



CHILDHOOD OBESITY

It takes a Village

Genesis Fitness and Wellness: Childhood Obesity Program

Childhood obesity is a growing concern in the United States, with rates increasing steadily over the past two decades. From 2000 to 2024, childhood obesity rates in California have mirrored the national trend, rising significantly among children ages 6-18 years old. According to the Centers for Disease Control and Prevention (CDC), the national obesity rate for children aged 6-11 has increased from 15% in 2000 to nearly 20% in 2022. Similarly, in California, more than 1 in 4 children aged 6-18 were classified as obese in 2024. This trend calls for comprehensive programs that effectively address the physical and nutritional needs of children struggling with obesity.

At Genesis Fitness and Wellness, we are dedicated to providing personalized, holistic solutions to support children and their families in overcoming obesity. Our approach combines physical fitness, nutrition education, and community engagement to foster healthy habits and a positive lifestyle for long-term success.

Program Approach and Solutions

1. Customized Fitness Plans: Every child is unique, and so are their fitness needs. We create tailored exercise programs that are engaging, age-appropriate, and fun, focusing on developing motor skills, strength, endurance, and flexibility. Activities range from sports-based exercises to fun group workouts that encourage social interaction and teamwork.
2. Nutrition Education: We do not believe in restrictive meal plans for children. Instead, we focus on teaching children how to make healthy food choices that will empower them to make healthier decisions as adults. Our workshops and educational sessions cover understanding food labels, recognizing portion sizes, and creating balanced meals that support growth and well-being.
3. Behavioral Support and Counseling: Helping children develop a positive relationship with food and exercise is key. Our program includes behavioral support that focuses on self-esteem building, goal setting, and positive reinforcement to motivate children and instill healthy habits that last a lifetime.
4. Parental and Family Involvement: We believe in empowering families to support their children's health journeys. Our program includes resources and activities for parents, including cooking classes, family workouts, and educational sessions on creating a healthy home environment.
5. Community Engagement and Support Networks: Genesis Fitness and Wellness collaborates with various community organizations to provide additional resources and support. We encourage participation in local sports teams, fitness clubs, and wellness events to keep children active and engaged in their community.



About Nesha Ward and Genesis Fitness and Wellness

My name is Nesha Ward, and I am the founder and lead coach at Genesis Fitness and Wellness, located in Stockton, California. I am a Certified Personal Trainer and Nutrition Coach through the National Academy of Sports Medicine (NASM), with additional certifications in Sports Medicine, Strength and Conditioning, and Polycystic Ovary Syndrome (PCOS). I have over a decade of experience working as a community mentor and fitness leader in various programs across San Joaquin County.

I have had the privilege of starting and mentoring sections of National Junior Basketball Stockton, San Joaquin Jr. Rams, Stockton Mavericks, and My Brother's Keeper. Today, I operate Genesis Fitness and Wellness, where we offer specialized programs, including corporate contracts with Pacific HomeCare and other community-based fitness initiatives. Our mission is to create a healthier community by promoting fitness and wellness for all, especially children and families facing challenges related to obesity.

At Genesis Fitness and Wellness, we are dedicated to helping children build a healthier future through education, support, and empowerment. Let us work together to provide the best opportunities for children to lead healthy, active lives.

For more information or to enroll in our Childhood Obesity Program, please contact us at 209-763-8111, visit our website at www.genesisfitnessandwellness.com, or email genesisfitnessnesha@gmail.com.

