



# SOS MENTOR

## SHAPEUP

*Healthy Steps for Healthy Lives*



**Partnerships for a Healthier Community**



## About SOSMentor

**SOSMentor**, Socrates Opportunity Scholarship (SOS) Foundation, is the result of work by dedicated people with extensive experience in teaching and curriculum development. Our founders have created award-winning mentoring programs that serve as models in school districts throughout the United States. Partnering with community leaders, businesses, medical and education professionals, SOSMentor addresses the needs of inner city students that are typically not met elsewhere.

SOSMentor's primary program service is to improve the health of underserved youth and their families through a unique, three-tiered after-school mentoring program. Through a series of workshops focused on nutrition and physical fitness, students learn to redefine their eating habits, make healthy food choices, and incorporate fitness into their daily routine.

**Our mission** is to decrease the alarming rate of childhood obesity and related illnesses through interactive nutrition education and physical fitness after-school mentoring workshops.

## The Problem

- Childhood obesity has more than tripled in the past 30 years. Nearly 20% of adolescents aged 6-19 are obese.<sup>1</sup>
- 70% of obese youth have at least one risk factor for cardiovascular disease. They are also at greater risk for bone and joint problems, sleep apnea, and social and psychological problems such as stigmatization and poor self-esteem.<sup>2</sup>
- According to a national study, 92 percent of elementary schools do not provide daily physical education classes for all students throughout the entire school year.<sup>3</sup> Low-income communities tend to have fewer available parks and green spaces, places to play sports, and public pools and beaches.
- There are three times as many supermarkets in wealthy neighborhoods as in poor neighborhoods, and four times as many supermarkets in predominantly white neighborhoods as in predominantly African-American ones.<sup>4</sup> Meanwhile, the number of fast food outlets in low-income areas continues to increase.<sup>5</sup>
- There are significant racial and ethnic disparities in childhood obesity. According to a national study, from 1986 to 1998, overweight prevalence rose by more than 120 percent among African-American and Hispanic children, compared with more than 50 percent among whites.<sup>6</sup>

### Did you know?

- Today's generation of children are predicted to be the first which will die at a younger age than their parents due to obesity-related bad health.\*
- Obesity has surpassed smoking as the leading cause of preventable death in the US and accounts for nearly 10% of US healthcare spending. This amounts to \$147 billion annually. Smoking, by comparison, costs only \$96 billion.\*\*
- Obesity-associated annual hospital costs for children more than tripled between 1979 and 1999 (from 35 million to 175 million)\*\*\*

\*Dr. David S. Ludwig, director of the obesity program at Children's Hospital Boston, The New England Journal of Medicine

\*\*[www.cdc.gov/media/pressrel/2009/r091112.htm](http://www.cdc.gov/media/pressrel/2009/r091112.htm)

\*\*\*Wang G, Dietz WH. Economic burden of obesity in youths aged 5 to 17 years: 1979-1999. *Pediatrics* 2002;109(5):E81-E86

<sup>1</sup> <http://www.cdc.gov/HealthyYouth/obesity/index.htm> <sup>2</sup>Freedman DS, Zugno M, Srinivasan SR, Berenson GS, Dietz WH. Cardiovascular risk factors and excess adiposity among overweight children and adolescents: the Bogalusa Heart Study. *Journal of Pediatrics* 2007;150(1):12-17 <sup>3</sup>School Health Policies and Programs Study. *Journal of School Health* 2001;71(7) <sup>4</sup>Morland K, Wing S, Diez Roux A, Poole C. Neighborhood characteristic associated with the location of food stores and food service places. *Am J Prev Med* 2002;22(1):23-9 <sup>5</sup>Paeratakul S, Ferdinand D, Champagne C, Ryan D, Bray G. Fast-food consumption among US adults and children. *J Am Diet Assoc* 2003;103:1332-8 <sup>6</sup>Strauss RS, Pollack HA. Epidemic increase in childhood overweight. *JAMA* 2001;286:2845-8)

## Our Solution

- Provide interactive nutrition and fitness education to underserved youth

At SOSMentor, we believe change begins with our youth. Our approach to improving the quality of life for our students is through “train the trainer” mentoring. In our program, caring adults take a personal interest in a child and mentor them in health, nutrition and fitness so that they are able to learn the necessary skills to lead healthy and successful lives. Our mentors provide guidance and serve as a source of support for students whose needs are typically not met elsewhere.

- Leverage resources to build a healthier community

Partnering with community leaders, businesses, medical and education professionals, and after-school agencies, SOSMentor brings together various people working to improve the health of our community. Each of our programs is taught by a team of educators, a Registered Dietitian and a certified personal trainer. SOSMentor combines the expertise of various professionals to deliver a unique and comprehensive solution to the childhood obesity epidemic.



