



YMCA

We build strong kids,  
strong families, strong communities.

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Camp ACA #8368

**Project Title:** **Healthy Kids Initiative**

**Purpose:** **To join the efforts of several national organizations in the fight against childhood obesity and create a pilot program that can be replicated by other camps.**

Starting in 2006, we will implement a program that encourages all campers to be aware of healthy lifestyles. Each week-long camper will have the opportunity to achieve the “Healthy Kid Goal” (see attached example). This goal will focus on food choices, rest options, and physical activity.

Our new fitness alternative will be Mountain Boarding for our teens (brochure attached). We hope to increase camper activity levels through this exciting new option, as well as provide safety and skill instruction that they can take back home.

**Need:** This project will help combat childhood obesity in our society by awarding healthy choices, for example, during snack times. With new activities such as Mountain Boarding, a broader range of campers will build their athletic and social skills which they can apply at home, school, and in their community. Mountain Boarding will attract ‘youth at risk’ teens and give them positive role models, a chance to experience the outdoor environment, and increase fitness levels.

**Budget:** The 2006 stage of the program will cost \$2,750 (see attached budget sheet). We are asking for \$2,150 to cover protective equipment for the children’s use, maintenance equipment for repairs, award ribbons, and a supplement for a skilled staff member to lead this program. If unable to receive the full amount, we will fundraise or pare back this stage of the program until funds are generated.

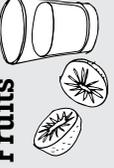
**Time Frame:** We will hire a qualified staff member to lead and organize the Healthy Kids Initiative and introduce the Mountain Boarding program for Summer 2006. In the next two years, we will create a curriculum for Healthy Kids and raise money to add a skate park and more elements to our group challenge course. Upon completion of the final stage, we will have increased camper activity levels and continue to raise camper awareness of healthy lifestyles.

# MyPyramid Worksheet

Name: \_\_\_\_\_

# MyPyramid FOR KIDS

Check how you did yesterday and set a goal to aim for tomorrow

Write In Your Choices From Yesterday	Food and Activity	Tip	Goal (Based On a 1800 Calorie Pattern)	List Each Food Choice In Its Food Group*	Estimate Your Total
Breakfast: _____ _____ _____	<b>Grains</b> 	Make at least half your grains whole grains.	<b>6 ounce equivalents</b> (1 ounce equivalent is about 1 slice bread, 1 cup dry cereal, or 1/2 cup cooked rice, pasta, or cereal)		____ ounce equivalents
Lunch: _____ _____ _____	<b>Vegetables</b> 	Color your plate with all kinds of great tasting veggies.	<b>2 1/2 cups</b> (Choose from dark green, orange, starchy, dry beans and peas, or other veggies).		____ cups
Snack: _____ _____	<b>Fruits</b> 	Make most choices fruit, not juice.	<b>1 1/2 cups</b>		____ cups
Dinner: _____ _____ _____	<b>Milk</b> 	Choose fat-free or lowfat most often.	<b>3 cups</b> (1 cup yogurt or 1 1/2 ounces cheese = 1 cup milk)		____ cups
Physical activity: _____ _____ _____	<b>Meat and Beans</b> 	Choose lean meat and chicken or turkey. Vary your choices—more fish, beans, peas, nuts, and seeds.	<b>5 ounce equivalents</b> (1 ounce equivalent is 1 ounce meat, chicken or turkey, or fish, 1 egg, 1 T. peanut butter, 1/2 ounce nuts, or 1/4 cup dry beans)		____ ounce equivalents
	<b>Physical Activity</b> 	Build more physical activity into your daily routine at home and school.	At least <b>60 minutes</b> of moderate to vigorous activity a day or most days.		____ minutes

\* Some foods don't fit into any group. These "extras" may be mainly fat or sugar—limit your intake of these.

