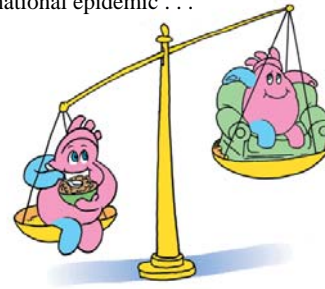




- Established as a corporation in 1993 (Wellness Inc.)
- Developed The OrganWise Guys and Don't Gamble With Your Health Programs
- Funded for 10 years in Georgia by Kroger
- 1997 was Introduced G-PAN
- 1998-2002 Volunteer Chair of G-PAN

Our national epidemic . . .



Too much food in and not enough physical activity . . .



W.K. KELLOGG FOUNDATION
FROM VISION TO UNIVERSAL IMPACT

Initiative Addressing At Risk for Overweight and Overweight Children:
*This initiative was funded by a \$1.57 million grant to
The Mississippi Food Network by Kellogg Foundation.*

A collaboration linking the following entities:
Mississippi Alliance for Self-Sufficiency
Mississippi State University - Food Stamp Nutrition Education Program
University of Arkansas Extension
LSU AgCenter
MS, LA, AR Departments of Education
International Life Sciences Institute - Center for Health Promotion
The OrganWise Guys Incorporated

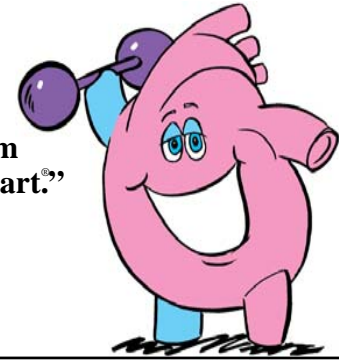
**Meet the
OrganWise
Guys®**



**Four healthy habits
for OrganWise kids**

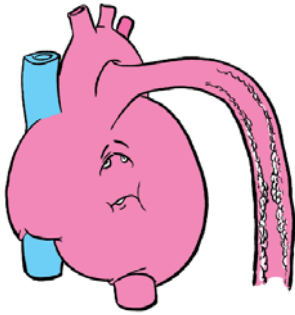
1. Make low-fat food choices
2. Eat a high fiber diet
3. Drink lots of water
4. Exercise regularly

**“Hello, I’m
Hardy Heart.®”**

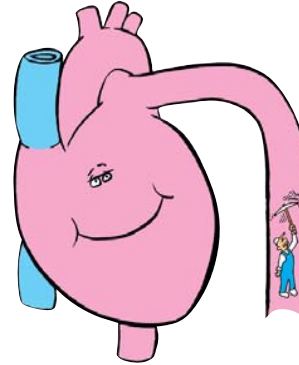


**A sad,
unhealthy
heart.**

**Bad cholesterol
(LDL) is
clogging the
arteries!**

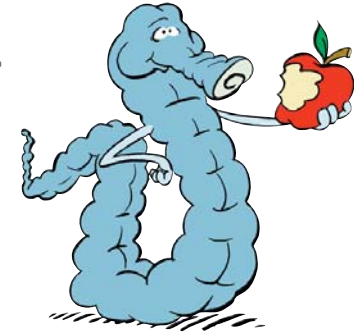


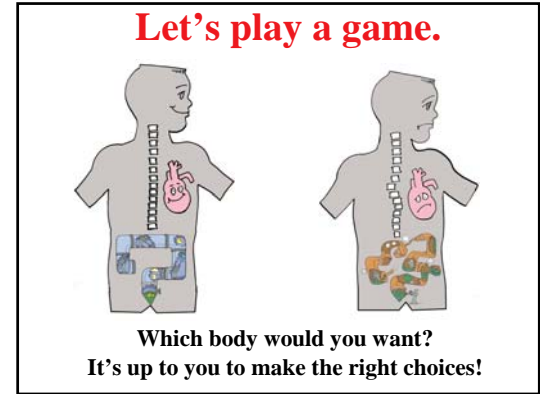
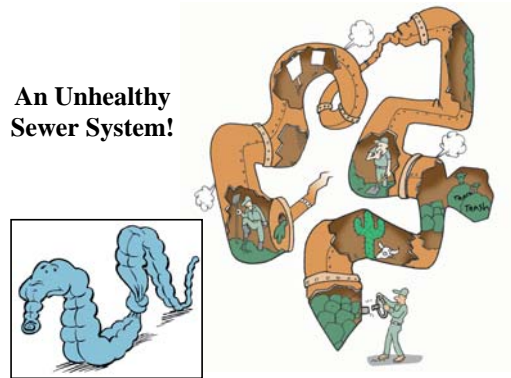
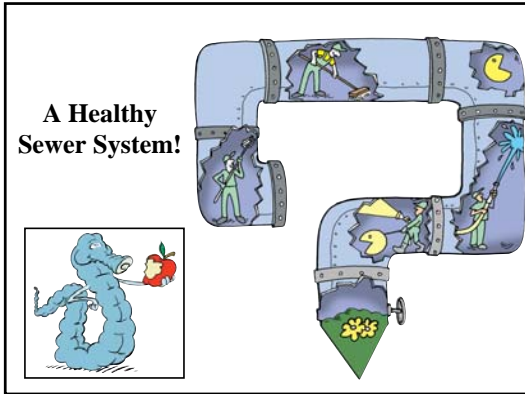
**A healthy
heart.**
**Good
cholesterol
(HDL) is
helping to keep
the arteries
clean!**



Hello, I'm a friend of Hardy's.

