



## Aligning Community Efforts through the Healthy Lifestyle Initiative

The 12345 Fit-Tastic! Way  
March 18, 2015

# WELCOME!

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## Children's Mercy & KUMC Center for Children's Healthy Lifestyles & Nutrition

Weight  
Management  
Clinics

Group  
Weight  
Management  
Programs

Research

Weighing  
In





Early  
Childhood

Healthy  
Schools

Healthy  
Lifestyles  
Initiative

Treatment



# This Session's Objectives

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- ▶ The KC story
- ▶ Healthy Lifestyle Initiative framework & evidence base
- ▶ Resources available
- ▶ Your agencies options
- ▶ Columbia/Boone County's experience
- ▶ Your agencies next steps

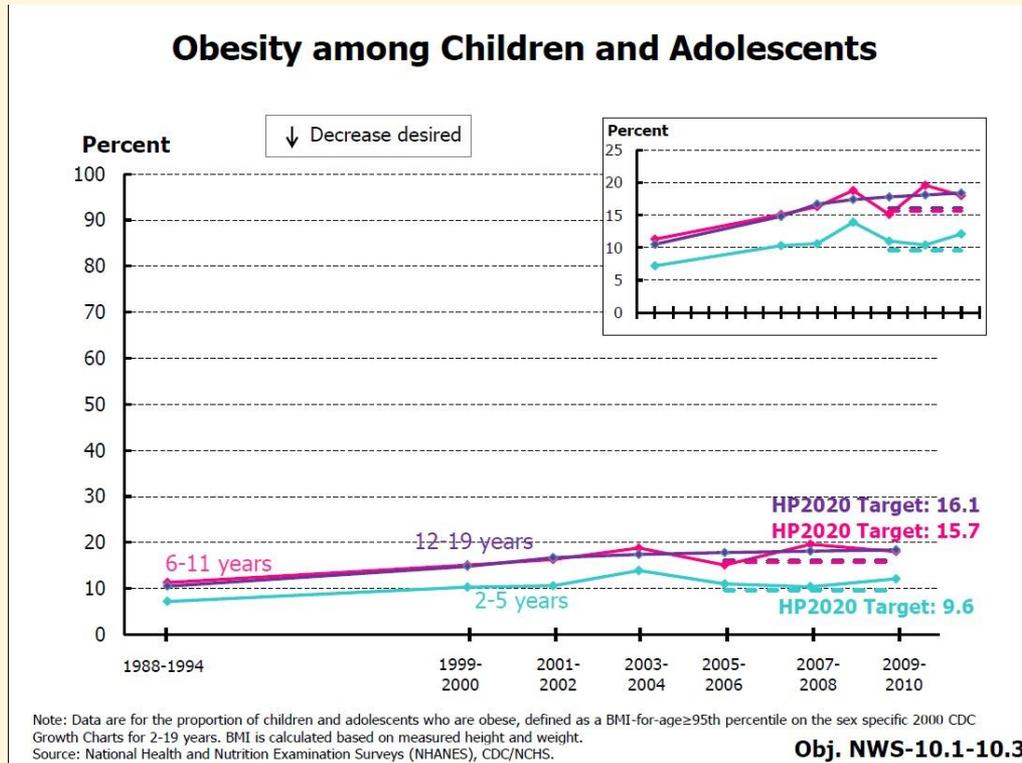


# How many have heard of the Healthy Lifestyle Initiative-12345 Fit-Tastic!?

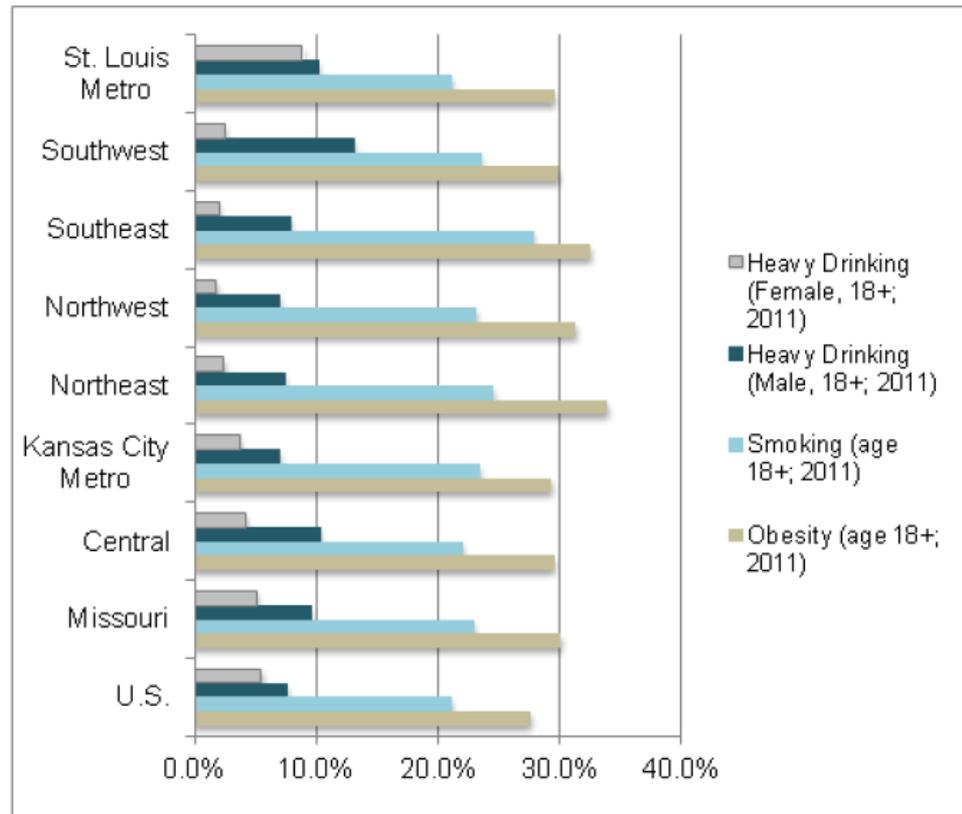
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# Collective Goal!



# What do we know about Missouri?



Missouri Health Assessment Report, <http://health.mo.gov/data/index.php>



## Priority Issue 2: Modifiable Risk Factors

- Obesity
- Smoking
- Mental health/substance abuse

### Issue 2, Goal 1:

Missourians will achieve optimal health through reduction of modifiable risk factors.

*A broad range of personal, social, economic and environmental factors that influence health status are known as determinants of health. These interrelated factors determine both population and individual health outcomes. In 2011, Missouri's obesity rate was 30.2 percent, compared to the U.S. rate of 27.7 percent. Missouri's smoking rate of 23 percent is higher than the U.S. rate of 21.2 percent. In Missouri*

**Objective 2.1:** By 2018, decrease the prevalence of obesity among adults from 30.2% to 27.2% and among high school students from 15.4% to 13.8%.

**Performance Measures:**

- Prevalence of obesity among adults – BRFSS
- Prevalence of obesity among high school students – Youth Risk Behavior Survey (YRBS)

**Partners and Stakeholders:** DHSS, Missouri Council on Activity and Nutrition (MOCAN), Department of Elementary and Secondary Education

