



Our organization is

STEPPING UP

making physical activity the easy choice

Success Story: Kickstart for Health

What inspired you to “Step Up”?

Since its founding in 1933, the strength of the Junior League of Halifax has been its ability to identify a community problem and then develop, implement and staff programs that directly serve the community’s need to correct it. The Junior League of Halifax’s current community focus is to stop the prevalence of childhood obesity by addressing the associated risk factors.

What are you doing?

Junior League of Halifax launched its latest project, Kickstart for Health, in March 2011, in partnership with the East Dartmouth Boys & Girls Club. The initiative was a 10-week running program designed to train kids aged 8-12 to run in the Benny Bulldog 5K Run in Dartmouth’s Shubie Park in May.



What’s worked for you?

Through the combined commitment of the Boys & Girls Club after school program leader, the parents and the Junior League, children were able to achieve the rewards of physical activity while having fun.

What’s changed for you?

Due to the success of the Kickstart for Health, the East Dartmouth Boys & Girls Club has asked the Junior League to return in autumn 2011 to lead another running program. The Boys & Girls Club indicated that they are so pleased with the program that they are considering incorporating it into their regular programming.

“Kickstart gave the kids an opportunity to be part of something not accessible to them before. It was a brand new experience.”

—Alana Doucette,
Site Manager, East Dartmouth
Boys and Girls Club

“Kickstart for Health is a great opportunity to teach kids about the joys of being active, while supporting our mandate to help reduce childhood obesity in our community.”

—Susan Simpson,
President 2010-2011

Participating organizations:



Boys & Girls Club
of East Dartmouth

