this, the parents will also be taught about important nutrition and mental health for themselves and their children.

### **2. Does your product or service satisfy an unfilled need in the marketplace?**

Our product satisfies an unfilled need in the marketplace because there is a need for safe spaces for children to get the recommended physical activity needed to sustain a healthy lifestyle and necessary skills like agriculture aren't taught in schools to the next leaders of our nation. "Research confirms that children need an integrated approach to healthy weight management that includes both physical activity and nutrition education" (Fitwize 4 Kids). The market size for gyms that only adults and children 13+ can attend is \$37 billion with 104,149 businesses, whereas the market size for children's fitness centers in the U.S. is only \$283 million with 988 businesses (IBIS World). The need for more gyms that offer services to our nation's youth is great, which is why our business will help fill the void.

### **3. Does your idea have a particular appeal or identity that will help it to be successful in the marketplace?**

Our idea has a particular appeal that will help it to be successful in the marketplace because our idea is to prevent obesity by targeting more than one cause. "A final indication that obesity is a systems problem is that solutions addressing a single cause have not been successful"

(NCBI). If we just address one cause of the problem, our solution might not succeed because obesity is a systems problem and requires a systems solution.

**4. Will your product or service be competitive based on its quality, selection, price, or location?**

Our service will be competitive based on its quality and price. We are having experienced youth trainers and nutritionists on site as well as a quality basketball court and gym equipment. The kids will get hands-on experience in the garden as well as education on nutrition. We are having multiple pricing options to have the most inclusion; we recognize that not everyone can afford the monthly membership.

**5. Does your product or service have staying power or will it become obsolete in the future?**

**Is there growth potential in your market?**

\_\_\_\_\_Our service has staying power because it is very useful to parents and children alike for multiple reasons. Parents might sign their kids up for adult supervision over their kids while they work, to improve their child's overall health, or simply for a safe place where their kids can stay active. Youth might want to sign up to hang out with friends, experience agriculture and gardening, play at a gym in their free time, workout, or just a place to go after school. There is growth potential in our market because our target market is in need of our service and it offers so many benefits.

## Marketing Plan

### Industry Profile:

#### The size and growth potential of the market:

“The market size, measured by revenue, of the Gym, Health & Fitness Clubs industry is \$37.0bn in 2021. The market size of the Gym, Health & Fitness Clubs industry is expected to increase 7.2% in 2021” (IBIS World). As described, there is a huge market potential in this industry. According to the Risk Management Association, “a new awareness about how exercise prevents obesity and improves health” has impacted the gym industry’s growth as well as an “increase in consumer disposable income post-recession.” The market size of Civic, Social & Youth organizations in the US as of 2021 is \$19.6 billion (IBIS World). Our gym will be targeted at the youth, so by observing the marketing trends of both industries we can get a fair analysis of our market potential.

#### Seasonality factors:

This industry displays some seasonal trends. According to Club Industry, New Year’s and summer brings in new “wanna-be-fit converts.” The Risk Management Association describes how gym memberships tend to “rise in the first quarter of the year and then fall off.” For our company, we are expecting to see an increase in the number of customers because children are out of school all day every day while their parents are at work. It is likely that providing the after school program, making it affordable and marketing it towards families will result in an increase of visitors to make a change in the local communities. If not for adult supervision, parents will likely enroll their kids to hang out with their peers on their time away from school.

#### Industry trends:

Although this industry declined in the U.S. during this pandemic, now that the country is starting to normalize again, the industry is back on the rise. Before the pandemic, there was a 6.5% growth rate between the years 2015 and 2016. Now, the market size of this industry is expected to rise 7.2% (IBIS World). Now that the world is starting to normalize with covid cases going down, more people are heading out to their local gyms.