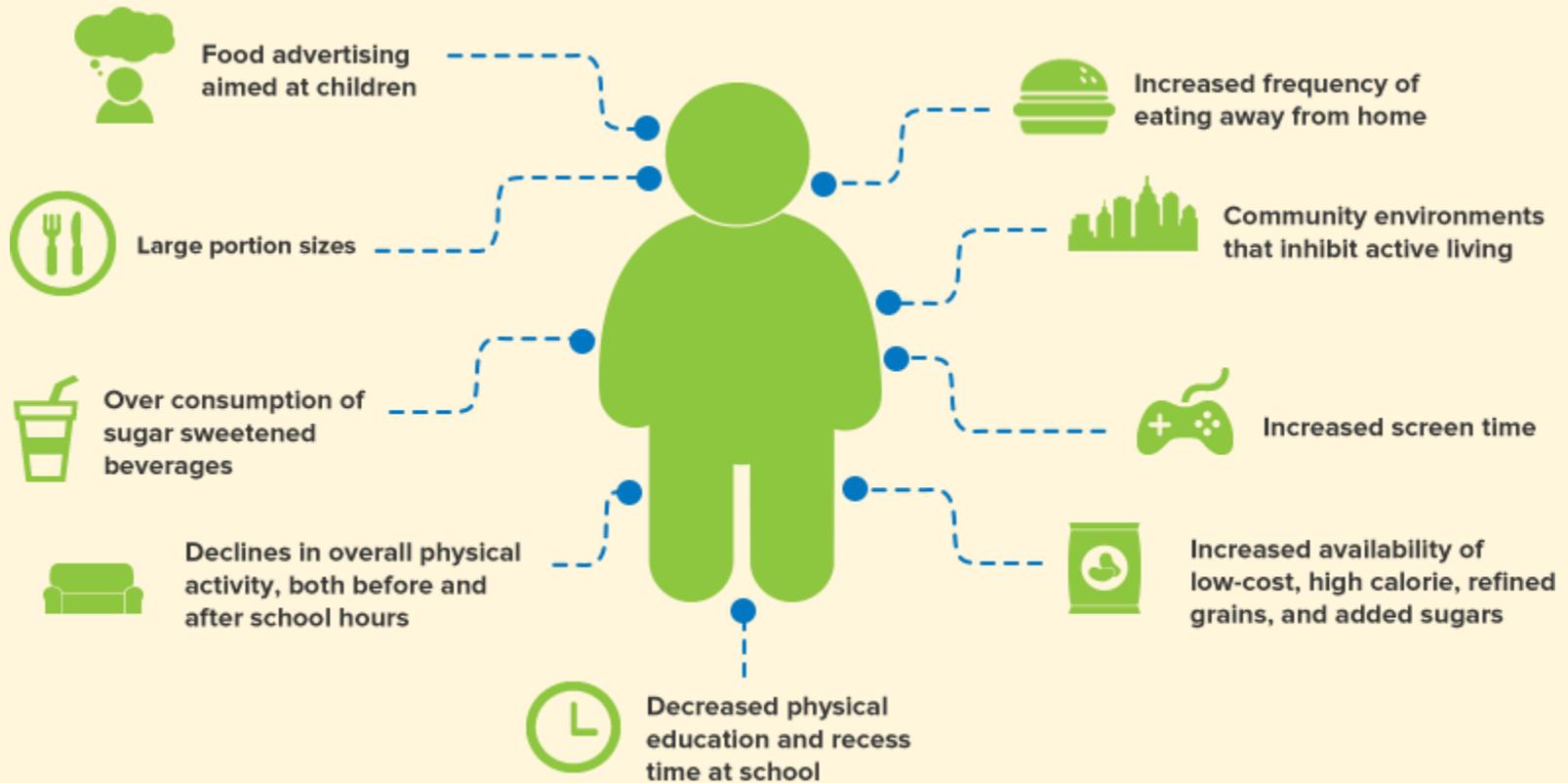
**Alignment with national, state, and local goals, objectives and measures:**

MOCAN Strategic Plan 2010, DHSS Strategic Plan, DHSS Obesity Initiative Plan, DHSS Missouri Actions to Prevent Chronic Diseases (MAP), Missouri Foundation for Health Childhood Obesity Prevention Initiative, Healthy People 2020, National Prevention Strategy, CDC Winnable Battles

<http://health.mo.gov/data/mohealthimproveplan/pdf/ship.pdf>



# Multitude of Causes



Graphic courtesy of

**childobesity180**  
reverse the trend.

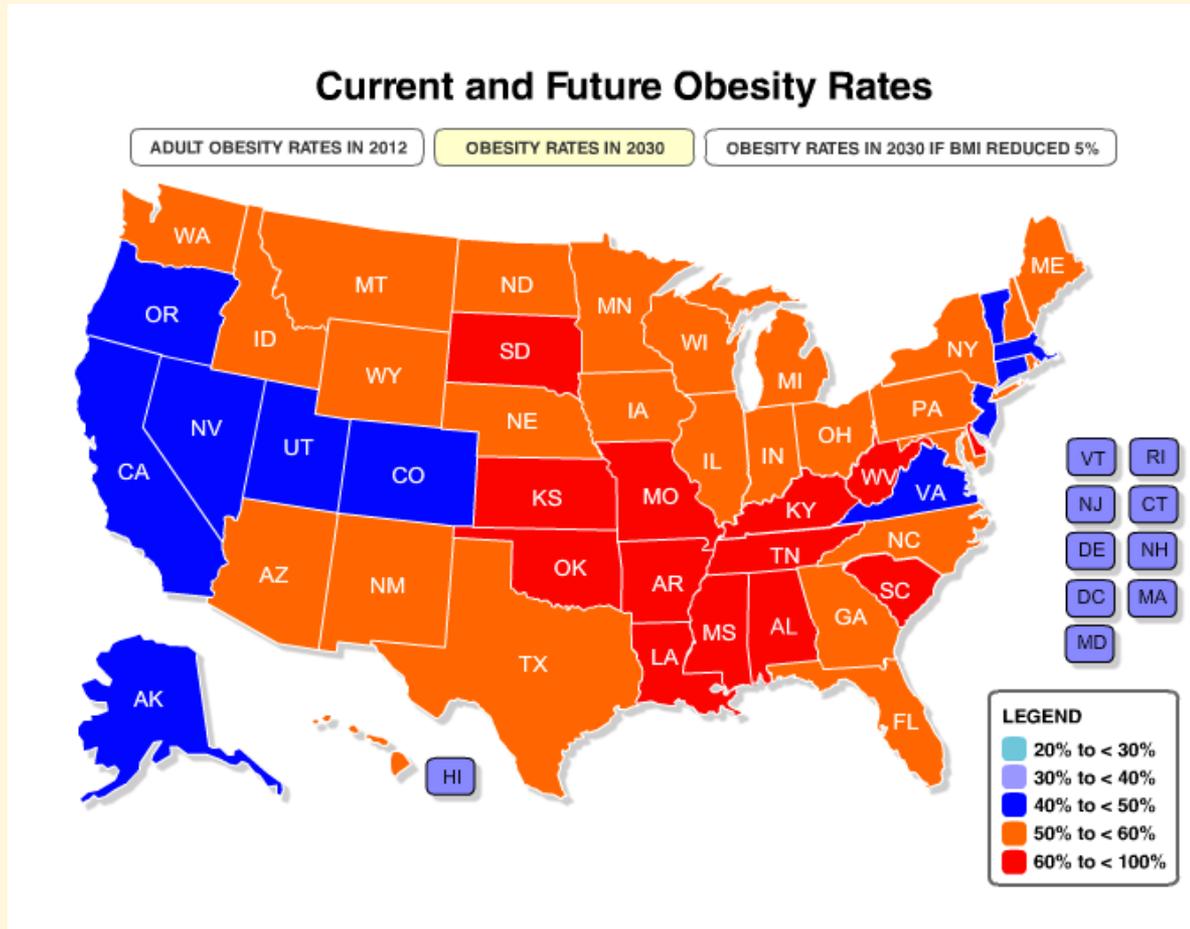
# Flood tide of obesogenic factors

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# What's the Problem?

# 2030 Projection



***If current trends continue, Missouri will spend \$12 B annually on obesity-related health care by 2030***



# Kansas City's Story



Working together to promote healthy Lifestyles and healthy weight for all.

# Background & Framework

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## USDHHS- National Initiative for Children's Healthcare Quality

- ▶ Funded by ACA
- ▶ Evidence-based
- ▶ Multi-sector
  - ▶ Primary Care
  - ▶ Public Health
  - ▶ Community
- ▶ Learning Collaborative
- ▶ Two Rounds

<https://www.youtube.com/watch?v=2iWKoTC3reA&feature=youtu.be>



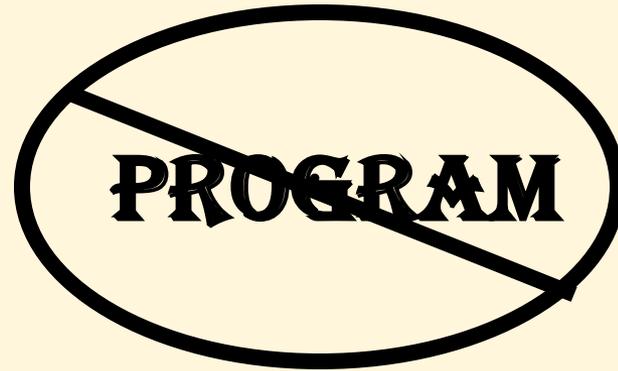
# Six Keys to Success for Addressing Obesity at the Community Level

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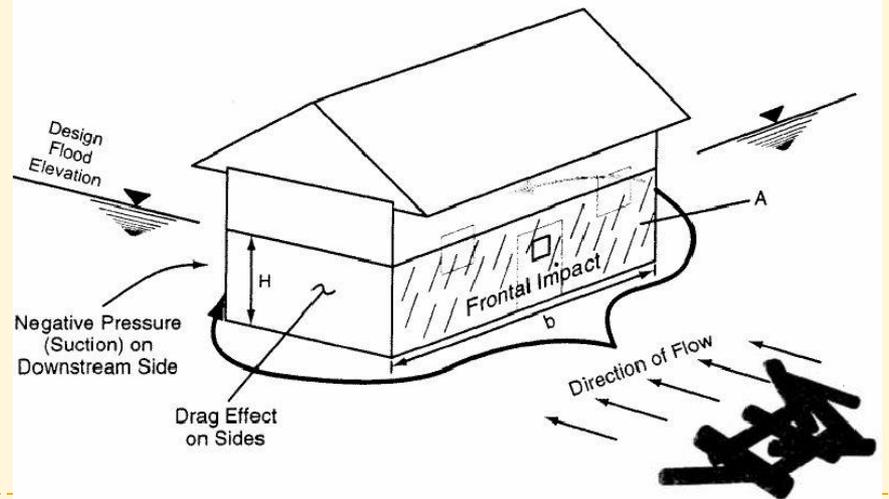
1. Form an effective team and make a clear plan.
2. Create a consistent message.
3. Develop a system for assessing weight status and health behaviors.
4. Deploy a customized healthy weight plan for all individuals.
5. Align resources to build the capacity of your community.
6. Influence policies that enable exercise and healthy eating.

# Healthy Lifestyle Initiative

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6 Strategies = Framework to Align Efforts



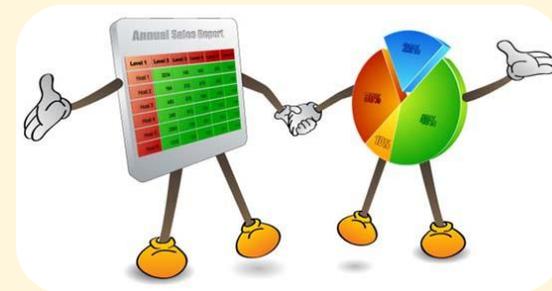
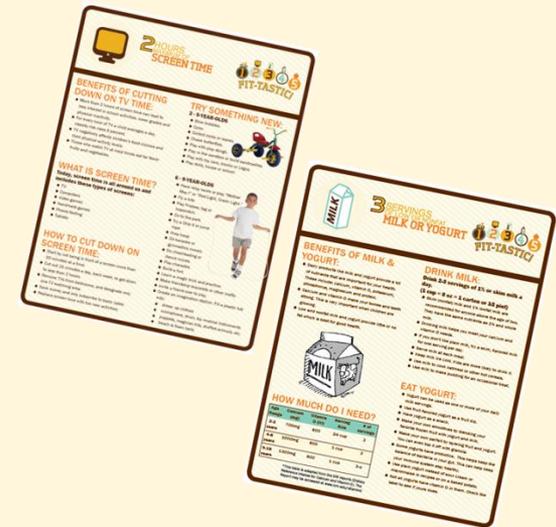
# “MAPPS” for Change

Developing work plans using the framework

# “MAPPS” for Change

## Elements of MAPPS

- M- Consistent **message** (12345 Fit-Tastic!).
- A- Consistent **assessment** of weight status and behaviors.
- P- Customized healthy lifestyle plan for all.
- P- **Policies** & environments that enable healthy eating and active living.
- S- **Statistics** and healthy lifestyles reach.

A feedback form titled 'FIT-TASTIC FEEDBACK FORM: CHECK IT OUT!'. It contains several sections with checkboxes and radio buttons for assessment. The sections include: 1. Physical activity, 2. Screen time, 3. Screen time (repeated), 4. Milk and yogurt, 5. Water and beverages, 6. Fruit and vegetables, and 7. Choose healthy habits for a healthy future! At the bottom, there is a 'MY GOAL:' field and the Children's Mercy logo.

# M: Consistent Message



## Consistent messages provide:

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- **Quick** way to remember what is important
- **Consistent** message utilized by all partners
- Clear **call to action**
- Reminder that healthy weight is contingent on **multiple factors**
- Alignment with effective **evidence-based behaviors**
- **Proven community approach** that leads to healthier behaviors





**FIT-TASTIC!**



# MESSAGE:

## Expert Committee Guidelines recommendation



Obtain moderate to vigorous physical activity for at least 60 minutes each day.



Limit television and other screen. (CE)



Eat a diet rich in calcium.



Limit consumption of sugar-sweetened beverages. (CE)



Encourage consumption of diets with recommended quantities of fruits and vegetables. (ME)

# A: Healthy Lifestyle Assessment

## ▶ **Weight Status:**

- ▶ BMI in adults
- ▶ BMI %tile in children

## ▶ **Behaviors:**

1. Physical activity
2. Screen time
3. Low or nonfat milk or yogurt
4. Water (not Sugary Drinks)
5. Fruit & Vegetables



## FIT-TASTIC HEALTHY LIFESTYLES QUIZ: CHECK IT OUT!

- 1. Physical activity:** On a typical day, how many minutes do you (does your child) spend in active play/exercise (breathing harder or sweating)?  
 Less than 15 min    15 min    30 min    45 min    60 min (1 hour)    90 min (1 ½ hours) or more  
 None    N/A
- 2. Screen time:** On a typical day, how many hours are you (is your child) in front of a screen (TV, computer, video game, cell phone)?  
 1 hour or less    1.5 hours    2 hours    2.5 hours    3 hours    3.5 hours  
 4 hours    4.5 hours    5 or more hours    None    N/A
- 3. Milk and yogurt:** On a typical day, how many times do you (does your child) drink milk (check one)?  
 Once/day or less (1 cup or less)    Twice/day (2 cups)    Three times/day (3 cups)  
 Many times/day (4 cups or more)    None    N/A  
  
A. *What type of milk does your child drink? (check all that apply)*  
 Nonfat (skim)    Low fat (1%)    Reduced fat (2%)    Whole  
 Goat's milk    Rice or almond milk    Soy milk    Other: \_\_\_\_\_
- 4. Water and beverages:** On a typical day, how many times do you (does your child) drink plain water (check one)?  
 Once/day or less (1 cup or less)    Twice/day (2 cups)    Three times/day (3 cups)  
 Many times/day (4 cups or more)    None    N/A  
  
A. *What other beverages do you (does your child) drink in a typical day? Check all that apply:*  
 Juice (100%)  
 Soda, fruitade or sports drink (such as Kool-aid™, Capri Sun™, Sunny Delight™, Gatorade™, PowerAde™, sweetened tea)  
 Diet pop/soda or unsweetened coffee/tea  
 Other: \_\_\_\_\_  
  
B. *On a typical day, how many times do you (does your child) drink sodas, fruitades or sports drinks (check one)?*  
 Once/day or less (1 cup or less)    Twice/day (2 cups)    Three times/day (3 cups)  
 Many times/day (4 cups or more)    None    N/A
- 5. Fruits and vegetables:** On a typical day, how many times do you (does your child) usually eat fruits or vegetables?  
 1 or less    2    3    4    5 or more    None    N/A

CHOOSE HEALTHY HABITS FOR A HEALTHY FUTURE!  
Learn more at [www.fittastic.org](http://www.fittastic.org)

Follow us on



MY GOAL: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

FOLLOW UP: \_\_\_\_\_

# Assessment

1. Height
2. Weight
3. BMI/ BMI %ile
4. Healthy Lifestyles questions

# P- Customized Healthy Lifestyle Plan

- ▶ Participant centered education
- ▶ Focused Goals
- ▶ Materials reinforce healthy lifestyles message regardless of weight status.



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Learn more at [www.fittastic.org](http://www.fittastic.org)

Follow us on



MY GOAL: \_\_\_\_\_

\_\_\_\_\_

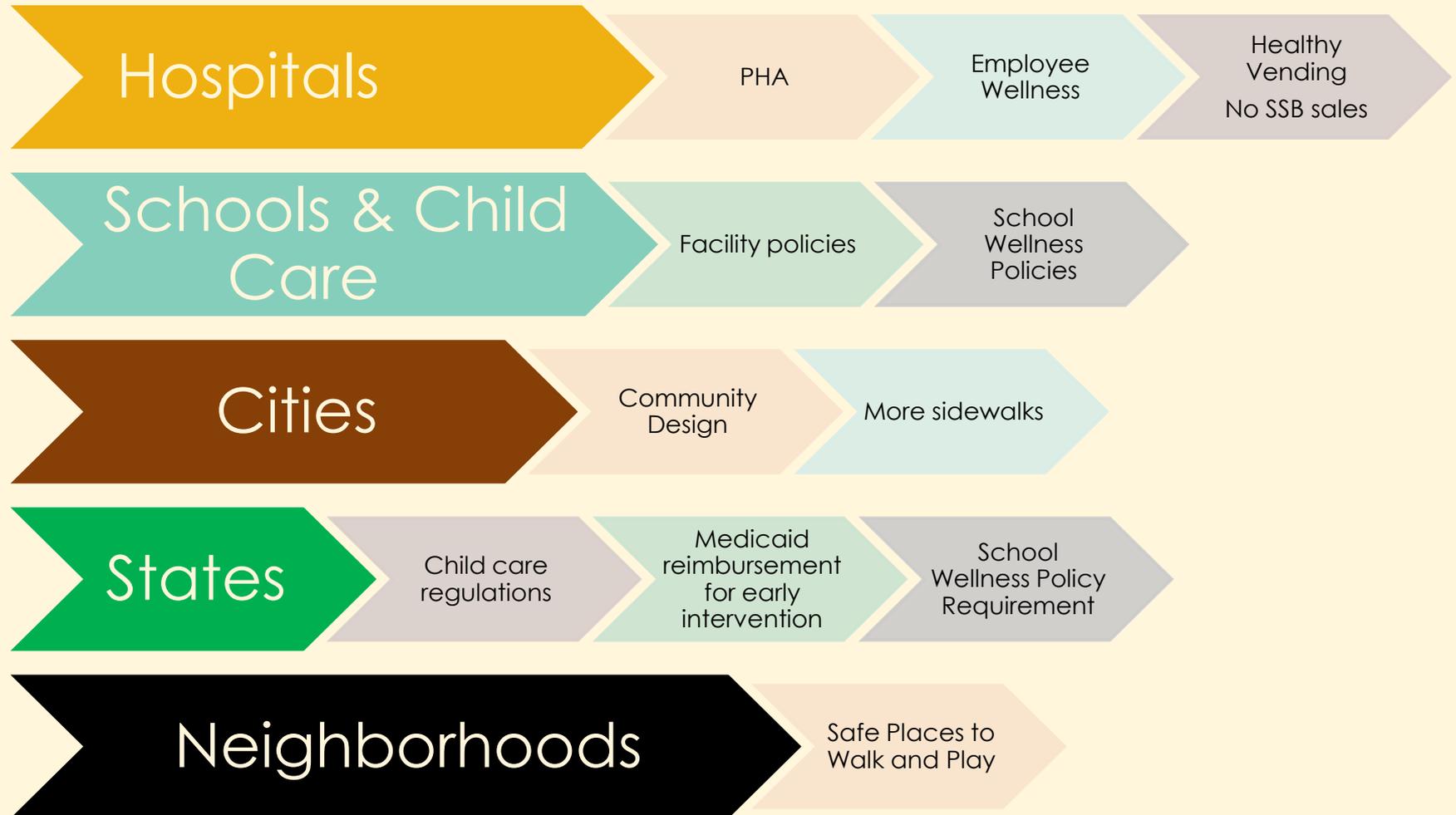
\_\_\_\_\_

\_\_\_\_\_

FOLLOW UP: \_\_\_\_\_

# Policy

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# Statistics

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## Tracking our outcomes

- ▶ Tracking system
- ▶ Evaluation system-RE-AIM framework
- ▶ De-identified aggregate data

Telling our stories...



**What's**  
**Your**  
**Story?**

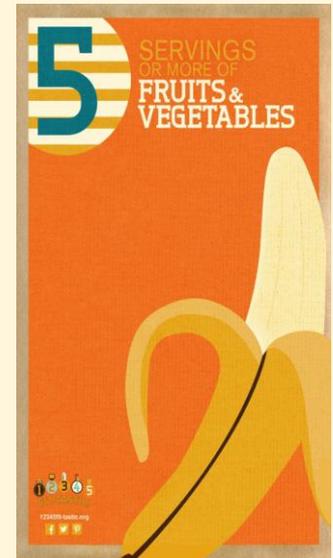
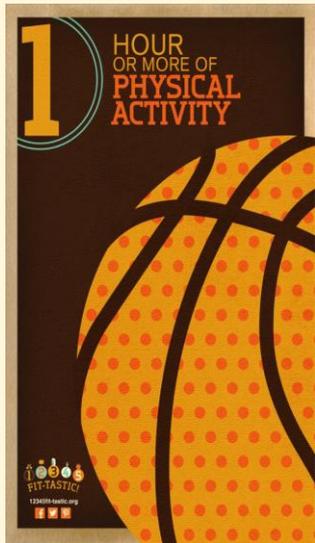




Resources available

# Community Message Campaign Materials

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# FIT-TASTIC!

## TRACKER

Watch yourself get healthier day by day and keep track of it. Every time you complete a Fit-Tastic goal, move forward one space. Every glass of water, every serving of vegetables or fruit, every hour of activity counts. At the end of each day, you'll have taken 15 steps to make yourself healthier.



Feeling Fit-Tastic yet?

You're almost halfway there.

Getting hungry? Have an apple!

**1** HOUR OR MORE OF PHYSICAL ACTIVITY

**2** HOURS MAXIMUM OF SCREEN TIME

**3** SERVINGS OF LOW FAT MILK OR YOGURT

**4** SERVINGS OF WATER NOT SUGARY DRINKS

**5** SERVINGS OF FRUITS & VEGETABLES



## FIT-TASTIC!

Run around! Jump around! An hour is all it takes.

Take a break and grab a cold drink of water.



Just a few more to go.

Don't sit in front of that TV or computer screen for too long.

Have you had your veggies today?

Almost there ...

**GREAT JOB!**

NOW SEE IF YOU CAN DO IT AGAIN TOMORROW!

12345fit-tastic.org





Teach Kids  
Healthy Habits for  
a Healthy Future



Healthy lifestyles start at an early age.  
Learn how to make the right decisions at  
[www.12345Fit-Tastic.org](http://www.12345Fit-Tastic.org)

## FIT-TASTIC HEALTHY LIFESTYLES QUIZ: CHECK IT OUT!

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CHOOSE HEALTHY HABITS FOR A HEALTHY FUTURE!  
Learn more at [www.fittastic.org](http://www.fittastic.org)



MY GOAL: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 FOLLOW UP: \_\_\_\_\_

9/25/14 Children's Mercy Hospitals and Clinics



**BENEFITS OF MILK & YOGURT:**

- Dairy products like milk and yogurt provide a lot of nutrients that are important for your health, including calcium, vitamin D, potassium, magnesium and protein.
- Calcium and vitamin D make your bones and teeth stronger. This is very important when children are growing.
- Low acid milk with high protein provide little or no fat which is best for your health.

**DRINK MILK:**  
 Drink 2-3 servings of 8% or skim milk a day.  
 (3 cups = 8 oz = 3 cartons or 3.0 pint)  
 • Do not mix milk and 5% butter milk as this increases fat amount above the 2% and whole milk.  
 • Check out how you meet your calcium and protein goals.  
 • If you don't like plain milk, try a milk, flavored milk for low sodium (low Na).  
 • Shake milk to mix.  
 • Use milk to make smoothies or other fun drinks. It can even be used to make oatmeal or other hot cereals.



**BENEFITS OF CUTTING DOWN ON TV TIME:**

- More than 2 hours of actual screen time can lead to physical inactivity.
- For every hour of TV a child watches a day, they lose about 30 minutes of physical activity.
- TV negatively affects children's food choices and their general activity level.
- There are many ways to limit screen time for your child and vegetable.

**TRY SOMETHING NEW:**  
 2-5 YEAR OLDS

- Blow bubbles
- Color books or pages
- Make a fort
- Play with play dough
- Play with the cars, blocks or Legos
- Play with water or sand



**BENEFITS OF BEING ACTIVE:**

**INDOOR ACTIVITIES**

- You know better
- You have more energy
- Build strong bones and joints
- Increase healthy weight
- You feel good about yourself

**DAILY WAYS TO INCREASE ACTIVITY:**

- Stand instead of sitting; walk instead of standing; run instead of walking
- Take the stairs or walk up the staircase
- Wash your dog or a neighbor's dog
- Walk with a friend
- Walk or bike to and from school
- Use a pedometer to track your steps
- Park the car far away to get in extra steps

**BE MORE ACTIVE:**

**INDOOR ACTIVITIES**

- Turn on music and dance
- Sign up for a class at a community center
- Play board games
- Play hockey desk
- Use blocks or geometric shapes
- Build a fort with pillows, blankets and more
- Try to hold breath or swim underwater
- Play board games or puzzles
- The active video games like Xbox Kinect™ and Wii Fit™