**My name is
Peri Stolic.[®]**





Join the
OrganWise Guys
for a little exercise.



Hi, my name is Hardy,
I pump blood to all parts
of my body.

A friend came up to me
and said, "Hardy, are you
a smarty?"

Yes I'm OrganWise,
that's why I like to
exercise!"



Are you ready for the test?



New OrganWise Recruits



The Younger Years - Hardy Heart® Kit (Grades K-2)



The Younger Years - Windy® Kit (Grades K-2)



The Younger Years - Kidney Brothers/Peri Stolic Kit (Grades K-2)



Companion Student Activity Books (Grades K-2)



Teacher Lesson Plan Book with Tracking Sheets Grades K-2



10 OrganWise Guys Posters



3' X 6' Cafeteria Banner



Kellogg Foundation grants
\$1.57 Million to expand project
8 New OrganWise Guys Videos

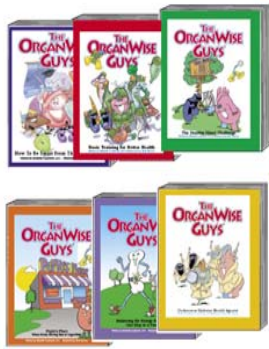
- Gimme 5
- Calci's Big Race
- Breakfast Skipping Blues
- Extreme Couch Potato
- Fiber Fandango
- Pepto's Party Portions
- Farmer's Market Fresh
- H2Ohhhhh!
- Coming soon - CD Rom



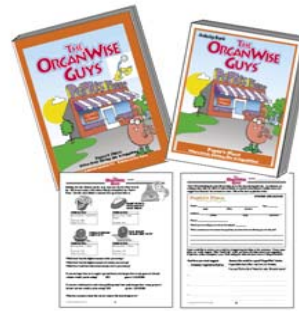
Selection of
OrganWise Guys
Hardcover Books

Club Rules:
Low-Fat
High-Fiber
Drink Water
Exercise!

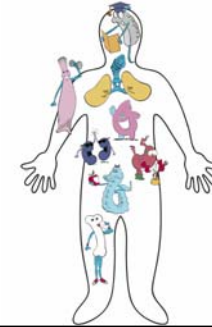
Page 35-40

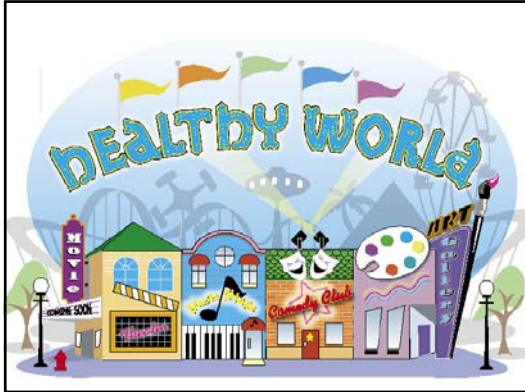


Nutrition
education
combined with
core curriculum
objectives,
character
education and
life skills!



CD Rom in Production Now!





Physical Activity Cards

Linked to Core Academic Objectives

INVISIBLE JUMP ROPE

WARM-UPS:
2,4,6,8,10,12,14,16,18,20 . . . 100
1,3,5,7,9,11,13,15,17,19 . . . 99

COUNTING BACKWARDS:
By 2's starting at 100
COUNTING BY 5'S:
Five, ten, fifteen, twenty.
Count by 5's to 100.

COUNTING BY 3'S:
Three, Six, Nine
staying healthy is really fun!
While you jump count by three
See if you can reach 90.
Ready, go!

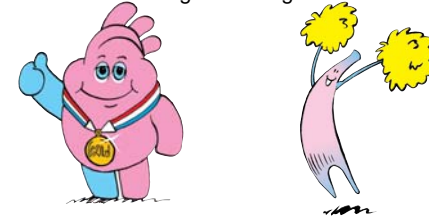
YOU DO THE MATH:

2x2=4	3x3=9	4x4=16	5x5=25	7x7=49
2x3=6	3x4=12	4x5=20	5x6=30	7x8=56
2x4=8	3x5=15	4x6=24	5x7=35	7x9=63
2x5=10	3x6=18	4x7=28	5x8=40	7x10=70
2x6=12	3x7=21	4x8=32	5x9=45	8x8=64
2x7=14	3x8=24	4x9=36	5x10=50	8x9=72
2x8=16	3x9=27	4x10=40	6x6=36	8x10=80
2x9=18	3x10=30		6x7=42	9x9=81
2x10=20			6x8=48	9x10=90
			6x9=54	9x10=90
			6x10=60	10x10=100

TAKE TEN!