How did you do yesterday?  Great  So-So  Not So Great

My food goal for tomorrow is: \_\_\_\_\_

My activity goal for tomorrow is: \_\_\_\_\_





## CAMP PRICE LIST

	PART #	PART DESCRIPTION	MSRP	Wholesale	
BOARDS	Boards	91023	MBS COMP 26 X	529.95	397.46
		91024	MBS COMP 16	469.95	352.46
		91025	MBS COMP 6	449.95	337.46
		91026	MBS CORE 16	349.95	262.46
		91027	MBS CORE 8	249.95	187.46
		91028	MBS CORE 1	239.95	179.96
ACCESSORIES	Videos/DVDs	00078	MBS RIDE GUIDE INSTRUCTIONAL (VHS)	9.95	7.46
		32005	DOWN AND DIRTY (VHS)	19.95	14.96
		32007	DOWN AND DIRTY II DVD - ROUGH RIDERS (USA)	19.95	14.96
		32009	PROMOTIONAL VIDEO - LOOPED	9.95	9.95
		32011	PROMOTIONAL DVD	9.95	9.95
	Board Accessories	00018	MBS ORANGE EGGSHOCKS - HARD - (set of 4)	9.95	7.46
		00019	MBS YELLOW EGGSHOCKS - MEDIUM - (set of 4)	9.95	7.46
		15002	MBS V5 BRAKE KIT	59.95	44.96
		00026	MBS COBRA COIL LEG LEASH	19.95	14.96
		16002	MBS SAVE-A-RIDE KIT	19.95	14.96
		17003	MBS GRAB HANDLE	19.95	14.96
		17004	MBS BOARD BAG	79.95	59.96
		GEAR	Protective Gear	2710x	TRI-PACK PADS (S, M, L, XL)
2703x	HELMET (S/M) (L/XL)			39.95	29.96
2703y	BUTT PAD (S, M, L, XL)			49.95	37.46
MBS APPAREL	Hats	2200b	MBS LOGO FLEX FIT HAT - BLACK (S/M) (L/XL)	15.95	11.96
		2200g	MBS LOGO FLEX FIT HAT - GRAY (S/M) (L/XL)	15.95	11.96
		22003	MBS LOGO BEANIE - BLACK (ONE SIZE FITS ALL)	15.95	11.96
	Shirts, Hoodys & Jerseys	2406y	MBS LOGO TEE - BLACK (S, M, L, XL)	15.95	11.96
		2407y	MBS COMP TEE - CHARCOAL (S, M, L, XL)	15.95	11.96
		2402y	MBS COMP TEE - ORANGE (S, M, L, XL)	15.95	11.96
		2407x	MBS HOODY - NAVY (S, M, L, XL)	39.95	29.96
2406x	MBS RIDING JERSEY - NAVY (S, M, L, XL)	39.95	29.96		
SPARE PARTS	Trucks	12006	MBS MATRIX CHANNEL TRUCK SYSTEM (ea.)	59.95	44.96
		12009	MBS MATRIX TOP TRUCK (ea.)	9.95	7.46
		12013	MBS SPRING KIT - ED BLACK (4)	16.95	12.71
		12008	MBS ALL-TERRAIN SKATE TRUCK (ea.)	29.95	22.46
	Bindings	14003	MBS FREE FLEX BINDINGS (1 pair)	24.95	18.71
		14008	MBS F2 BINDINGS (1 pair)	34.95	26.21
		14004	MBS F3 BINDINGS (1 pair)	49.95	37.46
		14005	MBS F-SERIES BASE PLATES (1 pair)	49.95	37.46
		14006	MBS F3 BUCKLE (ea.)	9.95	7.46
		14007	MBS F3 LADDER STRAPS (1 pair)	9.95	7.46
		14009	MBS FX HEEL STRAPS (1 pair)	24.95	18.71
	Tires	13025	MBS T1 TIRES 8" - BLACK (set of 4)	49.95	37.46
		13026	MBS T1 TIRES 8" - BLUE (set of 4)	49.95	37.46
		13027	MBS T1 TIRES 8" - RED (set of 4)	49.95	37.46
		13028	MBS T1 TIRES 8" - GRAY (set of 4)	49.95	37.46
		13019	MBS T2 TIRES 9" - BLACK (set of 4)	49.95	37.46
	Tubes	13012	INNER TUBE 8" (ea.)	5.95	4.46
		13013	INNER TUBE 9" (ea.)	5.95	4.46
	Hubs	13029	MBS TRI-SPOKE HUB SET - BLACK (fits 8" & 9" tires)	49.95	37.46
		13030	MBS ROCK STAR HUB SET - BLACK (fits 8" tires only)	49.95	37.46
Bearings	13020	MATRIX AXLE BEARINGS - 12x28mm (8)	15.95	11.96	
	13022	ALL TERRAIN TRUCK BEARINGS - 9.5mmx28mm (8)	15.95	11.96	
	16005	MBS BOARD TECH KIT	39.95	29.96	
	16006	MBS BRAKE TECH KIT	39.95	29.96	