**Geographic locations:**

“Gym and fitness-studio chains tend to specialize in either urban or suburban areas. But overall, they skew toward rich neighborhoods with lots of graduates, renters, and white people” (Bloomberg). Gym memberships can be pricey so this higher income geographic location is reasonable for the success of their business, which explains why there aren’t enough fitness centers in the lower-income areas. “Low-income was highly associated with overweight/obese status” (NCBI). By providing this service at a more reasonable price to minorities, we are accessing those who are most affected by our social issue - obesity. We are offering our services to low- to middle-income families in Orlando, FL.

**Company’s Marketing Plan:****Demographic Characteristics:**

- Age - 5-15 years
- Gender - Female and male
- Income - Lower to middle income families
- Family size - Families of all sizes
- Education level - Elementary, middle, and early highschoolers

- Race - All races and ethnicities
- Nationality - All nationalities

**Geographic Characteristics:**

- Where are customers coming from? - Customers are coming from the nearby schools across the greater Orlando area.
- Population size - “The current metro area population of Orlando in 2021 is 2,002,000” (Marco Trends).
- Geographic location of the market - The geographic location of the market is in Orange County.
- Zip codes - 32825 is the zip code in which our business is located.

**Customer Buying Patterns & Behaviors:**

- Usage rates - “New Research Finds 91 Percent of Teens Want to Stay Active Over the Summer, Believe Exercise Positively Impacts Mental Health, Focus and Schoolwork” (Planet Fitness)
- End use - Our overall end goal is to provide families the sources to be more healthy and prevent future sickness in Obese children. All the fitness equipment will be put to use by the children who will be enrolled in our program. The agriculture garden will be used to inform children how to properly grow their own foods and to make healthy choices. Children will also be provided mental support through it all. Not only will we inform children but their guardians as well so that they will be able to make these changes in the household. This overall will create a health environment for all.

- Benefits sought - Of those that regularly attend a gym, the benefits sought are usually to increase their strength, improve their outside appearance, or benefit their health. For our customers, we are targeting youth, so our main focus is health.

**What return will they receive on the dollars they spend?**

In return for their money spent, parents will receive a safe place for their children to hang out after school with their peers. In addition to this, they are helping prevent future health bills for their children by allowing them the recommended physical fitness and nutrition to maintain a healthy lifestyle. Furthermore, the produce grown from our garden will be sold to lower income families at a lower price. An article from The National Center for Biotechnology Information explains how “physical exercise acts as a co-factor in fighting obesity.” You also need to monitor your nutrition and calorie intake, which is what we plan to teach the youth and their parents about proper nutrition. Motivation for behavioral modification is also important in treating and preventing obesity in youth (NCBI). By making our program enjoyable for the kids, we hope to encourage them to want to exercise and learn about their nutrition.

**Will they have to change their ways of doing things?**

The children and parents will be strongly encouraged to change their ways of doing things. To encourage healthy lifestyle habits among the children we will have fun activities planned while also teaching them the importance of regular exercise and a nutritious diet. To encourage the parents to take more responsibility in their child’s health and make decisions keeping in mind the future health effects, we will teach them all about nutrition and the possible outcome of a sedentary lifestyle with bad nutrition, since those are the leading causes of obesity.

**Will they be required to purchase other items in order to use your service?**

No, the only expectation is that the habits developed at our fitness center carry on at home and in their future.

**Will they have to change their habits?**

The children are encouraged to change their habits. Our program will help prevent sedentary lifestyles and help youth stay active in their time out of school. Youth are also encouraged to eat healthier foods and focus on their nutrition.

**Potential dollar volume of the market that we will penetrate:** \$30 billion to \$40 billion (IBIS World).

**Advertising/promotional media:**

We plan to advertise through the local school district, community, and social media. We will go to the local middle and elementary schools in the school district and inform them of our program. We will give the students flyers to give to their parents and post flyers in the schools' information centers. In addition, we will also post it on the school district's announcements page. To attract future customers, we might even post flyers in local daycares for the parents to begin thinking about as their child gets older. Furthermore, we will post flyers at local community centers and recreational parks promoting our business. Lastly, using Facebook, we plan to join the communities and Facebook groups nearby and advertise there. This is a great option because most parents use Facebook to explore the activities offered in their community, so it will more than likely reach our target audience. The Facebook *Central Florida Small Business Community* group has 12,000 members, the *Orlando Florida Community* has 2,200 members, and the *Orlando Mom's Group* 14,000 members.

