



**BACKGROUND:** BOKS (Build Our Kids' Success), an initiative of the Reebok Foundation, is a free before school physical activity program aimed to get children moving in the morning and their brains ready for a day of learning. In 2009 Kathleen Tullie, mom, co-founder and Executive Director of BOKS, read *Spark*, by Dr. John Ratey which states “exercise is the single most powerful tool that we have to optimize the function of our brains.” *Spark*, which clearly defines why kids should be active before school, inspired Kathleen to create a program at her children’s school. With school approval and a group of passionate moms, BOKS was launched. Providing completely free robust program offerings, BOKS seeks to empower the community to help the youth of this generation embrace healthy habits that will last a lifetime. Reebok has made it a priority to reverse our current culture of spectators to create a culture of participants, and there is no better way than to start with our youth.

### **BOKS GOALS:**

- Begin the morning with active play to jump start kids’ brains and prepare them for a day of productive learning.
- Increase opportunities for children to be physically active and gain nutritional knowledge; in turn creating healthy, life-long habits.
- Empower communities to collaborate and make a positive difference in children's lives.

### **QUICK FACTS:**

- The BOKS program is FREE and we have more than 1,600 schools enrolled worldwide.
- BOKS was originally designed for grades K-5, but has added additional program offerings to support both early childhood and middle school students as well.
- BOKS is focused on fun and getting kids moving around to boost their minds for a day of learning.
- BOKS offers 12-week curriculum and includes warm-ups, a skill of the week, running, relay races, obstacle courses, group games and nutritional tips – all kid-friendly, non-competitive and for all skill-levels!
- All BOKS curriculum offerings can be easily downloaded from our Trainer Hub.
- BOKS can be implemented by parents, PE teachers, staff, or other community members.
- Evaluations by NIOST (2011-2014) and Dr. Wayne Westcott (2014, published in JESO) have found that BOKS has a significant impact on physical activity intensity and daily duration, body composition (body fat %), nutrition knowledge, test scores, executive functioning of the brain, and school attendance.
- Free training is available each month at Reebok World Headquarters in Canton, MA. Sign up at [www.BOKSKIDS.org/trainings](http://www.BOKSKIDS.org/trainings).

### **BRING BOKS TO YOUR SCHOOL IN 3 SIMPLE STEPS:**

1. Find A Champion of Change to Run the Program
2. Start Moving and Get Principal or Superintendent Approval
3. Enroll Your School Online: <http://www.bokskids.org/enroll-school>

### **QUESTIONS?**

The BOKS team is here for you to provide support and training!

Please e-mail Nancy Day, BOKS RI Coordinator, at [BOKSinRI@gmail.com](mailto:BOKSinRI@gmail.com)

**BOKS | 1895 J.W. Foster Blvd, Canton, MA 02021 | [www.bokskids.org](http://www.bokskids.org)**