# RAISE THE X FACTOR AT YOUR CAMP

## MOUNTAINBOARDS BY



Rider: Morris Hogan - Camp Snowmass

*"MBS Mountainboards are the camper's ultimate summer alternative to snowboarding. Voted "the most popular activity at camp!"*  
Camp Carolina, NC

PATRICK McCONNELL 719-884-1000 X24 FAX 719-884-1003 WWW.MBS.COM PMCONNELL@MBS.COM  
5939 DELMONICO DRIVE COLORADO SPRINGS COLORADO 80919

# FUN - SAFE - EASY - TURNKEY PROGRAM



Photo Courtesy of Doe River Gorge, Hampton, TN

## WHY IMPLEMENT A MBS MOUNTAINBOARD PROGRAM?

- Keep your older kids coming back
- It's safe, fun and challenging
- It's easy to implement
- It uses your existing terrain
- It's low maintenance

## MBS OFFERS EVERYTHING YOU NEED TO GET STARTED:

- Complete startup packages
- Comprehensive instructional program
- Safety Gear - Helmets and Pads
- Best products available anywhere
- Fleet maintenance program
- Product support
- On-site consulting & evaluation



Photo Courtesy of Camp Brookwoods, Alton, NH



Photo Courtesy of Camp Pocono Ridge, PA

"MBS played a HUGE part at our camp this summer. We'll be expanding next year." Pine Lake Christian Camp, IA



**10% DISCOUNT**  
ON X-FACTOR CAMP PACKAGE

# WE'VE GOT THE GOODS

## MBS COMP 6

This is the ultimate camp board, perfect for kids of all sizes! Super durable and comes with the best components available; Matrix trucks, Rockstar hubs, F3 bindings and our latest fiberglass composite deck.



**CAMP MANUAL**

**MAINTENANCE KIT**



**PROTECTIVE GEAR**



**CAMPER COUPON**



**RIDE GUIDE VIDEO**



## MBS "X-FACTOR" CAMP PACKAGE

PART DESCRIPTION	MSRP	Wholesale	Quantity	Total
MBS COMP 6	449.95	337.46	8	2,699.68
MBS V5 BRAKE KIT	59.95	44.96	8	359.68
MBS COBRA COIL LEG LEASH	19.95	14.96	8	119.68
MBS F3 BINDINGS (1 pair)	49.95	37.46	1	37.46
8" INNER TUBE (ea.)	5.95	4.46	8	35.68
MBS BOARD TECH KIT	39.95	29.96	1	29.96
MBS BRAKE TECH KIT	39.95	29.96	1	29.96
TRI-PACK PADS (ELBOW, WRIST & KNEE)	99.95	74.96	10	749.60
HELMET	39.95	29.96	10	299.60
MBS RIDE GUIDE INSTRUCTIONAL (VHS)	9.95	7.46	1	7.46
MBS PROMO DVD	9.95	9.95	1	9.95
ORDER SUB-TOTAL				4,378.71
MBS X-FACTOR PACKAGE DISCOUNT (EXPIRES 12/31/05)				(437.87)
Sup-Total				3,940.84
SHIPPING				159.11
<b>TOTAL</b>				<b>4,099.95</b>

<b>Healthy Kids Initiative</b>	<b>Quantity</b>	<b>Cost</b>	<b>Total</b>
Staff Stipend (\$70 x 9 weeks)	1	\$630.00	\$630.00
Award Ribbons	1000	\$0.40	\$400.00
Mountain Boards	10	\$60.00	\$600.00
Protective Pads	10	\$75.00	\$750.00
Helmets	10	\$30.00	\$300.00
Maintenance Kit	1	\$60.00	\$60.00
Instructional VHS	1	\$10.00	\$10.00
<b>Total for 2006 Program</b>			<b>\$2,750.00</b>

## Article Excerpts

**“Kids and Healthy Lifestyles How Camps Can Help” by Viki Kappel Spain; M. Deborah Bialeschki, Ph.D.; and Karla A. Henderson, Ph.D. Camping Magazine September/October 2005**

### **Child Obesity: A National Public Health Problem**

“As the child obesity epidemic rears its overweight head across the nation, affecting one in five children, camps can play a vital role in the rescue efforts by being a knowledgeable, safe support system. All sectors of camps can offer assistance to parents and children through nutritional support, educational programs, and leadership that promote good health and physical activity.” (page 27)

### **Physical Activity at Camp**

Most camp programs are synonymous with activity, but the truly successful camps challenge themselves every year by instituting new ideas and activities to draw in new camper and excite existing camper. While some traditions in program structures should remain, camp activity planners need to consider changes that result in healthier, active lifestyles.

