

# P.A.C.

## Physical Activity Club

Helping Kids Eat Smarter  
and Move More



A one-on-one Personalized Approach to  
Nutrition and Fitness  
Co-Ed, Ages 10-14



Addison Gilbert  
Hospital

Beverly Hospital  
at Danvers  
Medical and  
Day Surgery Center



Beverly Hospital  
at Danvers  
Medical and  
Day Surgery Center

## For More Information

### How do I enroll?

If you are interested in signing up for this  
program, please contact Rob Hunt at  
(978) 922-0990 or  
email: [huntr@northshoremca.org](mailto:huntr@northshoremca.org)

### Help us spread the word!

Many PAC participants are referred to  
us by teachers, physicians, and other  
community leaders. We encourage  
people to tell others about the PAC  
program so that as many kids as possible  
can eat smarter and move more!



Ipswich YMCA

Cape Ann YMCA

Greater Beverly YMCA

[www.northshoremca.org](http://www.northshoremca.org)



## Success Stories and Testimonials

**Feedback from PAC participants  
reflects the program's success in  
meeting its objective.**

When asked, "What do you like most about  
the program?" responses included:

**From kids**

- Fun, cool coaches. I liked meeting with my coach every week.

- I like the results following the program.

- Seeing how the smallest things can make a difference.

**From parents**

- To see my daughter commit to something and succeed.

- The way the program educated my son on eating healthier and the benefits of exercise.

- Meeting the coach and the way they related to my daughter.

\* Based on feedback from 23 PAC participants at the YMCA of Attleboro, MA.

## What is P.A.C. ?

- A 12-week program designed to motivate kids ages 10-14 to adopt healthier eating and fitness habits
- Provides private one-on-one coaching or counseling to guide each participant (semi-private sessions also available)
- Not an exercise class or a diet plan but a personalized approach to teaching good nutritional practices and encouraging increased physical activity
- Parent or caretaker participation in weekly sessions is highly recommended
- Personal coach guides each participant to achieve healthy lifestyle goals
- Developed in collaboration with Addison Gilbert and Beverly hospitals and Beverly Hospital at Danvers

### Who Developed P.A.C.?

The P.A.C. Program originated in Massachusetts as a collaborative effort between the Mass. Depart. of Public Health, University of Massachusetts Boston and the Mass. Alliance of YMCAs. The Rye YMCA was the first to develop a partnership with a local community hospital as part of the Activate America.



## How does P.A.C. Work?

**P.A.C. is fun filled and self paced. It allows kids to be kids but provides them with essential tools for healthy living.**

After enrolling, each P.A.C. participant:

- Meets with a coach/counselor once a week who provides on-going motivation and support
- Receives a PAC kit (pedometer, T shirt and journal) to record all their physical activity
- Is assessed at the beginning and end of the program to establish short and long term health goals
- Learns a different nutrition or healthy living topic each week
- Receives a 12-week membership to their local YMCA including access to fitness center, pool and activities (for child and one parent/adult)

**We recognize that achieving a healthy lifestyle is difficult to do alone, so PAC strives to include the whole family in the process. It gives parents and their child a guided approach to improve routine physical activity and learn practical ways to eat a more balanced diet.**

## Who Can Enroll in P.A.C.?

**To qualify for P.A.C., a participant must:**

- Be between the ages of 10-14
- Be interested in developing healthy eating habits and increased physical activity
- Commit to participate for the duration of the 12 week program
- Have one parent/mentor available to participate during coaching sessions

