

Fitlosophy Joins St. Louis Public Schools To Address Rise In Obesity Among Urban Children

/EINPresswire.com/ [fitlosophy](http://fitlosophy.com) inc., the creator of fitbook™, a line of fitness + nutrition journals, announced their recent partnership with St. Louis Public School District, the only district in Missouri to receive the three-year Carol M. White Physical Education Program (PEP) grant.

Newport Beach, CA - fitlosophy inc., the creator of fitbook™, a line of fitness + nutrition journals, announced their recent partnership with St. Louis Public School District, the only district in Missouri to receive the three-year Carol M. White Physical Education Program (PEP) grant. Funding will be used for their AIM for Fitness program that serves all of the District's elementary schools, with a focus on fourth and fifth grades and looks for new ways to address the growing incidence of obesity and obesity-related diseases, particularly among children in urban environments.



St. Louis Public Schools chose [fit@school](http://fit@school.com) by fitlosophy as a key component of the AIM for Fitness program. fit@school is a 12-week program featuring award-winning [fitbook junior](http://fitbookjunior.com), an interactive journal that encourages kids to set goals in 4 key areas: food, activity, home, and school. fit@school also includes a teacher's kit with the tools educators need to seamlessly integrate fitbook junior into the classroom. fit@school is a perfect "fit" for the AIM for Fitness program with an overarching goal to increase the overall health and fitness of students while empowering them to become active and positive decision-makers in their own health and fitness. Fifth graders from Laclede Elementary who were asked what they think about fitbook junior, reported that they like writing in the journals daily, recording what they eat, doodling in the journal, and seeing what their coach (teachers) write to them weekly.

"As the Project Director for AIM for Fitness, I like fitbook junior because it supports or promotes several different aspects of the AIM for Fitness program. For example they assist the student individually to empower them to better understand their own individual health and wellness levels. The journals also support the information we are providing students in the nutrition education segment of the program. And finally, they support our district-wide initiative to promote literacy," said AIM for Fitness Program Director Leanne White.

Two consequential results of fit@school are an improvement in student's motor skills and with children more focused on personal health and fitness, they often become a change agent for the whole family to move in a more health conscious direction. In fact, 86.7% of parents reported seeing a "noticeable change" in their child's awareness of eating more nutritious foods and being more active daily.

About fitlosophy

Based in Orange County, California, fitlosophy's mission is to inspire people to live a healthy, active lifestyle by motivating and supporting them with innovative products, to redefine how people integrate

fitness into their lifestyle, and to change the shape of our world - literally.

About AIM for Fitness

The AIM for Fitness program launched in 2009 and grew out of a need to find ways to address the alarming and growing incidence of obesity, obesity-related diseases, and low physical activity, particularly among children in urban environments, and the profound and serious disconnects for these students regarding the cause and effect relationship between health and fitness practices and lifetime health outcomes. www.slps.org/slps

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<http://www.getfitbook.com>

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