- Empower youth to become advocates for a healthy lifestyle

A key component of our program is leadership development. We provide our students with the tools and encouragement to become community health advocates. Our program is unique in that older students serve as mentors themselves to younger students and their families, reinforcing the lessons they have learned while spreading positive messages throughout the community.

## The Bottom Line

Childhood obesity rates will continue to rise unless a significant cultural shift occurs. At SOSMentor, we are taking active measures to reverse these alarming trends.

Corporations have the opportunity to join the fight against childhood obesity through partnerships that connect their resources with SOSMentor's objectives. By combining forces, we can form **mutually beneficial partnerships that will improve the health and wellness of our community.**

**Together we can make life differences, *one student at a time.***



## Partnerships for Healthier Communities

SOSMentor is dedicated to providing its sponsors with a high return on investment through a myriad of benefits.

Partnership advantages range from volunteer opportunities to title sponsorships with exclusive branding. The benefits listed below provide examples of some of the various opportunities that we offer our sponsors.

- **Title Sponsor of Program**

Receive recognition as the title sponsor of one of SOSMentor's programs. With this, there is an ability to create and brand a signature program. Over 2,000 students have completed our ShapeUp program and over 65,000 students and parents participate in the Beyond the Bell Healthy Schools Campaign.



- **Program Logos/Inclusion in Marketing Materials**

Based on the program selected, partners can utilize SOSMentor and program logos on its collateral materials. Inclusion in relevant program marketing materials, such as fliers, bookmarks and brochures, is also available.

- **Volunteer Opportunities**

There are ample opportunities for corporate employees to volunteer with SOSMentor. Some examples include serving as a mentor for our ShapeUp program, facilitating the Healthy Schools Campaign, working at various health and fitness fairs and participating or volunteering at the LA Marathon or 5K. Corporate employees also have the opportunity to volunteer at our annual benefit concert.



- **Goodwill Publicity/Online Exposure**

SOSMentor features sponsors in their quarterly newsletter as well as on their website. We can include sponsors' logos on the SOSMentor website that link to corporate or product sites. Inclusion in relevant public relations announcements is also available via press releases and other publicity materials. Publicity among SOSMentor social networks is available via the SOSMentor Facebook group page and Twitter account.

- **Promotional Giveaways**

Partners are able to offer products and couponing, and participate in special events and promotions.

# Partnership Role Models

## Nestlé USA

At Nestlé USA, their commitment to the family doesn't end in the kitchen or at the dining room table. It extends to communities where their employees live and work. This means investing time and energy in becoming personally involved. Nestlé, through their Community Affairs & Educational Programs outreach, has been a corporate partner of SOSMentor's ShapeUp program since its inception, providing the program's very first grant. Over the years, they have provided food and teaching materials for the program, as well as paid many of the teachers' program stipends. In addition, Nestlé has contributed development materials that have been instrumental to the program's growth.



## Kaiser Permanente

Kaiser Permanente is in the business of helping people, providing health education, disease prevention and chronic care management. Through their philanthropic arm, they offer a variety of grants, which give preference to those that aid in the fight against obesity. SOSMentor serves students that are uninsured, those that Kaiser cannot reach, providing them with preventative health information. Over the years, Kaiser Permanente Medical Centers have sponsored the ShapeUp program at 10 high schools, 7 elementary schools and 3 middle schools in the Los Angeles area.

SOSMentor currently receives support from the following organizations:





# SOSMentor in the Community



## The ShapeUp Program

- Founded in 2006, ShapeUp is an after-school nutrition education and fitness mentoring program that addresses childhood obesity and related illnesses among youth in underserved communities in the greater Los Angeles area.
- The ShapeUp program uses academic mentoring to empower high school students with the skills to become role models and advocates for healthy eating and increased physical activity to younger students and family.
- Specifically, we employ a team academic mentoring structure in which lessons are taught by teachers, a Registered Dietitian, and a certified personal trainer.
- Each lesson is facilitated by adult volunteer mentors from the school staff, businesses, various service organizations, and local colleges.
- Trained high school students act as mentors to students at a nearby elementary school.
- Students learn to how to make good food choices and incorporate regular physical activity into their lives while becoming community advocates for a healthy lifestyle.

