



## Univera Healthcare's Fun 2B Fit Program

The Univera Healthcare Fun 2B Fit program was developed for second, third, and fourth grade elementary school students to provide children in second, third, and fourth grade and their families with tools to increase their level of physical activity and encourage healthier food choices. Second graders participate in 12 weeks of taste testing healthy recipes; third graders partake in the Fun 2B Fit workout and discuss what it means to be fit; and fourth graders tour a local grocery store as part of an “Eat Well. Live Well,” shopping field trip to learn about food preparation and be introduced to a variety of healthful foods in a fun and interactive way. Additional goals of the program are to create community awareness of the importance and benefits of children increasing their level of physical activity, making healthier food choices, and having parents model healthy behaviors through the media, and to provide the cafeteria staff with healthy recipes that the kids have already taste tested to offer at lunchtime. The program expects to reach 5,000 children at approximately 30 schools each year as well as their parents and siblings.

There is a strong parental component of Fun 2B Fit. The parents of all children participating in the program receive a parent tool kit—a Univera Healthcare-branded lime-green backpack containing pedometers for the family to wear, a magnet with everyday tips on how parents can keep their kids healthy, a healthy family pledge to be signed and displayed in the home, a magnetic grocery pad for the refrigerator with healthy food choices preprinted on each tear-off page, and other tips and information on how to encourage physical activity and healthy eating (the Centers for Disease Control and Prevention strategies to increase physical activity include parental involvement and role modeling). Representatives from the Fun 2B Fit program routinely present at participating schools’ Parent-Teacher Association and faculty meetings to inform parents and teachers that their children and students will be taking part in the program. Additionally, classroom and physical education teachers, administrators, and cafeteria staff are part of the program’s target audience, as well, and are often an

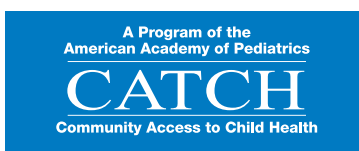


integral part of the success of the program at each school.

The Univera Healthcare Fun 2B Fit program has many partners, including Wegmans Food Markets, Inc, a 69-store supermarket chain in New York, Pennsylvania, New Jersey, Virginia, and Maryland; BodyShaping by Sandy, which offers group fitness classes, personal training, weight-loss programs, and corporate fitness in the western New York area; the Healthy Community Alliance, a nonprofit corporation created to facilitate partnerships among citizens, facilities, and community groups to address health and human

service needs viewed as priorities in portions of Cattaraugus, Chautauqua, Erie, and Wyoming counties in New York; and Lifetime Health Medical Group, which provides primary health care for more than 100,000 patients in Buffalo and Rochester, NY, and is Buffalo’s largest primary care medical group, operating 7 sites. [CQ](#)

For more information, please visit [www.fun2bfit.univerahealthcare.com](http://www.fun2bfit.univerahealthcare.com) or contact Olivia Belter at 716/857-6312 or [olivia.belter@univerahealthcare.com](mailto:olivia.belter@univerahealthcare.com).



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