

Increasing family engagement and student success can be most easily done when families can see the benefits of a program. Harrison School District Two partnered with LiveWell Colorado Springs and the University of Colorado, Colorado Springs to implement an after-school program titled Keep It Moving! (KIM) at five elementary schools. By providing fun physical activity opportunities and an after-school snack, more families were willing to join KIM and have their students participate in the structured and unstructured physical activity program. The staff in Harrison School District Two understand the importance of using physical activity and nutritious snacks as a marketing tool for programs that support after-school learning.

KIM provides an affordable and accessible opportunity for students to engage in physical activity, have access to a healthy snack, and to homework assistance. Such a program enforces the link between health and academic performance. The KIM program in Harrison School District Two provided third, fourth, and fifth grade disadvantaged students with more than 20 minutes of moderate-to-vigorous physical activity, aligning with current physical activity guidelines.

To support the creation of the program, it is important to gain the support of administrators who recognize the value that an after-school physical activity program provides for students and their families. Such support will increase buy-in from administrators for sustainability, as well as for funding. Harrison School District Two prioritized KIM in each individual building's activity fund. The facilitator and helper stipend then comes from each building. Schools can then build relationships with local community partners to recruit volunteers to help run the program, who can represent strong role models for students.

In Harrison School District Two, 89% of parents whose child participated in the program reported the child was more physically active, while only 16% of parents with non-participating children reported more physical activity. This data suggests that when an after-school program such as KIM is implemented in schools with disadvantaged children who traditionally have low activity levels, the physical health and wellness of those children increases, which is crucial for the academic engagement and success of all students.