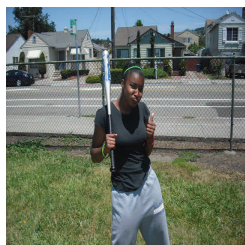


## **Bodies in Motion Program (BIM):** *Helping girls to be strong, smart and bold about their health and fitness!*



The **Bodies in Motion Program (ages 9-16)** helps girls who are at risk of developing serious health problems due to issues with weight and/or a primarily sedentary lifestyle. Based on a physician's referral, participation in the program increases girls' physical activity in conjunction with specific nutrition and wellness strategies that help them reach their health and fitness goals safely and within a realistic amount of time while taking their age, fitness level, and personal goals into account.

### ***Why girls need Bodies in Motion:***

Regular exercise helps with both physical and mental health by reducing anxiety and depression, improving self-esteem, promoting a healthy body weight and preventing disease. Unfortunately, a mere 33% of girls across Alameda County pass the California Public School physical fitness test. Among three cities included in Girls Inc. service area, San Leandro, Hayward and Oakland, the percentage of girls passing the fitness test falls significantly below County averages. Only 28% of girls in San Leandro, 13% in Hayward and 11% in Oakland pass the test. Further, a recent study conducted by the Alameda County Department of Public Health showed that African American and Latino girls in our area have higher rates of obesity, less access to healthy foods and higher rates of asthma hospitalization than their white and Asian peers. As a result, girls are more susceptible to the other challenges of living in the impoverished areas of Alameda County.



**girls  
inc.**

**Girls Incorporated®  
of Alameda County**

Inspiring all girls to be strong, smart, and bold<sup>SM</sup>

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### ***The Three Primary Goals of Bodies in Motion :***

1. To combat female youth obesity.
2. To provide a customized approach towards improving personal health with realistic strategies to maintain the progress made.
3. To increase girls' self-esteem, confidence, and positive body image.

### **Locations offered:**

Oakland, San Leandro, San Lorenzo, Hayward and the unincorporated areas of Castro Valley and Ashland/Cherryland. The wide majority of youth served in Bodies in Motion live in the Eden Township service area.

### **Program Highlights:**

- **Personalized programming:** Following a physician's referral, programming takes the girls' home life, cultural norms, and access to resources into account to provide them with a relevant health and fitness plan that works for their particular lifestyle.
- **Fitness:** BIM uses a combination of a personal fitness trainer and group classes to increase cardiovascular endurance, muscle strength and flexibility.
- **Nutrition:** Girls are not taught to diet, but are taught to understand the importance of healthy eating, activity and the body's need for nutrient-rich fuel.
- **Self-esteem:** BIM's goal is to empower girls with a "can-do" attitude that leads to overall health, well-being and a positive self-image.
- **Support:** In addition to time spent in programming, ongoing motivation is offered to the participant by the Girls Inc. fitness staff, in the form of emails and phone calls.
- **Family:** Engagement of the girl's family members is a critical piece in sustaining her involvement and progress in the program. Family members are provided the participant strategy for overall health, regular progress reports and are required to attend several mandatory family workshops as well as fitness and nutrition sessions.