**Service Benefits:**

Our service benefits all of our kids by improving their overall health and providing a place for them to hang out with their peers after school and learn about nutrition and agriculture. Parents will get a better understanding of their own and their child's health and nutrition. Low-income families will be able to get affordable produce so they can also take steps to improve their nutrition.

**Target Market:**

Our target market is youth ages 5-15 and parents of youth in that age range. We chose this age range because children in this age don't have access to adult gyms to gain physical fitness that is recommended to maintain their health. According to the World Health Organization, the age of 14 is about the time in which mental health issues develop. Since we are also offering mental health classes, we plan to target mental health early on and work on preventing the issue from becoming a bigger problem in their adulthood.

**Advertising & Promotional Strategies:**

We plan to speak and post fliers at the surrounding elementary, middle, and high schools. Additionally, we will advertise on different Orlando groups on Facebook using their paid promotion software to reach a wide variety of people. As stated in one of Neil Patel's blogs, "Parents spend a lot of time online, meaning they may be pretty likely to see your paid ads." Therefore, parents are likely to see our advertisements. "Facebook will automatically show your ads to people who are most likely to find your ads relevant" (Facebook). Because Facebook's ad software is so advanced, this advertising platform will be very effective in reaching our target market.

**Why the Market Efforts are Unique:**

Our marketing efforts will work for us because it allows us to get the direct attention of our customers. By advertising through the school, we are reaching the children and giving them imperative information on the importance of a nutritious diet while also promoting our business as a place where they can take action on improving their health and lifestyle. By advertising on Facebook, we can reach a large range of people, but more specifically parents, which is important because they are the ones who enable their child to live sedentary lifestyles and eat foods that have a negative long term effect. Using facebook will get a lot of attention from our target because “81% of U.S. moms on social media use Facebook” (Edison Research). Teaching the parents will have a tremendous impact on the children because the parents can motivate their own kids to live active lifestyles and buy healthier foods. In addition, the parents would be the ones paying for the membership, therefore, informing them on all of the benefits and goals of our program is a necessity. In brief, our efforts are unique because we are targeting the whole community, including the children and parents.

**Marketing Goals:**

Our goals are to attract as many kids and adolescents to our program as possible so we can have a lasting impact on the lives of many. We also look to make healthy eating affordable for both kids and parents, tackle the obstacles of food desserts by giving meals and making physical activities fun. While also supporting their mental stability. We hope to have around 175 students enroll in our program.

## Financial Plan

### Memberships & source of revenue

#### Pay by use fee - \$5

Level 1: \$25 per month

- General physical activities
- Agricultural benefits (learning to farm, collecting fresh foods from supporting farmers markets, eating healthier)
- Guardian guidance Classes

Level 2: \$35 per month

- General physical activities
- Child personal guidance
- Agricultural benefits
- Guardian guidance Classes
- Family fitness

Level 3: \$45 Per month

- General physical activities
- Child personal guidance
- Agriculture benefits
- Guardian guidance classes
- Family fitness
- One on one physical activity sessions
- Full access

**Startup Costs:** Total: \$41,015.16

**Equipment:**

- Jump ropes - \$69.50 for 50
- Hula hoops- \$71.92 for 24
- Yoga mats - \$97.99 for 10

**Garden: \$3,750**

- Liability Insurance - \$750/yr
- Materials and Supplies - \$238
- Greenhouse - \$2,762

