
AC+TIVE PLUS

Virtual Fitness & Nutrition
Education for Schools



Challenges Facing NYC Youth



NYC youth need our help

The challenges facing many NYC families require a strong & immediate response.

01

Obesity & Poor Physical Health

Roughly 40% of NYC public school children age 14 or younger are overweight or obese

02

Mental & Emotional Health Issues

Approximately 20% of NYC youth aged 5-17 are estimated to have a mental health disorder

03

Economic & Racial Inequities

Minority and low-income children are disproportionately affected by obesity and mental health issues

04

Long-Lasting & Permanent Effects

Childhood issues lead to chronic physical & mental health issues



COVID-19 has exacerbated these challenges

Few communities have been hurt worse than low-income areas of New York City.

01	Obesity & Poor Physical Health	Obese individuals under 60 are 2-4 times more likely to be admitted to critical/acute care due to COVID-19
02	Mental & Emotional Health Issues	Stay-at-home and distancing orders can lead to serious mental health issues, including depression, domestic problems, and PTSD
03	Economic & Racial Inequities	Stay-at-home and distancing orders disproportionately harm youth from low-income families due to reduced access to healthy foods and safe physical activity
04	Long-Lasting & Permanent Effects	Stay-at-home orders can also trigger longer-term health problems in those unable to remain active, including cardiovascular disease brought on by obesity

Active Plus Background





Active Plus

Active Plus is an NYC-based non-profit dedicated to supporting vulnerable youth.

Active Plus strives to improve **physical, mental, and emotional** health and wellness among youth within at-risk local communities.

Since 2015, we have designed and delivered engaging programming focused on **fitness, nutrition, mindfulness, and life & leadership.**

**Our mission is simple:
We create a culture of healthy & active living in local communities.**



Active Plus Program Components

Active Plus delivers programs to NYC youth in the below areas:



Fitness

Active Plus's trained fitness instructors teach local children and teens safe exercise techniques, expose them to new sports and activities, and help them become their healthiest and best selves.



Nutrition

Active Plus's nutrition instructors help local youth and their parents navigate complex nutritional decisions through educational sessions and hands-on cooking classes.



Mindfulness

Mindfulness activities like meditation create a sense of physical & mental calm. Active Plus sets aside time for mindfulness coaches to facilitate age-appropriate meditation sessions.



Life & Leadership

Active Plus uses specialized sessions and guest speakers to teach youth about mental toughness, leadership skills, college and career exploration, positive self-esteem, and much more.



Active Plus Track Record

Since 2015, Active Plus has delivered a range of impactful programs, including:



Young Women's Leadership School

For five years, Active Plus has provided weekly classes to students at the Young Women's Leadership School (YWLS) in East Harlem



Wilson Houses Camp (with Young Bucks NYC)

In 2019, Active Plus partnered with Young Bucks NYC to provide youth living in the Wilson Houses in East Harlem with a three-day sports & fitness camp at no cost



#beActivePlus Day

Active Plus hosts an annual Be Active Plus Day in Harlem, which brings parents and children from the community together for sessions focused on mindfulness, nutrition, exercise and sports drills..



Weekend Clinic

In 2019, Active Plus operated an eight-hour educational and interactive clinic spread over two days, held one weekend per month, and catered toward local youth aged 10-18

Active Plus Virtual Education Capabilities



Active Plus Virtual Student Programs

Active Plus ran its first fully virtual education program in spring 2020.

- Active Plus created a collection of **digital fitness instructional videos** for students at YWLS, as well as for other community organizations who requested access
- Every week, a new fitness instruction video was created and uploaded on the Active Plus **YouTube channel**
- Each video was approx. **15 minutes in length** and featured a warm-up, series of at-home exercises, and stretch routine
- Videos were disseminated to students via a web link **provided by school staff** and at the Active Plus website

