

Fight Fat with Fun™

Ideas for Boosting Participation in Recreation Activities

- ◆ National commission on combating obesity and the decline in physical activity
- ◆ Low-interest loans to employees for recreation products
- ◆ Leveraging public investment in trails and parks, river and lake access points by encouraging private-sector participation
- ◆ Employee changing rooms
- ◆ Provide a bike fleet, canoe/kayak fleet (and needed safety equipment) for employees
- ◆ Company-sponsored trips and events involving physical activity, and emphasize family (and single parent) opportunities
- ◆ Preference in federal contracts – now for minority and women-owned corporations; perhaps add category for companies that facilitate employee physical activity
- ◆ Certification program for corporations that assist employees in being physically active
- ◆ Support for youth programs aimed at encouraging participation in life-long recreational activities (including scouts, 4-H, etc.) – and include new activities like geo-caching, the 21st century version of Hide and Go Seek; mentoring of kids not just in academics, also in lifestyles and good health choices
- ◆ Allow park fee payments as a non-taxable benefit, much as corporations may now provide free or subsidized parking and mass transit tickets
- ◆ Group purchases of equipment to drive down costs and provide ***maintenance of equipment*** – example, the cost of pedometers to McDonald's is very low, since they purchase by the millions
- ◆ Handheld GPS units and “chips” like those used for marathons to record walking – reward for a month where employees walk 40+ miles
- ◆ Earmark a portion of federal healthcare costs to prevention through development of safe, fun recreation places – much as 10% of the nation's surface transportation program funding is earmarked for Transportation Enhancements
- ◆ Link to volunteerism and Take Pride in America

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