**Employees:**

- Youth fitness trainer - \$28,500/year => \$2375/month
- Medical professional - \$45,000/year => \$3750/month

**Location:**

- Building down payment - 30,000
- Utilities deposit - \$6,000

**Licensing & Insurance:** NAICS Code 713940 – Fitness and Recreational Sports Centers

- Fees -\$338.75/one time
- General Liability Insurance - \$67 / month
- Business Registration - \$125
- Business License - \$60

**Marketing:**

- Flyers - \$235 for 500
- Paid advertisements - \$200

**Monthly expenses: \$7,470.50**

Garden liability insurance: \$62.50

Salaries: \$6125

General liability insurance: \$67

Building mortgage: \$716

Utilities: \$500

### **Grants and Funding:**

Healthy Lifestyles Grant: \$30,000 - \$100,000

Health Foundation of South Florida is committed to promoting healthy lifestyle behaviors, specifically nutrition and physical activity, among children and adults by funding projects predominantly in child care centers, schools, and after-school programs. The overall aim is to build environments that are conducive to healthy lifestyle behaviors through the implementation of evidence-based programs coupled with supportive organizational and policy change to increase the likelihood of sustained behaviors through a settings approach.

Build a Bear Workshop Foundation Fund: one time contribution of \$1,000-\$5,000

Grants to qualified organizations that support children's health and wellness.

Presidential Youth Fitness Program: Funding opportunity will cover 100% of the cost for the items listed in application (based on budget proposed in the application – averages ~\$2500)

Provides a model for fitness education within a comprehensive, quality physical education program. Provides resources and tools for physical educators to enhance their fitness education process.



### **Solutions**

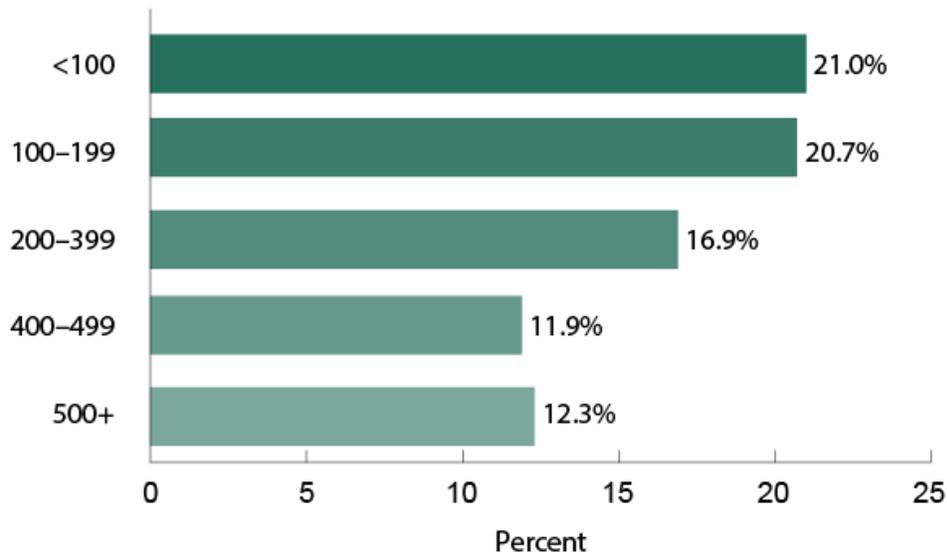
When it comes to childhood obesity there are many different sub-topics that come behind it such as genetics, nutrition, eating habits, lifestyle and family culture. After school programs will not only help inform these children, but guide and encourage them to do exercise. Children will also be provided mental support. “Childhood obesity does not only cause physical health issues, it also causes mental health issues” (Trevino). Therefore by including mental support children will feel more comfortable with themselves in working out to do better for themselves.

