

# Operation Tone-Up — Empowering Kids to Choose Health, Fuel Learning, and Unlock Their Futures



*“When Children Learn to Choose Health, Everything Changes - Body, Mind, and Future”*

**Operation Tone-Up** is a proven, **evidence-based** program designed to stop childhood obesity and chronic disease before it starts. It transforms **K-6 classrooms** by equipping students with essential **nutrition and fitness knowledge**, empowering them to make healthier choices that last a lifetime, and setting them up for success in school and in life.

The outcomes are real and measurable:

- ↑ **Improved attendance** (*up to an average of 3.2 days per student*)
- ↑ **Increased classroom engagement**
- ↑ **Greater school funding** tied to student participation and presence

## EXECUTIVE SUMMARY

### Why Operation Tone-Up Matters NOW

#### ! THE PROBLEM

##### Childhood Obesity Is Holding Students Back

Today’s children face more than just poor health—they face missed opportunities. Many develop unhealthy habits and preventable conditions like **Type 2 diabetes**, **hypertension**, and **obesity** before they even finish grade school. And the biggest problem? **Health education isn’t being taught early enough.**

#### ✓ THE SOLUTION:

##### A Ready-to-Use, Proven Program for Schools

**Operation Tone-Up** is a **K-6 program** built to empower students with lifelong skills in **nutrition**, **fitness**, and **personal health responsibility**. It’s engaging, evidence-based, and classroom-friendly—with real results and zero guesswork.

#### 📊 THE RESULTS

##### It Works. The Data Proves It.

- 1.3 million+ children served since 1995
- 3.2 more school days attended per student
- ↑ Student engagement & academic focus
- ↑ School funding tied to daily attendance
- ↓ Obesity & chronic illness risk early in life

When children learn how to choose health, they show up, tune in, and thrive.

### 🏛️ Why Legislators Should Care

As a legislator, you hold the power to **shift the trajectory of an entire generation** by backing early prevention efforts that:

- Improve student health literacy
- Promote school readiness and attendance
- Increase long-term district performance
- Save millions in long-term public health costs

The solution doesn’t require new infrastructure or major reforms—just the **willingness to invest in what works.**

#### ● THIS IS POLICY WITH IMPACT

If you're committed to:

- **Educational excellence**
- **Equity in access to health and learning**
- **Fiscal efficiency in public schools**

Then Operation Tone-Up is a **no-regret policy investment**. It directly supports both **student wellness** and **school performance**—without adding burdens to teachers or school budgets.

#### ☀️ THE BOTTOM LINE

##### Prevention That Pays Off—In Every Way

Operation Tone-Up will protect students before crisis strikes, improve outcomes without disruption, and **build a healthier, more successful generation—starting today.**

#### 🔔 THE ASK

Support the adoption of **Operation Tone-Up** in your state’s school system as a **proven, cost-effective solution** to address this crisis before it becomes chronic.

# OPERATION TONE-UP STAKEHOLDER REPORT

## A Comprehensive Evaluation for Legislators, Educators, and Policy Leaders

### Executive Summary

Operation Tone-Up (OTU) is an evidence-based, academically aligned, and field-proven program created to prevent childhood obesity and its related diseases through early education in **nutrition, exercise, and personal responsibility**. Built to integrate into K–6 classrooms, it combines **scientific rigor, gamified engagement, and cross-disciplinary learning** (including math and literacy) to drive measurable outcomes.

From **2006 to 2025**, across **multiple independent studies, school districts, and states**, Operation Tone-Up has demonstrated:

- **Reduction in childhood obesity (1.3% in WV alone)**
- **Statistically significant improvements** in fitness and heart health ( $p < .001$  to  $.0001$ )
- **Academic alignment** with national standards
- **Engagement across diverse student populations**
- **Widespread educator and policymaker support**, including U.S. Senators and Secretaries of Education

### Key Evidence-Based Outcomes

#### Physical Health Improvements

- **Blood pressure:** ↓ 9–10.7%
- **Resting heart rate:** ↓ 10–13.6%
- **Push-up & Sit-up endurance:** ↑ 67%–153%
- **BMI stabilization or reduction reported by students and teachers**

#### Nutrition Knowledge Gains

- Up to **153% improvement** in post-tests
- Mastery of top six nutrients, food label reading, and diet analysis





#### School Impact

- **Attendance increases** up to **3.2 days per student**
- **Higher test scores**, better behavior, and **improved classroom climate**
- Works especially well in **Title I and underserved schools**

#### Cost Savings & ROI

- **Healthcare cost reduction projected at 10.2%** within 2 years (Key HealthCare Concepts, 2006)
- Lowered risk for diabetes, hypertension, heart disease = long-term savings
- **Program requires no new equipment** and minimal training

### Program Strengths

Strength	Description
 Engaging & Gamified	Comic books, avatars, team challenges, Mr. Tone & Top Six Nutrients
Easy for Teachers	Online modules, ready-to-use curriculum, embedded literacy/math
 Scalable & