

parents
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The monthly news magazine for families

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Overcoming Difficulties

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The Fitness Challenge Aims to Help Families Get Fit

The obesity epidemic impacts the quality of life among adults in our nation – and children are following the lead. Among the most worrisome problems is that children will be prone to chronic diseases as they grow older, which could shave years off their lives.

The **Fitness Challenge** is an eight-week exercise program packaged in the form of a fun game for people of any age or fitness level who want to get fit. Based on the buddy system, the game gives people the much-needed motivation to exercise by having a partner hold you accountable.

Each player completes a contract with a start and end date, agrees on their current fitness level, and builds a wager book of coupons for awards they'd really like to win — think a week without doing the dishes or dinner and a movie. The game board is designed to hang upright so players can visually track their workouts.

While offering healthier school lunches and limiting junk food in school vending machines is important, Vicki Sorensen, The Fitness Challenge creator, says that addressing the issue of how to motivate kids and parents to exercise as part of a healthy lifestyle is crucial. "There has been a lot of evidence to suggest that a weight control program is significantly improved when parents are involved," she says.

For more information on The Fitness Challenge, visit www.fitnesschallenge.com.

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