

ST. ANTHONY HEALTH, YMCA - ELSTON BRANCH, DR. GERARD ROBERTS OF GENUWIN HEALTH, AND UNITED WAY PARTNER TO LAUNCH “OPERATION FIT KIDS” TO ENCOURAGE HEALTHIER LIFESTYLE CHOICES

Free 12 Week Program Will Follow Progress of Children and Their Families

(Michigan City, IN – March 8, 2016 – According to the *Journal of the American Medical Association* childhood obesity more than doubled in children in the past twenty years, but **Operation Fit Kids** is on a mission to overcome this problem. Dr. Gerard Roberts of GenUwin Health, Inc. recently teamed up with St. Anthony Health, the La Porte County Family YMCA - Elston Branch, and the United Way of Laporte County to offer a free program to help put kids and families on a healthier path in life.

For the next twelve weeks, 13 children from 8 families will participate in **Operation Fit Kids**, visiting the La Porte County Family YMCA - Elston Branch on Mondays and Wednesdays to have their BMI (Body Mass Index) monitored and participate in educational programs to learn about eating healthier snacks and meals to maintain a more optimal weight. In addition, participation in physical fitness activities like Family Zumba, a 5k indoor walk, family yoga and more, will be integrated into the program.

The initiative is truly a healthy partnership. St Anthony Health is funding the program and providing dieticians, the YMCA is providing the facilities and staff, and pediatrician Dr. Gerard Roberts is overall health supervisor and facilitating the medical outcome, while the United Way of La Porte County is providing T-shirts for the participants.

“We are providing a comprehensive and supportive program for kids so they feel educated and empowered to help their families live a healthy lifestyle,” says Dr. Gerard Roberts founder of GenUwin Health. “By visiting us each week, and practicing healthy choices at home, kids will build healthy habits to last a lifetime.”

Upon completion of the program, the La Porte County Family YMCA - Elston Branch will offer scholarships to the Operation Fit Kid's participants for access to their facilities for a nominal fee.

As to the future, Dr. Roberts says, "Our goal is to have the families and children be engaged and committed in making permanent changes to their diets and lifestyles. We'd like to offer the program in other Y's in La Porte County and, hopefully, throughout Indiana, Illinois, and Michigan."

"This program was a great way to bring the services throughout our community together," said Elizabeth Downs, Healthy Living Director of the La Porte County

Family YMCA - Elston Branch. "We all have a very similar mission, to create a healthier community, and by working together we can make that happen starting with our children. We all worked together very well and I believe that this is just the start of amazing collaborations to make a healthier La Porte County."

Dr. Roberts has over 18 years experience in pediatrics, and, along with developer Fat Red Couch, he created the U of Chew app that helps put healthy choices into the hands of children and parents. The app teaches children how food and other lifestyle choices affect their bodies and emotions. It is available for download on [iOS](#) and [Android](#) devices.

The La Porte County Family YMCA - Elston Branch, is located at 1202 Spring St, Door K, Michigan City, IN 46360

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About GenUwin Health

"If you are genuinely concerned about your health, you win." GenUwin Health's mission is to empower children and their families to make healthier choices for a better life. We accomplish this through education and awareness of the personal choices and environmental factors that cause obesity. We hope that with engagement we can help to foster a generation of self-determined, knowledgeable, and motivated young people who can make the best possible choices for themselves. Learn more at [GenUwin Health](#).

About Fat Red Couch

Fat Red Couch uniquely blends brands and technologies to create innovative entertainment, publishing and educational experiences using digital platforms and durable goods – a process called Digital+Durable™ – which includes lines such as the *Magic Toy Maker* and *U of Chew*. Some of their other immersive interactive titles include *Charlie the Chocolate Chihuahua* and *Puff, The Magic Dragon's Playground*.

FatRedCouch is a proud member of Know What's Inside, a collaborative group of family-friendly developers with family-friendly apps.

Learn more at [Fat Red Couch](#).

About La Porte County Family YMCA - Elston Branch

The YMCA is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Regardless of age, income or background the Y engages with men, woman and children– to nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence, not just to promise, but to deliver lasting personal and social change. Visit lpymca.org

About Franciscan Alliance - St. Anthony Health

The Franciscan Alliance healthcare ministry began in Lafayette, Ind., in 1875. Today, Franciscan Alliance is one of the largest Catholic health care systems in the Midwest with 14 hospital campuses, 20,000 employees and a number of nationally recognized Centers of Health Care Excellence. Hospitals include: Franciscan St. Anthony Health- Crown Point; Franciscan St. Anthony Health-Michigan City; Franciscan St. Elizabeth Health-Crawfordsville; Franciscan St. Elizabeth Health- Lafayette East; Franciscan St. Elizabeth Health-Lafayette Central; Franciscan Health-Rensselaer; Franciscan St. Francis Health-Carmel; Franciscan St. Francis Health- Indianapolis; Franciscan St. Francis Health-Mooresville; Franciscan St. James Health-Chicago Heights, Ill.; Franciscan St. James Health-Olympia Fields, Ill.; Franciscan St. Margaret Health-Hammond; Franciscan St. Margaret Health-Dyer; and Franciscan Healthcare-Munster. To learn more about Franciscan Alliance, visit franciscanalliance.org.

About the United Way of Laporte County

The mission of United Way of LaPorte County is to improve the lives of the people of LaPorte County by mobilizing the caring power of our community. Learn more at unitedwaylpc.org.