*“The students are more knowledgeable on what they are putting into their bodies, as well as increasing their physical activity. It has created an awareness that they are now passing on to their family and friends.”*

—Christina Erin Chiang,  
Teacher at Birmingham High School

## The Beyond the Bell Healthy Schools Campaign

- SOSMentor, in partnership with the Beyond the Bell Branch of the Los Angeles Unified School District, SNAPO (School Nurses Act & Prevent Obesity), and The Network for a Healthy California, conducts a Healthy Schools Campaign in over 650 LAUSD schools.



- The goal of the campaign is to spread healthy messages related to nutrition and physical activity throughout the community.
- Using an ADA approved curriculum, students create posters with healthy messages and compete in a district-wide contest.

## SOSMentor and the Los Angeles Marathon

- SOSMentor is an official charity of the LA Marathon. Leading by example, SOSMentor staff and community members train for and run or walk the marathon.
- Every year, students from the ShapeUp programs run in the 5K and some students run the complete marathon.
- SOSMentor’s participation in the marathon represents our passion for and commitment to a healthy lifestyle.

# SOSMentor Facts

We have implemented our ShapeUp program at the following schools/children's centers:

### Central Los Angeles

Belmont High School  
 Evelyn Thurman Gratts Elementary School  
 Gertz Ressler High School  
 Hollywood High School  
 Los Angeles Academy of Arts and Enterprise  
 Miguel Contreras Learning Complex  
 Merkin Middle School  
 Selma Elementary School  
 Union Ave. Elementary School

### South Los Angeles

Carson High School  
 Jefferson Elementary School  
 Leuzinger High School  
 Santee Education Complex  
 San Pedro St. Elementary School  
 South Bay One Stop  
 White Middle School

### West Los Angeles

Brockton Elementary School  
 Los Angeles High School  
 Queen Anne Place Elementary School  
 University High School

### East Los Angeles

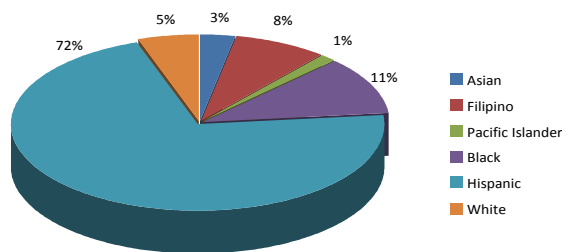
Fourth St. Elementary School  
 Garfield High School

### Greater Los Angeles Area

Antelope Valley High School  
 Birmingham High School  
 Canoga Park Elementary School  
 Children's Center of the Antelope Valley  
 Gledhill Elementary School  
 Lemay St. Elementary School  
 Monroe High School  
 West Vallet Boys and Girls Club



## Demographics of ShapeUp Schools\*



\*Data from 2009-2010 school year

## ShapeUp Statistics

For the students in our Spring 2010 programs, we found:

- 27% increase in the number of students who eat fruits or vegetables for a snack
- 34% increase in the number of students who read nutrition labels when shopping
- 100% of students ate at least one fruit and one vegetable every day by the end of the program

# SOSMENTOR

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## SHAPEUP

### Leadership

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#### Executive Director

**Robert Donahue**

SOSMentor Co-Founder  
LAUSD Principal, retired

#### Board of Directors

**Carole Donahue**

SOSMentor Co-Founder  
Coordinator, Beyond the Bell  
Branch LAUSD, retired

**Michael Arlen**

Arlen Nutraceuticals

**Alan Bernstein**

Pace Litho

**Ken Chong**

Commercial Investment  
Brokerage Corp.

**Jaya Egan**

Children's Center of the  
Antelope Valley

**Davis Gaines**

Actor

**Kelly Graves**

UCLA Professor of Nursing

**Rita Henderson**

Nestlé USA

**Joy Hurwitz**

Development Consultant

**Leon Scales**

Coast Federal Savings, retired

**Barrie Segall**

Segall Nonprofit Consulting

**Fred Selan**

Attorney

**Carole Shandler**

SGS Produce

**Susan Shapiro**

Licensed Clinical Psychologist,  
Register Dietitian, Eating  
Disorders Specialist

#### Advisory Committee

**Cynthia Heard**

Children Uniting Nations

**Aimee Nicotera**

Santee Education Complex, 220  
Fitness

**L.J. Rivera III**

Honeywell International  
Sustainability Solutions

### Our Founders



SOSMentor was founded by **Dr. Robert Donahue** and **Carole Donahue**, who have a combined 70 years of experience as educators. Robert, SOS Mentor's Executive Director, has been a teacher and school counselor and has served as a principal at elementary, middle and high school levels. Carole, also a former teacher, served the last 8 years as the coordinator of family literacy and mentoring programs for LAUSD and developed a series of parent workshops on nutrition literacy.

### Contact Us

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