**OUTDOOR ACTIVITIES**

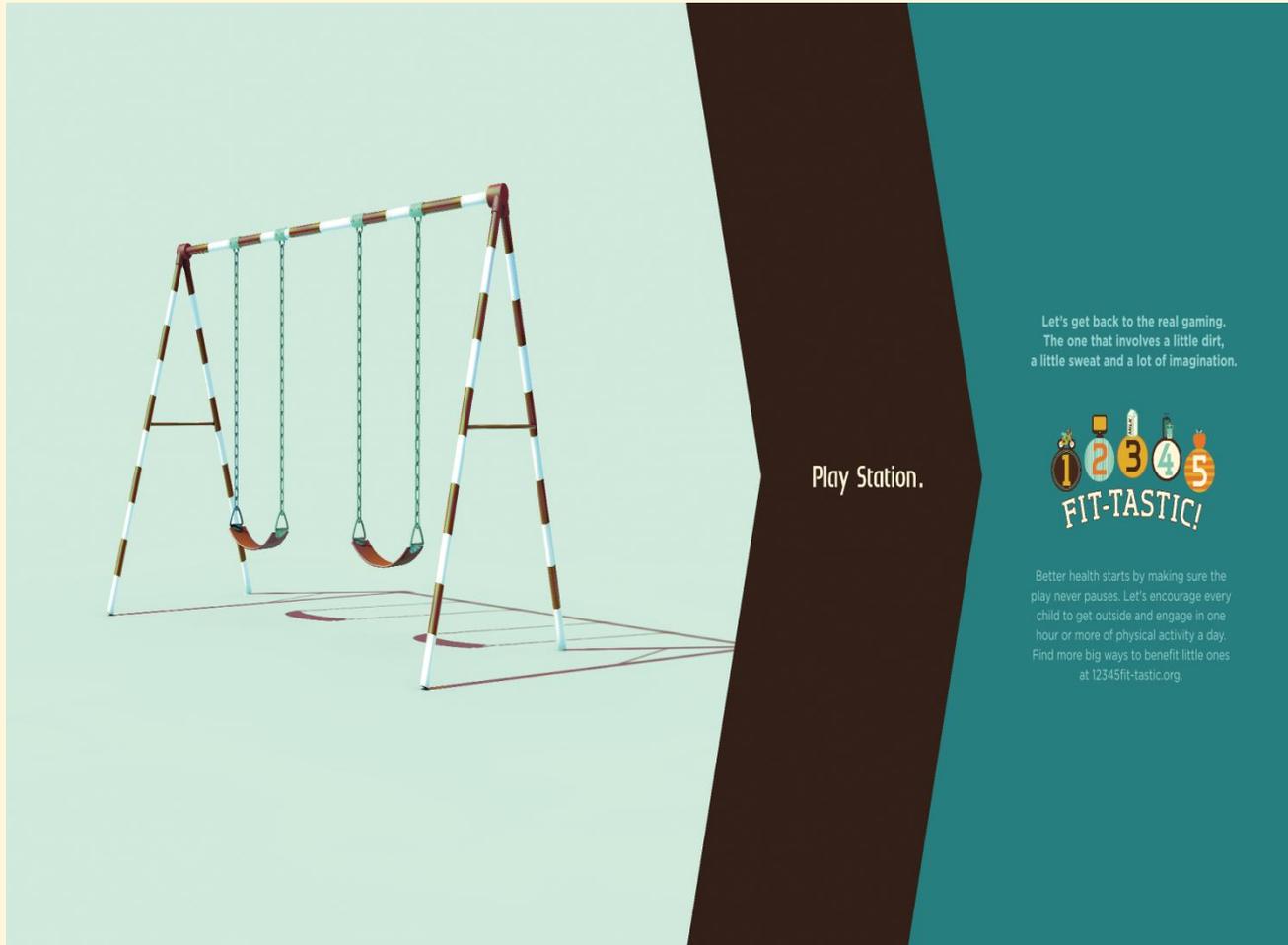
- Go to a nearby park or playground
- Ride your bicycle, skateboard or roller skates
- Play hopscotch, tag, catch, kickball or soccer
- Play hopscotch or draw with sidewalk chalk
- Jump rope or play skip-it
- Run through the sprinkler
- Garden
- Check books



# Creating a **Community Message Campaign** Through Collaboration



# Creating a **Community Message Campaign** Through Collaboration



Play Station.

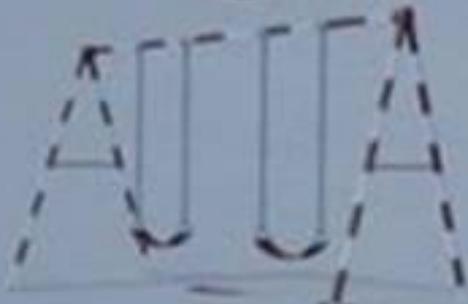
Let's get back to the real gaming.  
The one that involves a little dirt,  
a little sweat and a lot of imagination.

**1 2 3 4 5**  
**FIT-TASTIC!**

Better health starts by making sure the play never pauses. Let's encourage every child to get outside and engage in one hour or more of physical activity a day. Find more big ways to benefit little ones at [12345fit-tastic.org](http://12345fit-tastic.org).



The Original  
**PlayStation**



Healthy Hickory County

Let's get back to the real  
gaming.  
The one that involves  
a little dirt,  
a little sweat and a lot of  
imagination.

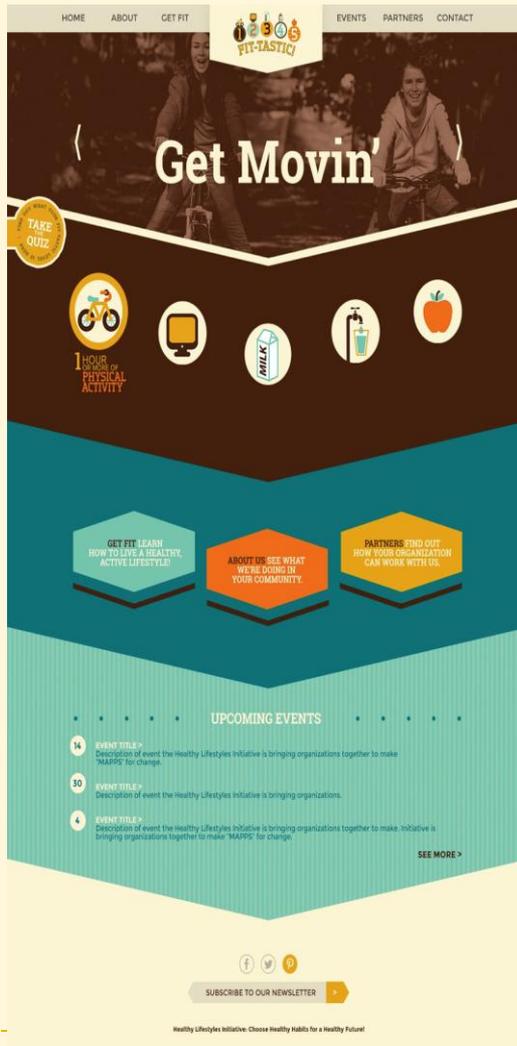




# Moo More



# Creating a Community Message Campaign Through Collaboration





# Quiz

Think about an ordinary day in your life. Are you as active as you should be? Let's find out! Just answer these questions, and when you're finished, you'll see how to make your lifestyle healthier and happier.

1

**Physical Activity:** On a typical day (outside of school or work), how many minutes do you (does your child) spend in active play/ exercise (breathing harder or sweating)?

None

Less than 15 min

15 min

30 min

45 min

60 min

90 min

A photograph of three children smiling and interacting, overlaid with an orange tint. The children are in the foreground, and the background shows shelves with various items. The word 'Partners' is written in large, white, sans-serif font across the center of the image.

# Partners

SIGN IN >

SIGN UP >

• • • • • **JOIN** • • • • •

Join the 12345 Fit-Tastic! Movement

# Fit-tastic Pinterest (37 boards)

 12345 Fit-Tastic

## Eat More Veggies!

Great, easy recipes and tools to get your 5 servings in each day.



Eat the rainbow!

Pinned by pinner



Healthy Valentine Snack

Pinned from  
usedeverywhere.com



What better way to encourage kids to eat their fruits & veggies than this Sesame Street spread? #health #sesamestreet

Pinned from  
theproducemom.com



### How To Make a Perfect Veggie Wrap

- a step-by-step tutorial -

-  1. Tortilla
-  2. Hummus
-  3. Quinoa
-  4. Final wrap



from The Imagination Tree  
**A Rainbow 1st Birthday**

easy and simply party food....would be cute for a tea party

Pinned from  
theimaginationtree.com



Spinach Chips



"Move out of the way kale chips, spinach chips are our new healthy snack addiction! but be careful, these Italian Herb Spinach Chips are addicting!"

Pinned from  
thehealthysupermom.com



# Healthy Easter!



Easter food crafts. Cute for packed lunch

Pinned by pinner



Lunch box for my favorite chicks (and man) #easter #spring

Pinned from bentoriffic.wordpress.com



Forget The Chocolate Bunny, Try These Decadent Easter Sweets

Easter bunny pancakes

Pinned from handmadecharlotte.com



Make an Easter fruit basket!

by Laura Bento

Pinned from



Healthy Easter Treat Egg Fruit and Vegetable Snack

Pinned from ready-set-read.com



10 UNPROCESSED TREATS for Easter

from MOMables - Real Food Hea...

Unprocessed Easter Treats and Snacks

love this list of unprocessed



from TODAY

16 Easter treats to make with your kids

Easter Recipes For Kids To Make - Village Easter egg Popsicles!! Yum!

Pinned from ivillage.com



Healthy Easter treat

Pinned by pinner



Do 10 pushups as you do more? Look for the egg on the front door

Easter-themed exercises for the kids -- to help them spend their boundless energy

Pinned from sheknows.com



Healthy Easter treat. I love peeps but am getting too fat to enjoy em ;)

Pinned from mygutsy.com



Easter-themed exercises for the kids -- to help them spend their boundless energy

Pinned from sheknows.com



Las ensaladas de frutas son deliciosas. ¿qué tal crear animalitos y darle un toque divertido?

Pinned from theprimepursuit.com



12345 Fit-Tastic  
is on Facebook.

To connect with 12345 Fit-Tastic, sign up for Facebook today.

