

Newsletter: The What + The How = Positive Health Outcomes for Kids

From medical research to weight loss TV shows, there's a lot of radio traffic around getting healthy – and what "healthy" means. But even after we've sifted through the noise to find the information that really matters, we still face a critical issue: the gap between health promotion and implementation.

Hold up. What do we mean by that?

Promotion is talk. Health promotion refers to how we hear and talk about health to raise awareness and communicate ideas around ways to live a healthier lifestyle.

Implementation is action. After understanding what it means to be healthy and what we must do to get there, this is the second step in the process. It's the action we take to make an impact. It's taking personal responsibility for our own good health.

But here's the deal. As a country, we spend billions of dollars and significant resources helping people improve diets and have better food access. That focus is not misplaced, but it's missing the essential third component of chronic health issues: physical inactivity. And even when the physical activity message gets out there, we're still falling short of turning that message into action.

So what do we do with this? How do we translate knowledge into action?

This is where Marathon Kids comes in.

Marathon Kids is unique. We are both health promoters and implementers. We are the bridge.

Marathon Kids not only talks to you about healthy lifestyles – we show you how to get there. Our entire program is built around tried-and-true methods, and we only implement what works. The social structure of our running program, healthy behavior modeling by adults and even the rewards and incentives have a role. Altogether, Marathon Kids delivers a highly functional program that's easy to implement, with changes that are easy to track.

How do we do it?

First, we know that the primary role of physical activity is not just to *look* better, but to *feel* better. We know that physical inactivity is actually harmful to our everyday existence, and physical activity is something our bodies need. Not just for some future goal, but right now. Every day. This knowledge is built into our messaging and our program. But we don't stop there.

We then deliver the “how” to close the gap. Right now, there’s a global focus on needing better implementation practices to improve desired results^[1]. We deliver real resources – a program equipped with tools, motivation and support – to actually put people in control of their own physical activity, their health, and their lives.

We deeply understand the role of – and clear necessity for – physical activity in our daily routines. We know that physical inactivity has reached epic, pandemic proportions. And we know that active kids do better. Because of how important this is, we’re acutely dedicated to helping kids get physically active from an early age so they can live longer, healthier and happier.

We’re glad you’re here, and that you’re listening. Ready to take action? Head to our website for more details on how to get involved: www.marathonkids.org.

All our best,
The Marathon Kids Team

^[1] Kate Morris. Implementation – getting ‘what works’ into public services.
<http://www.effectiveservices.org/media/web-articles/implementation-getting-what-works-into-public-services>