



## KEEP MOVING Kids

The Keep Moving Project is a **social enterprise** based in Hong Kong, SAR China, that is focused on providing the best possible **fitness education to teachers and children**.

We have worked with numerous schools' teachers and hundreds of children to create fun, functional fitness programs within both schools and our own facility. Our principles are rooted in **first teaching movements, then establishing movement patterns, and eventually applying these movement patterns to sports**.





# BOX

*“Fitness is both physical and mental.  
It is our goal to Intertwine movement with learning.”*

Asian values have long considered education as the ultimate honor, with many modern-day parents pushing their children to achieve their academic best. **Little is commonly-known of the link between exercise and learning.**

In his book ***Spark: The Revolutionary New Science of Exercise and the Brain***, John J. Ratey, M.D. - associate clinical professor of psychiatry at Harvard University - argues for more Physical Education in our schools due to this propounding link. However, **he does not argue for more education in competitive sports, but rather in teaching fitness. He explains that exercise enhances learning, lowers stress and anxiety, and can help the aging brain stay young.**

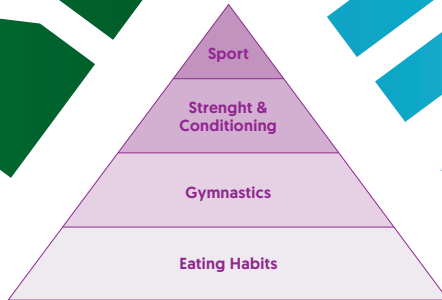
Exercise balances neurotransmitters and increases brain-derived neurotropic factor (“BDNF”), a molecule responsible for improving neuron function, strengthening and protecting them against the natural process of cell death. Dr. Ratey states that ***“The point I’ve tried to make – that exercise is the single most powerful tool to optimize your brain function – is based on evidence I’ve gathered from hundreds and hundreds of research papers, most of them published only within the last decade.”***

***“Not just movement, but success in life.”*** Using the **GROWTH MINDSET** approach to teaching in a safe and stimulating learning environment, our program teaches and encourages:

- Independence & confidence
- Understanding of healthy eating habits
- Mindfulness and empathy
- Teamwork
- Goal-setting
- Accepting feedback
- How to play safely and responsibly
- Politeness, etiquette, and integrity
- How the choices we make affect our health throughout life
- Expression through play
- Understanding how the body works



# PE RAMP



Why do traditional PE programs focus on “sport” rather than the fundamental movements required for us to be good at sports in the first place?

Young children, before the age of 4, will typically move very well. Around 4 years old, kids’ natural movement patterns alter for the worse - many blame the increased sitting time, compounded by the effects of modern technology. **About 1 in 5 kids today dislike PE and about 1 in 10 will ultimately refuse to participate.** If we’re not expecting these kids to perform well at sports without first understanding how to move, why do we expect a traditional PE program to work?

*“It is our responsibility as adults to ensure the best quality of life for our children, including providing the tools necessary to live a long, healthy life.”*

*“Regular participation in organized sports activities does not ensure that youth are adequately exposed to fitness components that can improve their health and reduce risk of injury.”*

In fact, just the opposite is true of single-sport specialization given that overuse injuries are common and even nationally-recognized organizations have stated that “specialization has more risks than rewards.” Just as not everyone enjoys math or art, not everyone enjoys playing sports. Therefore, variety is necessary for children since enjoyment is the number one pathway to acceptance.

*"Keep exercise fun because if it's fun, everyone will do it."*

Sport and exercise are fun and we should keep them fun. Our program is designed to be **FUN, FUN, FUN!** Our program begins with the most simple of movements and gently adds complexity over the term. Sessions are approximately **20 minutes long and can serve approximately 15 - 20 children per instructor.**

**What will a session look like?**

- **Warm-up (4 mins)**
- **Skill work on squats (5 mins) – transfer to life skill of sitting in a chair properly and body awareness to perform many actions safely.**
- **Skill (5 mins): Air Squat**
- **Teaching movement using an approach of "this is where we start, this is where we go, and this is where we finish."**
- **Water Break (1 min)**
- **Game (5 mins): Triangle Tag**
  - **Children are grouped into teams of 4 people, with 3 of them holding hands and 1 being the tagger. One of the 3 will be designated the "rabbit" and the tagger will try to tag the rabbit, while the group of 3 work together to block the tagger. Each tagger will work for approximately 30 seconds and then the teacher will switch amongst the entire group.**



# BALL



Is it **SAFE**? The science proves that impact exercise (e.g. jumping, running) to bones is beneficial in children. Increased bone growth is matched by increases in muscle strength, with girls increasing bone

density at a faster rate than muscle growth. All movements are bodyweight and focus on establishing a good movement pattern. Children are **NEVER** exposed to heavy weights or body-building style exercises.

**All trainers have passed police background checks and hold certificates from organizations specializing in childhood fitness programs.**

**Does it make sense to do more than one term?** As children grow, it becomes increasingly important for them to maintain good movement patterns and learn how to self-identify good movement patterns. Consistent reinforcement will lead to positive results!





## KEEP MOVING PROJECT

We are a social enterprise “project” of different brands, including **RECESS**, our corporate wellness arm and the primary funding source of our other projects. We also have **Keep Moving Kids**, a non-profit initiative focused on training PE teachers and children in fun and effective fitness and sport methods. We also volunteer to teach fitness and sports within various organizations in Hong Kong and China.

Other projects include **Standing Desk**, which began as a design competition to create a desk for Hong Kong, designed in Hong Kong. The desk is currently in further development stage with plans of production and proceeds from the sale funding desks that will be donated in Hong Kong.

## OUR KEEP MOVING KIDS TEAM

**Cris O'Brien**

**Founder**

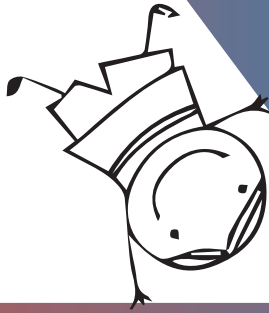
Prior to creating the company, served as Director of Finance and Brand CFO for a Fortune 500 Company and as a Senior Associate at Deloitte, specializing in IPOs.

**Michelle O'Brien**

**Kids Program Team Leader**

Previously worked in Medical Devices with significant experience in China.





**KEEP MOVING**  
PROJECT

G/F NAM HUNG MANSION  
22 PRAYA | KENNEDY TOWN, HONG KONG  
INFO@KEEPMOVINGPROJECT.ORG  
KEEPMOVINGPROJECT.ORG