

**WOW! (Watch Out World) Program** is offered to girls in fourth and fifth grades. Girls Inc. of Alameda County offers age-appropriate programs to girls ages five to 18; girls are encouraged to join in kindergarten and continue through their completion of high school. WOW! is a youth-development program designed to empower fourth and fifth grade girls to increase their physical fitness, family engagement, literacy skills, self-esteem, and academic success. As with all girls Inc. programs, WOW! takes a “whole girl” approach and the program integrates sports, health, literacy, and general homework assistance. This uniquely integrated approach allows underserved girls and their families to grow and develop to their full potential and to expand the girls’ sense of what is possible. WOW! is provided four to five days a week.



**How Girls Inc. WOW! program is meeting girls’ needs:**

African American and Latina girls have higher rates of obesity, less access to healthy foods and higher rates of asthma hospitalization than their Caucasian and Asian peers, according to the Alameda County Department of Public Health. Latina and African American girls comprise 62% of Girls Incorporated of Alameda County’s participants. The WOW! program supports girls, and engages their families, in making health and nutrition a priority and setting them on a path for healthy lifestyles. Also, overweight children are more likely to become overweight or obese adults, according to a 2008 report from the U.S. Department of Health and Human resources Centers for Diseases Control and Prevention.

**Impact of WOW!:**

The objectives of the WOW! program are:

- To have 65% of WOW! participants report an increase in choosing fresh fruits/vegetables and/or engaging in physical activity due to participation in WOW!
- To have 70% of families attend at least three WOW! sponsored family events
- To have 75% of WOW! participants identify themselves as athletes
- To have 75% of girls demonstrate increased interest in reading and/or writing



Girls Incorporated®  
of Alameda County

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

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**How to join WOW!:**

In Oakland WOW! is held at Parker Elementary School, Lockwood Elementary School, Community United Elementary School, Futures Elementary School, and TCN/ICS Elementary School; in San Leandro it is held at Wilson Elementary School. For more information contact the WOW! Program Manager at 510.357.5515 ext. 240.



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