



4-H Bike and Fitness Challenge

Getting youth more physically active

About 25 percent of children and teens are overweight or at risk of becoming overweight. The obesity rate for Wisconsin adults is 22 percent, up 13 percent since 1991. Less than half (40%) of adults and only 28% of high school age youth reported being physically active for 30 minutes or more at least 5 days per week in 2001. Obesity and sedentary lifestyles are related to a number of chronic diseases.

Response:

To encourage youth to get more active, University of Wisconsin-Extension developed a web-based fitness challenge. Adults and youth are encouraged to log on to the "Retrofit Yourself" Web site (<http://www.uwex.edu/ces/fitness/>) where they can log their activity and watch a bicycle con track their progress. The site also offers health and nutrition tips, challenges and incentives.

Results:

- 374 4-H youth, parents, volunteers and Extension staff from 47 counties have registered on the web-based system and logged physical activity time, which is converted into miles.
- As of early 2006, Retrofit participants had logged more than 48,500 miles worth of physical activity, almost enough to have traveled around the planet twice.
- 78% of the participants pledged to be physically active 30 or more minutes each day, at least five days per week.

Contact: Ruth Schriefer, 608-262-8359, ruth.schriefer@ces.uwex.edu

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