Sign Up

Log In



Community

Timeline

About

Photos

Likes

Videos

PEOPLE



238 likes

ABOUT

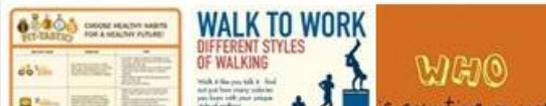


Choose Healthy Habits for a Healthy Future... 12345 Fit-Tastic! 1 hour of physical activity, 2 hours maximum of screen time, 3 servings of low or nonfat...

READ MORE

<http://www.12345fit-tastic.org/>

PHOTOS



12345 Fit-Tastic

2 hrs ·

Start off your family's week with a big, cold glass of low fat milk to make sure their bones are staying strong! Check out these facts on milk and all of it's benefits.

<http://www.schoolmilk.nl.ca/milk-facts/>

### Milk Facts

Milk is a super drink! It's great for our bodies and minds. Most of us know that milk is an excellent source of calcium, which is important for strong healthy bones, but there's so much more to milk! Read More...

SCHOOLMILK.NL.CA

Like · Comment · Share · 1



12345 Fit-Tastic

March 12 at 9:45am ·



# Options for Your Agency and Community

LPHA's Role

# Flood tide of obesogenic factors

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## Options

- 1) Infuse within LPHA programs
- 2) Introduce to other community partners
- 3) Work with existing or create new coalition
- 4) Other?



# Keep it simple?



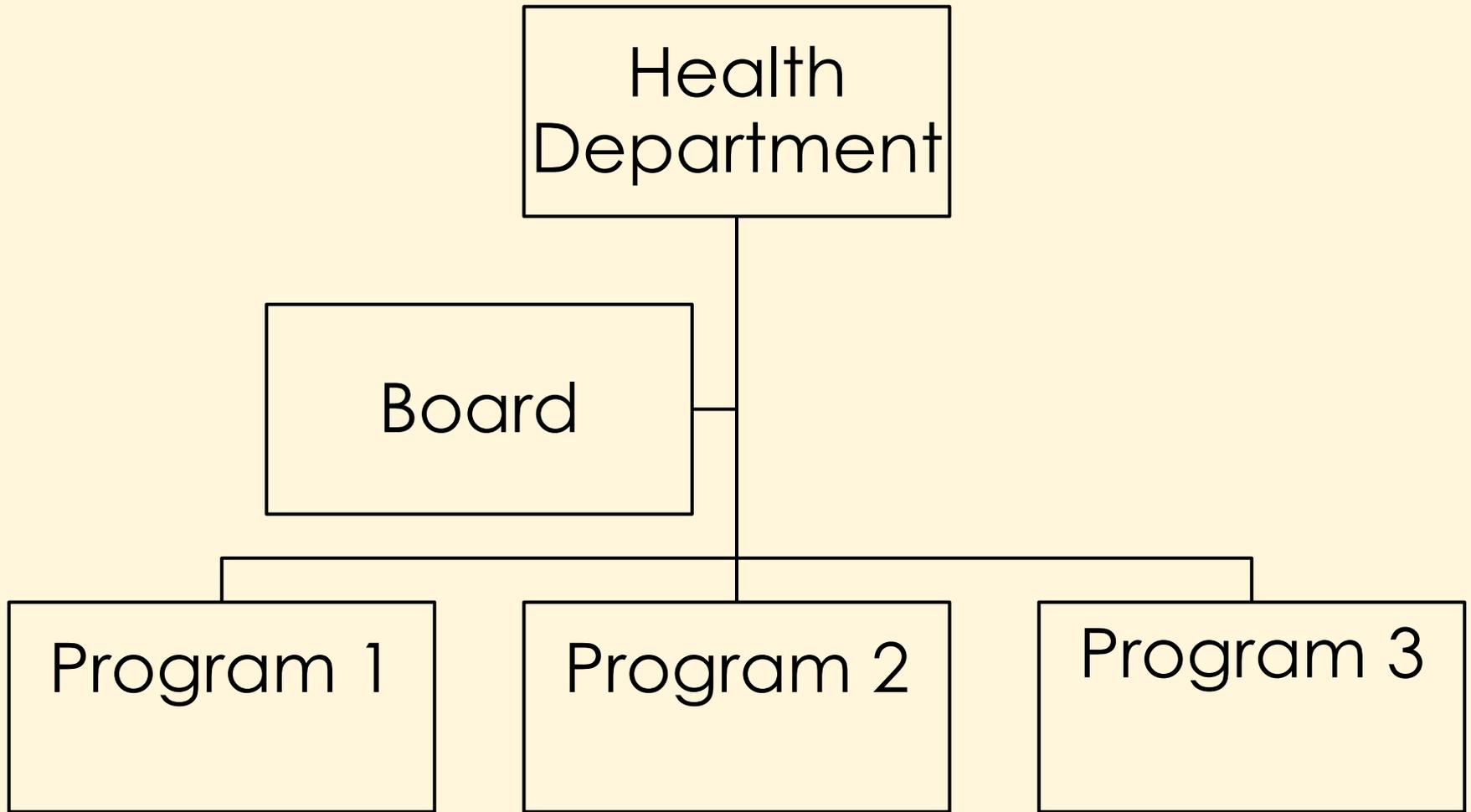
# Focus on WIC setting

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# Other programs within the LPHA?

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# Columbia/Boone County Health Department's story

- HLI training-10/1/2014
- 14 new partners from Columbia/Boone Co area since that time
- Training requested by MU primary care clinic on HLA/HLP.



# Focus on Child Care Setting

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# CMH primary care statistics vs. US for overweight/obesity

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Age group	National rate	CMH FY 2013 n=15,728	CMH FY 2014 n=17,140
2-5 years	22.8%	27.54%	27.28%
6-11 years	34.2%	39.58%	40.31%
12-19 years	34.5%	44.37%	45.1%



# Focus on School Setting

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# Meet Laura, Jose, and Angela...

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# Focus on Health Care Setting

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Diabetes isn't a game any kid wants to play.

Healthy habits make a big impact for little ones.

Take the first step towards better health at [12345fit-tastic.org](http://12345fit-tastic.org) >>



