



An initiative of Columbia/Boone County
Public Health and Human Services

What is Fit-Tastic?

Fit-Tastic is a healthy lifestyle program for kids that promotes:

- ① hour of physical activity
- No more than ② hours of screen time
- ③ servings of milk or yogurt
- ④ servings of water
- ⑤ servings of fruits and vegetables

91% of families said they improved at least 1 of the 5 Fit-Tastic healthy habits

94% of families said Fit-Tastic helped them increase their health knowledge

“I really think having this opportunity has helped my family form new habits that will last even after the program has ended.”
-Mom of 3 yr. old

66% of the kids met at least one of their goals

How does Fit-Tastic Help Families?

- *Monthly follow-up calls to discuss the family’s progress with their goals
- *Connecting families to resources within the community to help with the cost of goals (such as scholarships and financial assistance programs)
- *Providing families with tools to help with their goals such as pitchers that filter



Public Health
Prevent. Promote. Protect.

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