SWITCH AND DO DIVISION

The Cooper Institute and the Michael and Susan Dell Foundation recently evaluated close to 300 childhood obesity programs and . . . The Kellogg Delta HOPE Tri-State Initiative was given the highest rating of **GOLD!**





U of A
 UNIVERSITY OF ARKANSAS
 DIVISION OF AGRICULTURE
 Cooperative Extension Service

PARENT SURVEY
 Dr. Rosemary Rodibaugh
 337 Surveys Returned

Has your child asked you for more or different fruit, vegetables, milk or yogurt? **71.2% Yes**

Has your child told you about the TAKE 10! And the OrganWise Guys? **63.5% Yes**

Has your child talked to you about healthy foods and snacks? **71.5% Yes**

Has your child talked to you about being more active? **72.4% Yes**

Have you made any changes in your family's eating and activity practices as a result of what your child has learned? **60.1% Yes**

U of A
 UNIVERSITY OF ARKANSAS
 DIVISION OF AGRICULTURE
 Cooperative Extension Service

PARENT SURVEY
 Dr. Rosemary Rodibaugh
 110 Parents submitted comments
 Samples below . . .

"We buy more juice instead of coke. We are trying new vegetables. We have tried different yogurts."


"We stopped buying junk snacks and replaced them with fruits."

"Every morning we eat breakfast and we make sure that vegetables are a part of our dinner. Different vegetables like cabbage, beans, greens, etc."

"We eat fewer fried foods and smaller portion sizes."

"She told us about eating healthy and doing more activities. She is feeling more active and feeling better."

"I am a school nurse for Drew Central Schools and I think this is awesome!"





THE NATIONAL CENTER ON
Family Homelessness
for every child, a chance

September 2005
Received a \$750,000 grant from . . .



W.K. KELLOGG FOUNDATION
FROM VISION TO INNOVATIVE IMPACT

For children affected by Hurricane Katrina
in Mississippi, Louisiana, Arkansas and Texas

A new kit to help children deal
with traumatic stress . . .



Take charge of your health

This power point presentation is a copyright of Wellness Incorporated and is intended for the purchaser of this kit only. It may not be reproduced, distributed or transferred in any form.

M-1

**Three Easy Steps to...
Take Charge of Your Health!**



1

2

3

M-2



GET MOVING!!

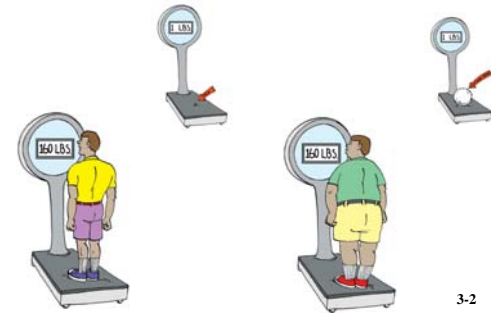
A recent CDC report stated that physical inactivity and unhealthy eating together are responsible for at least 300,000 preventable deaths each year.

By Taking action you can help reduce the risks of virtually all degenerative diseases.



3-1

OVERWEIGHT VS. OVERFAT



3-2

Take Charge of Your Health Kits

Pages 47-51



The Children's Child Caring Foundation, Inc. **smart bodies** LSU AgCenter
A Louisiana youth program for healthy bodies and active minds

BCBS Louisiana Review

- Review of potential signature programs
 - Be Active Kids
 - Jump Up and Go
 - Body Walk & Organ Wise Guys / Take 10!
- 5 Year \$1.8 Million Project Collaborating with LSU and The OrganWise Guys Inc





Sustainability

Grassroots word of mouth - giving ready-to-tools to the doers!

Partnering with University experts to develop evaluation components

Materials developed with end user priorities/Lesson Plans

Evaluation Outcomes demonstrating effectiveness

Statewide partnerships and collaboration is key (MS: WIC, DOE, Public Health, Extension, Dept of Ag, Food Network)

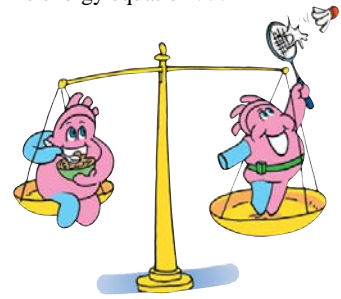
Turn Key Model System Proven to be easily duplicated

Cost effective programs with majority of materials non consumables

Private/Public Sponsorship and Unlimited Collaboration

Public Television Potential for mass distribution

The energy equation . . .

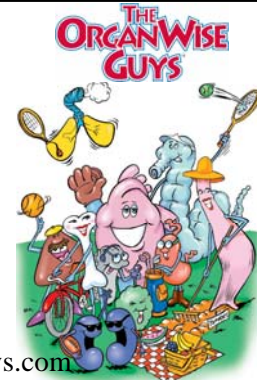


Balancing food intake with physical activity.

"No matter what you look like on the outside, we are all the same on the inside. We love who we live in so please take care of us!"

PLACE MATTERS to us too!
The PLACE we live in is YOU!

Michelle Lombardo D.C.
The OrganWise Guys Inc.
770-495-0374



www.organwiseguys.com
