



## EXECUTIVE SUMMARY

Physical inactivity continues to be a growing concern, with studies revealing that 82% of adolescents are not meeting recommended activity levels<sup>1</sup>. Moreover, we are facing a severe mental health crisis. As Jonathan Haidt writes in his book *The Anxious Generation*, “In this new phone-based childhood, free play, attunement, and local models for social learning are replaced by screen time, asynchronous interaction, and influencers chosen by algorithms. Children are, in a sense, deprived of childhood.” Teen girls and boys who persistently felt sad or hopeless increased dramatically by 57% and 29%, respectively, from 2011 to 2021. The American Heart Association says more than 6 in 10 U.S. adults (61%) will have some cardiovascular disease, or CVD, by 2050. These life-and-death issues have far-reaching consequences that impact the country in many ways, from the increase in healthcare costs associated with poor diet and lack of fitness to the preparedness of our military. There is a growing body of scientific evidence that proves the benefit of even moderate physical activity to improve physical, cognitive, and emotional health.

Like many of our social problems, the answer is simple but not easy. Active Kids has proven that the simple answer of providing kids with a fun and engaging physical activity program before, during or after school can in fact be accomplished at scale with the engagement of school administrators who are searching for low-cost ways to meet their students’ needs and volunteer parents, community members or teachers who only need the support and guidance of a structured program.

From its inception, Active Kids was created to address the challenge of childhood inactivity by promoting physical activity, fostering mental well-being, and engaging and empowering parents and community members to have the skill set and motivation to be change-makers in their communities. Ultimately, Active Kids empowers children to lead healthier and more fulfilling lives by giving them the opportunity to move.

Active Kids offers up to 45 minutes of physical activity per day, along with shorter movement breaks, games, and activities tailored to be given by educators and parent volunteers. The program has been highly successful, with over 14,500 participating schools and child based organization reaching millions of kids. During the 2023/2024 along school year we had reach over a million kids. Notable research conducted by MGH, Harvard, and Dalhousie has proven the program's effectiveness, showcasing its positive impact on children's physical fitness, cognitive function, academic performance, mental well-being, and overall health.

Given the escalating physical and mental health issues among children and adolescents, providing inspiration and access to physical activity programs like Active Kids is vital. As the US Surgeon general Dr. Vivek Murthy recently said, schools should lay a foundation for healthy living going forward; it’s as important as learning how to read and write.”

Movements often start with a small idea that goes viral, with everyday people calling for change. We can’t rely on or wait for the government or the private sector to make a change; we must be the change.

We hope you join the movement and create a culture of prevention and a healthier future for our kids.

---

<sup>1</sup> <https://www.who.int/news-room/fact-sheets/detail/physical-activity>  
<https://www.cdc.gov/mmwr/volumes/71/su/su7103a3.htm>  
<https://podcastnotes.org/huberman-lab/u-s-surgeon-general-dr-vivek-murthy-efforts-challenges-in-promoting-public-health-huberman-lab/>  
<https://www.heart.org/en/news/2024/06/04/heart-disease-and-stroke-could-affect-at-least-60-percent-of-adults-in-us-by-2050>  
<https://jonathanhaidt.com/anxious-generation/>