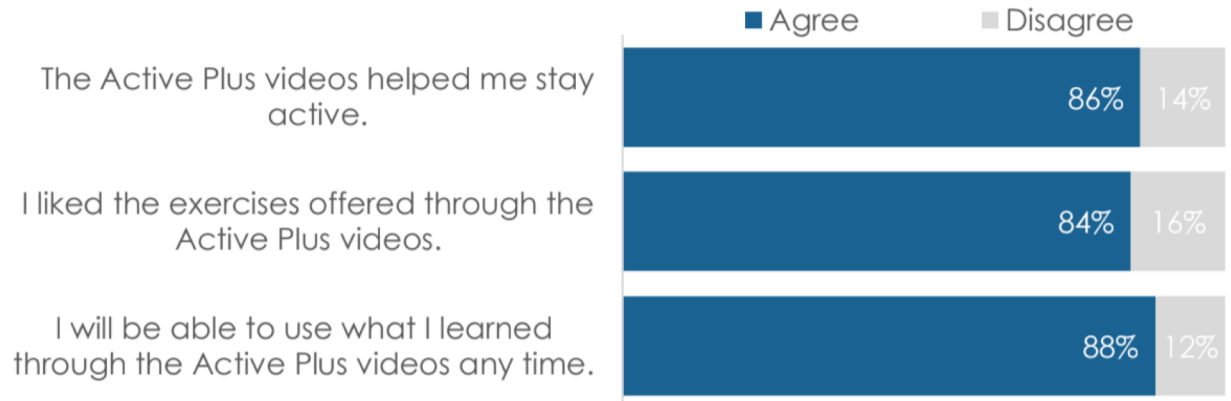




Active Plus Virtual Program Results

From March 29 to June 13, Active Plus's program achieved the below results:

- **3,558** total views
- **99** engagements (comments, subscribers, likes, dislikes, and shares)
- **High** student satisfaction (see chart to the right)





YWLS Staff Virtual Program Feedback (1/2)

Active Plus solicited feedback from YWLS school staff:

"During this pandemic stress and anxiety have spiked among everyone. I believe the digital instruction has helped them to maintain a sense of control and calmness during this uncontrollable uncertain time. As much as they were told to focus on the core 4, many students told me they enjoyed doing the videos to keep active and to calm themselves. Many of our students were/are going through so many different issues during this time. I believe this has helped them to control their stress, stay active and calm their anxiety. Thank you for ALL of your help during this time. You have been an incredible amount of help! We are SO lucky to have you."

-YWLS School Administrator



YWLS Staff Virtual Program Feedback (2/2)

Active Plus solicited feedback from YWLS school staff:

"I think [online physical education] is a good idea. I think many students are embarrassed to do exercises in front of others and it gives those a chance to do the correct movements. **They get to do it how they want knowing that no one is watching them.** If we are home in September it would be a stand-alone curriculum. If we go back half the kids at a time, then it would be both online and in-person. Either way, **it is so important** for them and **helps them in so many ways** to do better with their core classes."

-YWLS School Staff Member



YWLS Student Virtual Program Feedback

Active Plus solicited feedback from YWLS students:

“I could go at my own pace without comparing my speed to everyone else. They were simply **exercises I could do at home** without some sort of equipment.”

“One thing that helped was knowing that there were different types of exercises to help each part of my body and also knowing that **each week the workouts were little bit different.**”

“The warm-ups were very good. I actually use some of them to **get active in the mornings** when I have time.”

“I liked how the coach would give us **challenges after every exercise.** I also liked how they gave us simplified versions of some of the exercises if we weren't capable of doing the complicated way.”

“It helped explain what every exercises was working in you body. It taught me **good workouts I didn't know about.** It had good timing for each workout.”

“I liked how the people in the video were very energetic, **it made me want to keep trying.** I also liked how they made it clear that everyone has their limits and that it's okay if we couldn't do as many as them.”

“The thing that helped me to stay physically active is the way **the coach made the exercises look fun** and gave specific directions on how to do them and how you will feel.”

Proposed Program Details



Proposed Virtual Program for

Active Plus proposes a tailored virtual program featuring the below core tenets:

- 15-20 minute pre-recorded videos led by highly-qualified fitness instructors and distributed periodically to students (at least two videos per week)
- Warm-up & stretching routines, cardio exercises and cooldown instruction (of varying difficulty) that vary each week.
- Clear explanations and step-by-step guidance
- Nutrition-focused factsheets and instruction also available, if desired, to help students eat right and prepare simple healthy meals
- Program is provided **at no cost** with [THE SCHOOL]'s commitment to utilize Active Plus's program as a mandatory replacement for or addition to existing physical education requirements

Sample Virtual Fitness Video

An example of one of Active Plus's virtual fitness videos is available below:



<https://www.youtube.com/watch?v=U4BaVdp2Ohc>

Thank You

Please contact Tarik Kitson, Active Plus Executive Director, at tkitson@activeplus-nyc.org with any questions

