

# B.E. S.T.R.O.N.G.

A family-based, fun-filled program  
to fight childhood obesity!



Working with a registered dietitian, exercise physiologist and social worker, **B.E. S.T.R.O.N.G.** is an eight-week program that helps children eat healthier, move more, feel better about themselves and succeed at weight loss.

**B.E. S.T.R.O.N.G.** is:

- Effective: *eight out of ten kids lose weight and keep it off*
- Up-to-date: *follows the latest scientific findings*
- Family-centered: *committed to the entire family's healthy lifestyle education*
- Fun: *enthusiastic instructors, kid-friendly lessons and games*

## Program begins:

**Thursday, September 18, 5:30 – 7 pm**  
**Mentor Civic Center**  
**8600 Munson Road, Mentor**



**Program Fee Only  
\$99**

### CWI Advantages:

- The Children's Wellness Institute (CWI) is specifically designed for operation by health professionals and organizations
- Family-based approach to pediatric weight management
- 8-week curriculum meeting 1 1/2 hours each week
- Small classes
- Convenient and flexible class hours
- Classroom-based combined with online interactivity
- Online health tracker
- Developed and supported by health professionals
- Cooking demonstrations
- Ongoing data collection and reporting
- Follow-up with participant families
- 25 years of dedicated experience treating childhood obesity
- Exercises used by the President's Council on Physical Fitness



*Our B.E. S.T.R.O.N.G. curriculum is a guide to changes in lifestyle that can benefit the entire family well beyond the end of classes.*

The **Children's Wellness Institute** helps children and their families develop a healthy lifestyle. It is not a diet nor is it simply an exercise regimen. CWI is a comprehensive program that shows participants how to establish habits that cause them to **eat healthy** (nutrition), **move more** (physical activity) and **feel good** about themselves (positive self-esteem).

The CWI curriculum, which is called **B.E. S.T.R.O.N.G.**, consists of eight **fun-filled** weeks of cooking demonstrations by registered dietitians, games and play for the family taught by physical activity instructors and parent discussion group meetings with mental health professionals. Each class meets for 1 1/2 hours each week and has up to 15 children ages 6 to 14 with at least one family member in attendance. In the last 25 years thousands of children have gone through our programs. After completing the program most children lost weight and kept it off.\*

The instructors are enthusiastic, the lessons are **kid-friendly**, and there is always time for play and exercise. We make classes fun so that children as well as their families look forward to attending.

By including **the whole family** in the program CWI strengthens relationships between parents and their children. Many parents tell us that after participating in the program, they also have lost weight, feel better and that some of their diseases like hypertension and diabetes are under better control. Parents also frequently say that they no longer have to nag their child about eating and exercising which improves the entire family dynamic.

\*References upon request

CWI was developed by Dr. Naomi Neufeld, a board-certified pediatric endocrinologist, and a team of health professionals. She is the author of KidShape and the KidShape Cafe books that specifically address childhood obesity in the United States. She is a nationally recognized expert in the treatment of type II diabetes and childhood preventive health issues.

CWI **support** does not end when class is over. We continue to track our participants after they graduate from the program, report their progress and offer online support.

We are **committed** to helping you achieve the image you want for yourself. Ask your doctor or school nurse about our program or contact:

Samantha Froimson, RD, LD  
Wellness Institute Dietitian  
Samantha.froimson@lakehealth.org  
440-375-8735

**Health-related prizes will be awarded for 100% participation in the B.E. S.T.R.O.N.G. program.**

**We get it.**