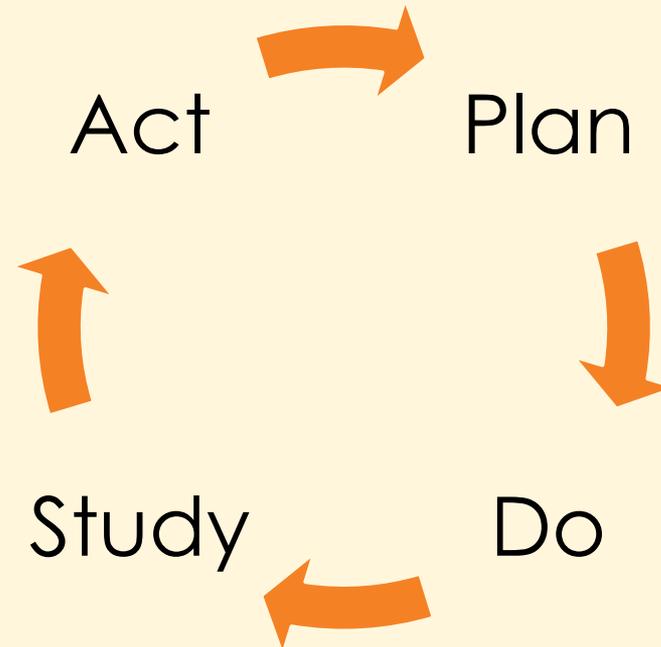
**FIT-TASTIC!**



# PILOT EXPERIENCE in CMH Primary Care

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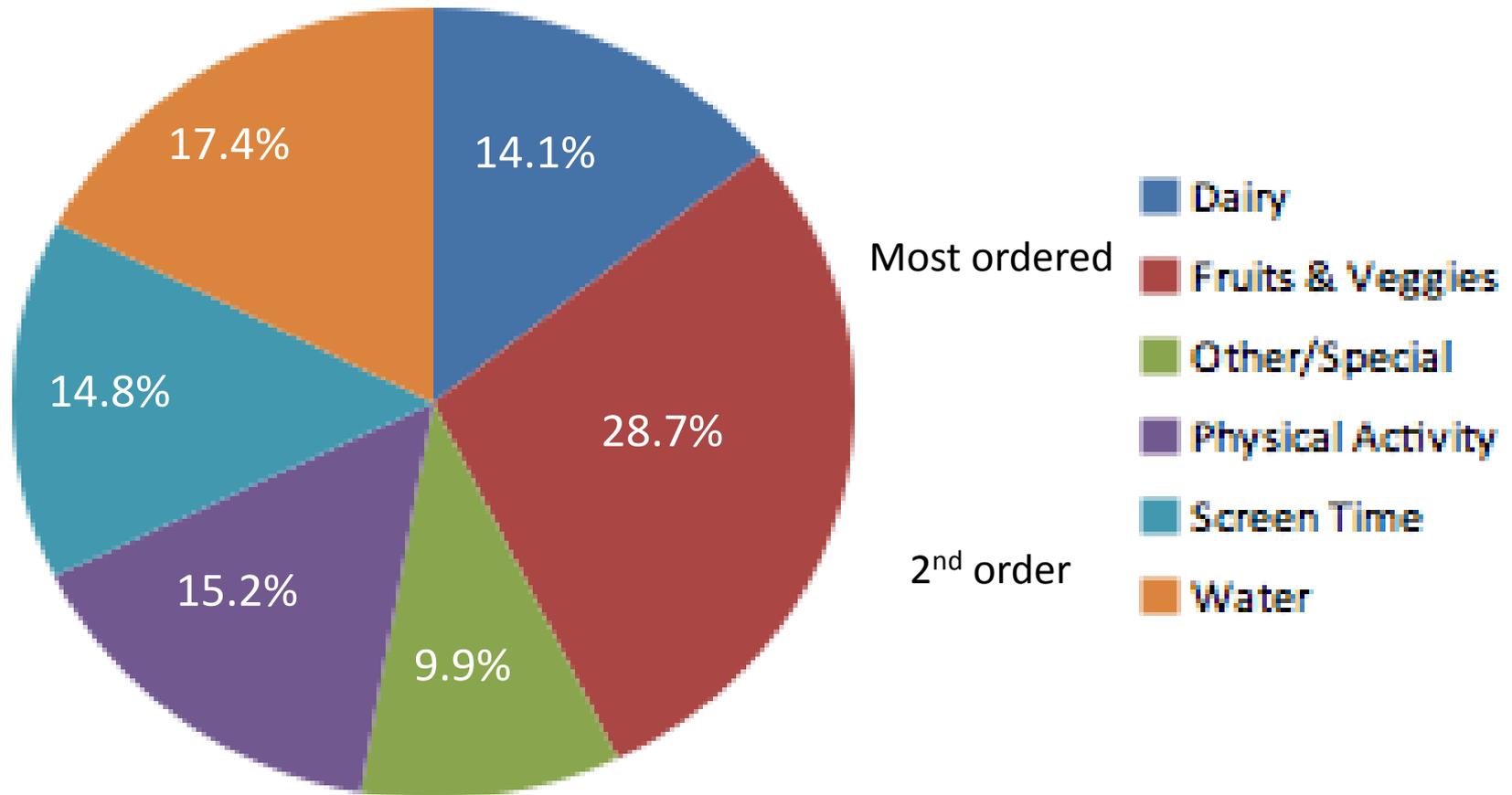
1. Added HLA to well child checks
2. Imbedded HLA/HLP in EMR
3. Started small – one pod
  - a) Trained
  - b) Several PDSA cycles
4. Spread to other pods & clinics
5. Track and share progress



# HLP Orders

## Aug 2012-Dec 2013

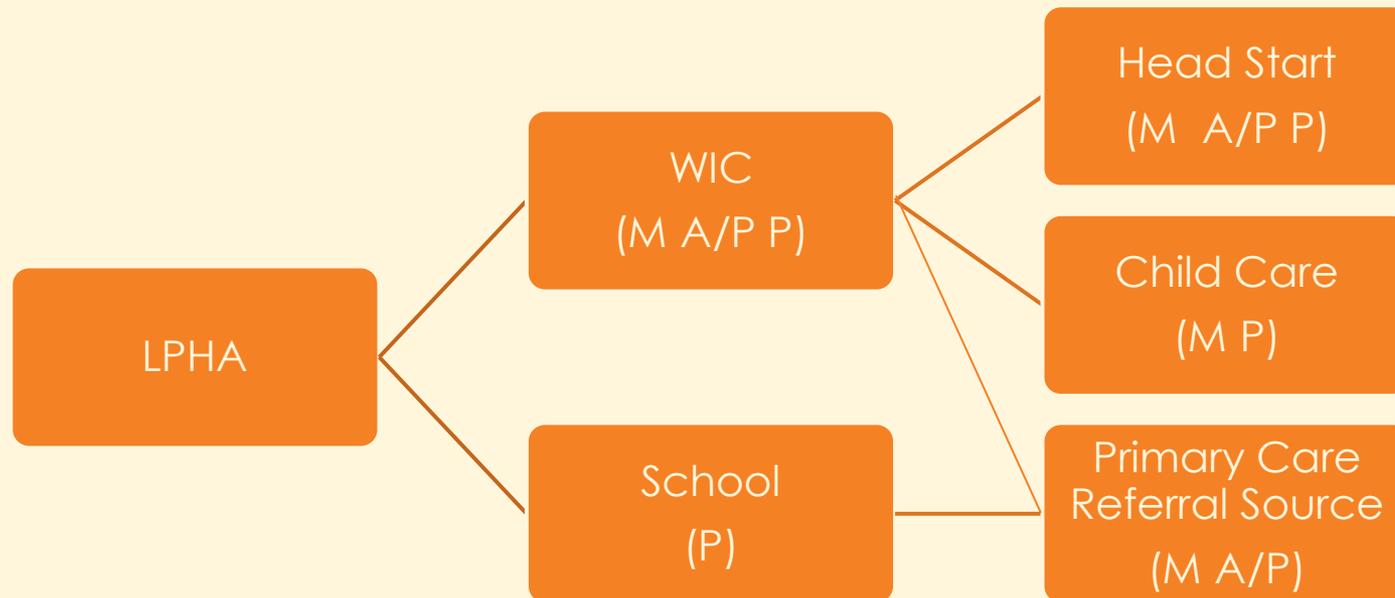
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# Focus on Community



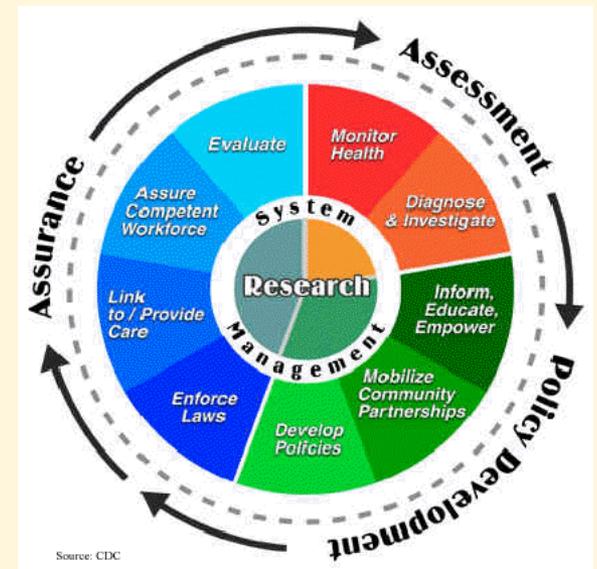
# Using framework to align efforts



# Essential Public Health Services

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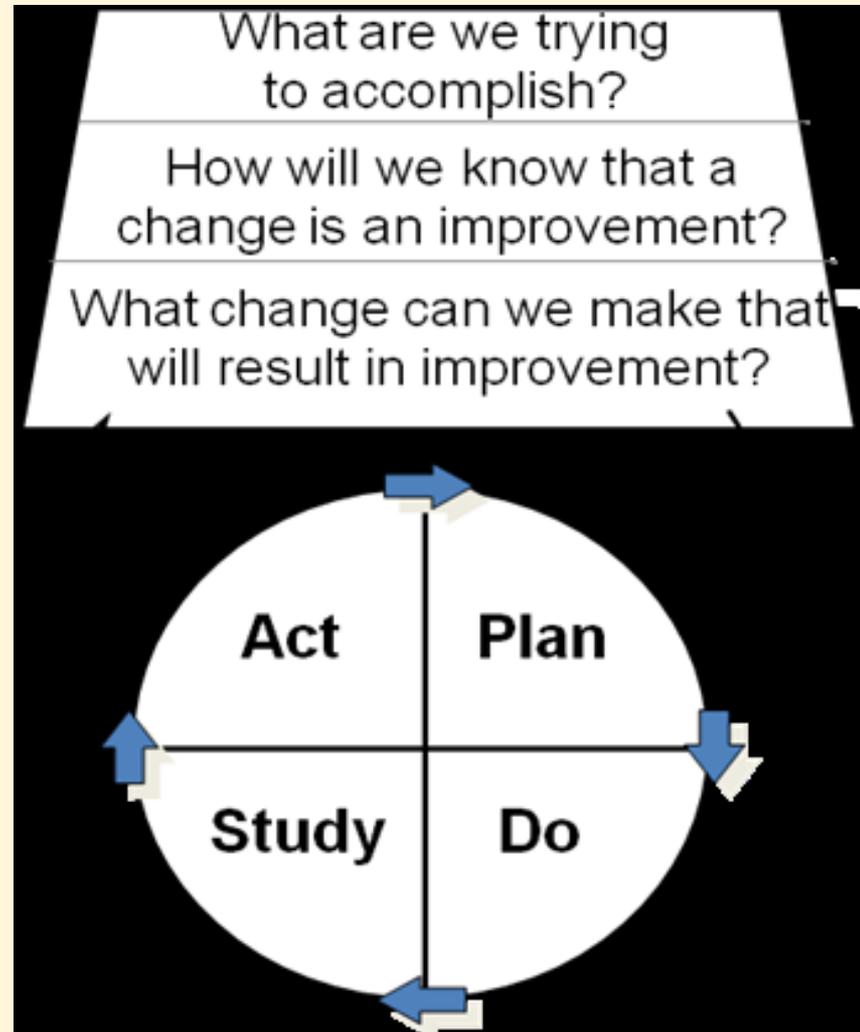
- ▶ Inform, educate and empower people about health issues
- ▶ Mobilize community partnerships and action to identify and solve health problems
- ▶ Develop policies and plans that support individual and community health efforts