Parents and guardians will have the choice to enroll their children in a fitness program which will educate their children on healthy lifestyle decisions and fitness. They will also have the choice to provide their children with mental support. Children will not only participate in the learning of their health, but participate in physical exercise and fun activities to be able to engage with other classmates to feel less alone. “It is scientifically proven that children will be more encouraged to do a task if they aren't doing the task alone” (Barshasy). Our program will also include agricultural benefits to both children and guardians. These agricultural benefits include access to farmer markets & a company garden. This business will have partnerships with different farmers markets and community gardens. Both guardians and children will be able to have access to healthy food choices at a convenient price for their homes. “It is said that one of the best strategies to reduce child obesity is to improve the eating and exercise habits of your entire family” (Gavin). Preventing and treating childhood obesity helps you protect your child's health now and in the future.

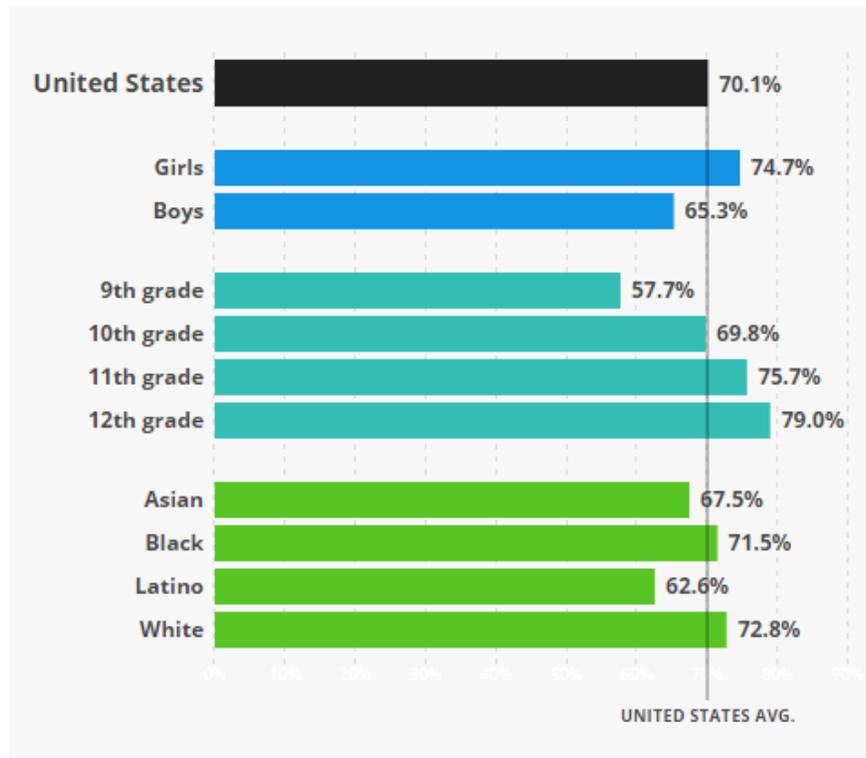
**Appendix**

**Child and adolescent obesity rates generally decreased with increasing family income.**

Family Income  
(Percent Poverty Threshold)



Data source: National Health and Nutrition Examination Survey (NHANES), CDC/NCHS.