- Make physical fitness fun with contests and games.
- Look for and hire active role models at camp.
- Camp is a great place to try new sports and games – expose them to many activities. Since PE is not offered much in schools, many children do not get exposure to different activities.
- Encourage self-monitoring so kids can see how active they are and set their own goals.
- Expose camper to a wide variety of new *and* traditional activities. (page 32)

**<http://www.byparents-forparents.com/childhood-obesity.html>**

### **Obesity in Children and Teens**

The problem of childhood obesity has skyrocketed in the United States. Approximately 16 to 33 percent of children and teens are considered obese. While obesity is one of the easiest medical conditions to diagnosis, it can be one of the most difficult to treat. Poor diet and lack of exercise results in over 300,000 deaths every year. Unless overweight children learn healthy eating and exercise habits, they will grow into unhealthy, overweight adults.

[http://www.girl.com.au/physical\\_activity\\_childhood\\_obesity.htm](http://www.girl.com.au/physical_activity_childhood_obesity.htm)

## **Physical Activity and Childhood Obesity**

By Michael Carrera, MSc. and Natasha Vani, MSc., ATPC

The main concern associated with obesity in children was once low self-esteem, and perhaps even social discrimination, through teasing and ridicule. But with rates of childhood obesity skyrocketing, it has now progressed from being a condition associated with a negative psychological stigma, to a condition so common and dangerous to our health that it is now identified as a disease in itself.

It is proven that an obese child has a 70% chance of becoming an obese adolescent who then has a 70% chance of remaining obese into adulthood. It is also well known that obesity is a precursor to many cardiovascular risk factors such as high cholesterol, inactivity and high blood pressure. Obesity is also linked to type 2 diabetes, sleep apnea, depression and various forms of cancer.

You can blame genetics and you can blame the food industry, but while these factors definitely do contribute to the obesity problem, are they really the main culprits responsible for this epidemic? Genetics have always been passed from one generation to the next in the same manner, and the fast-paced lifestyle which leads us to consume vending machine options, low quality cafeteria foods and our favorite fast-food alternatives has been relatively constant in the past 10 to 15 years. So what is the major reason that childhood obesity has tripled in the past two decades, increased by almost 5% in the past five years alone, now stands at roughly 20% of the child population and is almost considered a norm in classrooms instead of an uncommon characteristic?

The answer lies in the simple equation that equalizes obesity to the concept of expending fewer calories in a day than you consume. If the latter part of this equation remains relatively constant, it is safe to reason that the problem is more closely related to an insufficient daily caloric expenditure. In simple terms, the major factor contributing to today's obesity rates in children (and adults) is simply the fact that we are less active than ever before.

In schools, physical activity classes have been partially or completely cut to save money and to satisfy federal wishes to focus on mathematics and English literacy.

Only 10% of kids walk to school on a regular basis and only half are enrolled in some type of physical activity class. In the U.S., Illinois is the only state that actually requires daily physical education classes for all class levels. By the time students are in high school, a phys. ed. class may only be required in one of the four years. In 1991, 42% of high school students enrolled in daily physical education classes. This number has now dropped to roughly 25%.

Studies have shown that less than 40% of children participate in any type of organized activity session outside of school hours, and 23% participate in absolutely no physical activity at all.

One-quarter of all high school students watch four or more hours of television a day, and increased television watching has been linked to a more sedentary lifestyle and an increased prevalence of obesity.

It has been proven that a child watching 21 hours of television a week, which is now quite normal, can decrease their chance of becoming obese by one-third by simply reducing their television watching by the same amount.

Consider the hours a child spends watching television. Add the time they spend on the internet or playing video games, the time a child sits on a bus or a in car on the ir way to school and, of course, the eight-hour school day. Are we really surprised that children are becoming obese?

When our way of life leads us to be completely inactive without making diet modifications to accommodate this lessened caloric expenditure, obesity unfortunately becomes an inevitable event.