

## **A World Fit For Kids! Launches the Snack Shack – Posted 1/14/10**

This past fall, A World Fit For Kids! (*WFIT*) launched the ‘Snack Shack’—a family-friendly nutrition initiative that effectively addresses three key factors impacting healthy eating and food security in underserved communities: accessibility, availability, and affordability. *WFIT* staff crafted a kid-appealing booth with a cutting-edge design to showcase a diverse array of fresh fruits and vegetables at the entrance walkway to any of *WFIT*’s partnering elementary or middle schools. Managed by a parent coordinator, the Snack Shack is a hub of hands-on nutrition education where students sample fresh produce for free and receive nutritious recipes they and their families can use to make a meal out of these natural treats they may be experiencing for the first time. As parents come to pick up their children from *WFIT* afterschool programs, they have the opportunity to also taste the produce and purchase it at a minimal cost—far below the prices at grocery stores in low-income neighborhoods. The Snack Shack is an effective tool to fight the obesity epidemic at our schools by combating street vendors and “corner stores” selling cheap sugary, fatty foods, and empowering young people and their parents to take up new eating habits that can change and save their lives. *WFIT*’s new initiative contributes to the healthy transformation of a school’s culture and environment, and ultimately—by the example and positive influence of families—throughout the surrounding community.