# Building for Success

Critical Factors

# Start Small



# Build engagement ...

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# Communicate, Communicate, Communicate

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# Shaping Behaviors at the Blunt & Sharp End Within Organizations



From Kerry Johnson-Healthcare Performance Improvement, LLC, adapted from R. Cook and D. Woods, Operating at the Sharp End: The Complexity of Human Error (1994)





**INTEREST**



**AWARENESS**



**ATTENTION**



**FOCUS**



# High-Leverage Change Tactics from NICHQ for Community Efforts

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- ▶ Define target population
- ▶ Create an aim statement
- ▶ Involve and engage the community
- ▶ Promote a consistent message
- ▶ Align your aim with existing initiatives
- ▶ Promote consistent assessment - HLA
- ▶ Promote use of standardized approach for HLP's that can be personalized for ALL
- ▶ Engage leaders who support and sponsor your efforts
- ▶ Strengthen your coalition

# Next Steps-What's Your Plan?

Working together to promote healthy lifestyles and  
healthy weight for all.

# What Does Your MAPPS for Change Look Like?

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## **MESSAGE:**

- ▶ Which agencies or programs in your community will be willing to adopt the message?
- ▶ How will your agencies and programs incorporate/disseminate the 12345 Fit-Tastic! message?
- ▶ How will you track the reach of the numbers that hear or see your message?

<http://fittastic.org/partners/private/mapps-report>

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# MAPPS for Change, cont.

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## **ASSESSMENT:**

- ▶ Are there agencies within your community that can incorporate the standardized behavior/height/weight assessment and customized plan protocol into your health screenings or health exams (if part of your agency/program)?
- ▶ If yes, which agencies are these and how, if not what ways will you promote evaluation of behaviors?

## **PLAN:**

- ▶ How will your agency/ program incorporate and deliver a customized healthy weight/lifestyle plan with their clients/patients?
  - ▶ How will you track their progress and provide ongoing support for them on their plans?
- 



# MAPPS for Change, cont.

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## **POLICY:**

- ▶ What are key areas for focus for policy change?
- ▶ Which agencies or programs will make policy change(s).
- ▶ How will they implement policy or environmental change that supports healthy eating and active living?
- ▶ Within your agency/ program?
- ▶ In support of broader neighborhood or community efforts?

## **STATISTICS:**

- ▶ How will your community track and share numbers reached (messages, assessment, plans)
  - ▶ and changes made (policy/environment)?
- 

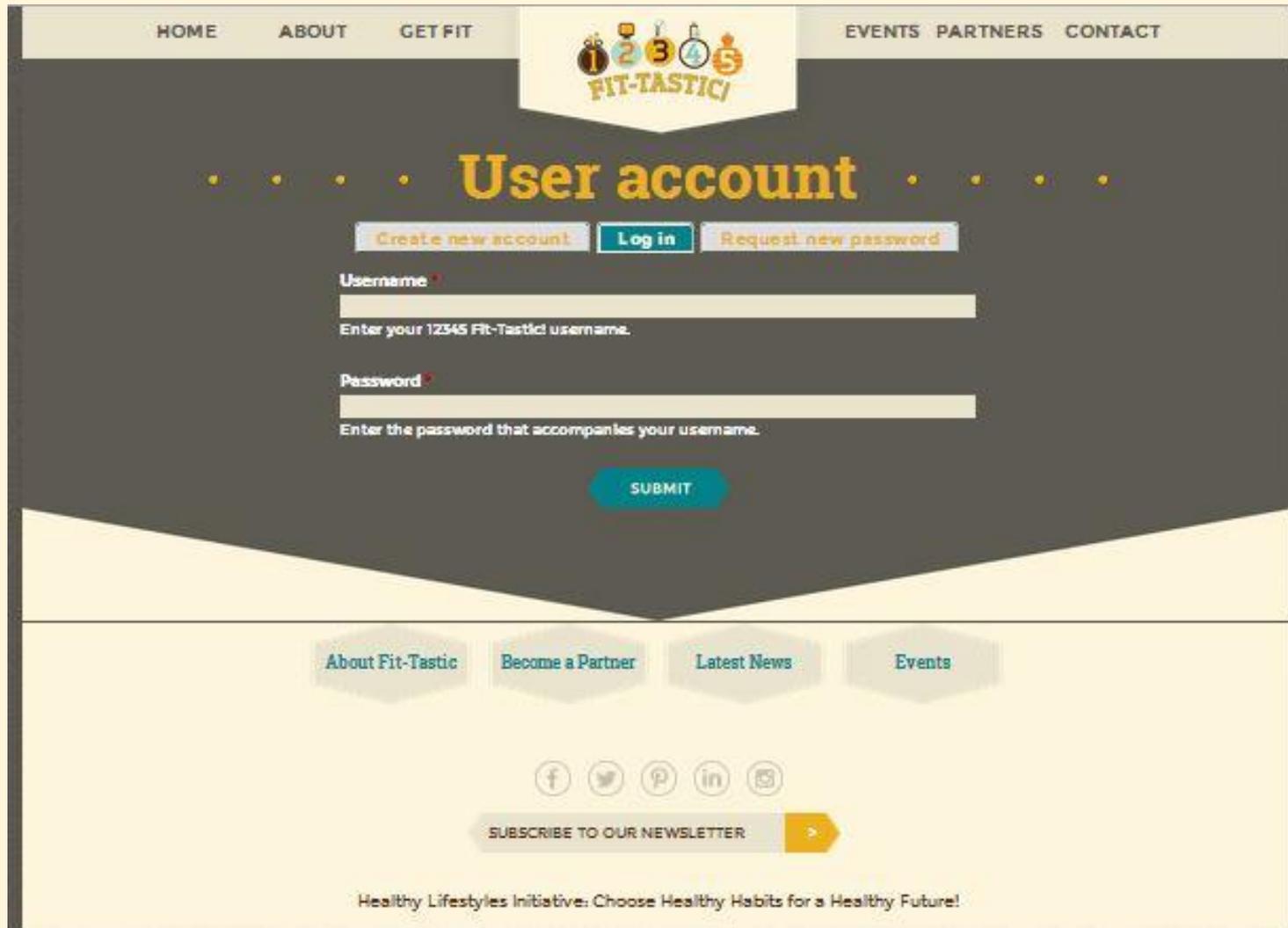


# Questions

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# Join the Movement



The image shows a web page for 'Fit-Tastici' with a user account login form. The page has a dark grey header with navigation links: HOME, ABOUT, GET FIT, EVENTS, PARTNERS, and CONTACT. The logo 'FIT-TASTICI' is centered in the header, featuring a stylized '12345' with icons of a dumbbell, a water bottle, a clock, a scale, and a person. Below the header, the main content area is dark grey and contains the heading 'User account' in large yellow text. Underneath the heading are three buttons: 'Create new account' (yellow), 'Log in' (teal), and 'Request new password' (yellow). The form includes two input fields: 'Username' and 'Password', each with a red asterisk indicating a required field. Below the 'Username' field is the instruction 'Enter your 12345 Fit-Tastici username.' Below the 'Password' field is the instruction 'Enter the password that accompanies your username.' A teal 'SUBMIT' button is centered below the form. The footer area is light yellow and contains four buttons: 'About Fit-Tastici', 'Become a Partner', 'Latest News', and 'Events'. Below these buttons are social media icons for Facebook, Twitter, Pinterest, LinkedIn, and Instagram. A grey button with a yellow arrow points right, labeled 'SUBSCRIBE TO OUR NEWSLETTER'. At the very bottom, the text reads 'Healthy Lifestyles Initiative: Choose Healthy Habits for a Healthy Future!'.

HOME ABOUT GET FIT EVENTS PARTNERS CONTACT

**12345**  
**FIT-TASTICI**

## User account

Create new account Log in Request new password

**Username** \*

Enter your 12345 Fit-Tastici username.

**Password** \*

Enter the password that accompanies your username.

SUBMIT

About Fit-Tastici Become a Partner Latest News Events

f t p in i

SUBSCRIBE TO OUR NEWSLETTER >

Healthy Lifestyles Initiative: Choose Healthy Habits for a Healthy Future!

# Contact Information

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