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**“FITFORLIFE – empowering healthy habits in school-age children.”**

Abstract:

Childhood obesity is a significant health problem in the United States. Children are socialized through media and modern day environments to visually attractive but unhealthy food choices such as soda and fast foods. Few media outlets targeted towards school-age children promote healthy lifestyle choices such as regular exercise and fresh food consumption. In addition socioeconomic restrictions on families and school systems influence children’s knowledge about healthy choices. The aim of this project was to assess second graders’ knowledge of healthy choices and reduce unhealthy behaviors through the FITFORLIFE program. Along with the program details the children were given a form to track their progress over the course of the project. Sixty second-graders participated in this project that entailed an initial survey to assess knowledge and then active participation in the FITFORLIFE program.