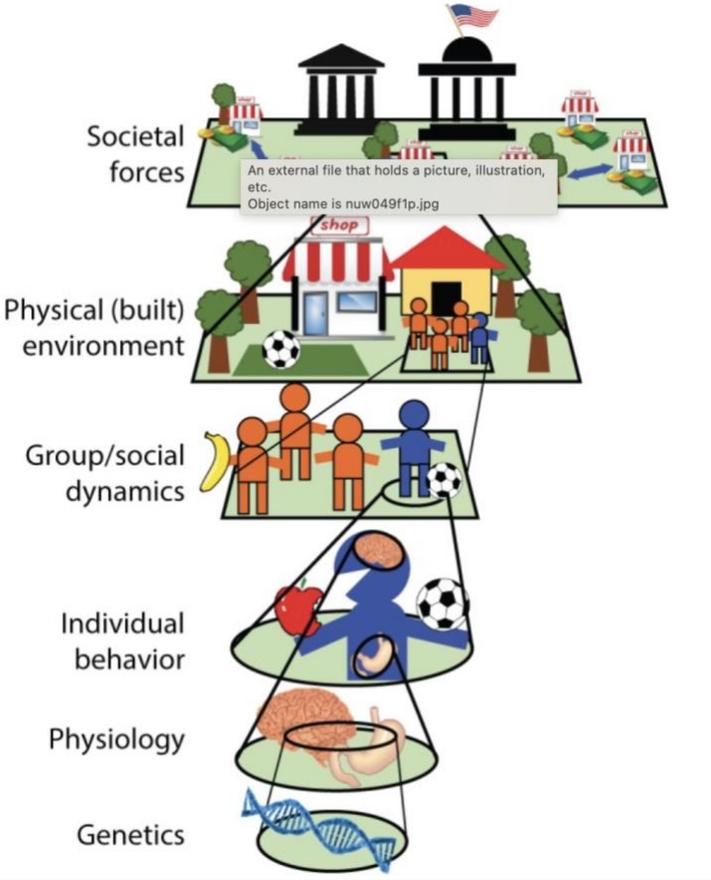
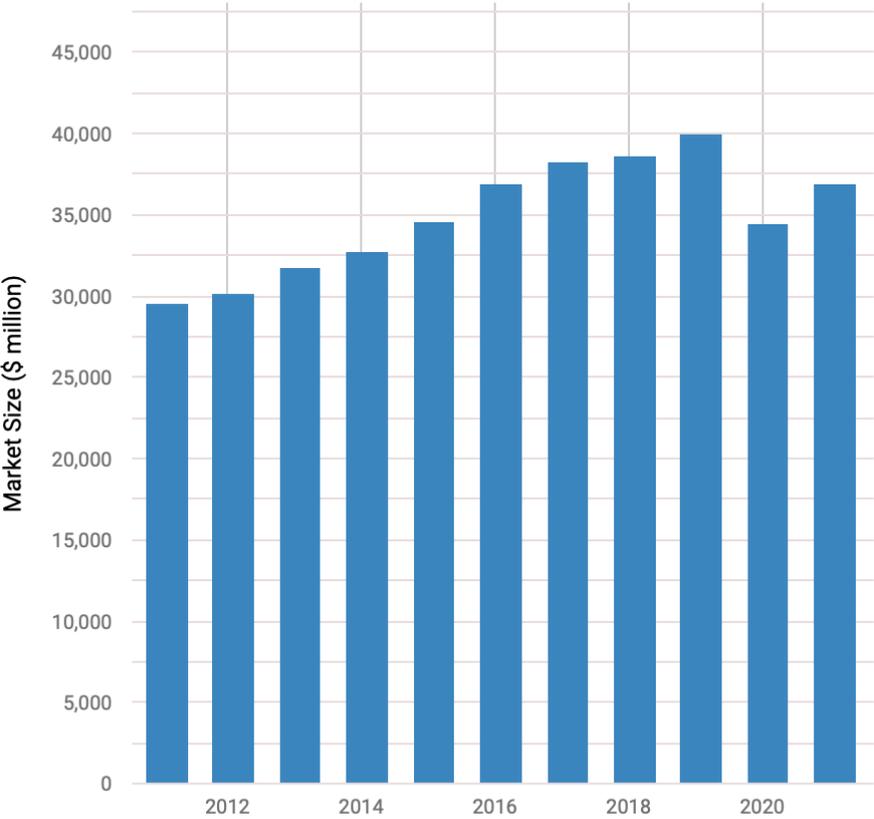


Illustration of how multiple factors acting across a range of scales can contribute to obesity (NCBI).



Gym, Health & Fitness Clubs in the US - Market Size 2002–2027 (IBIS World)

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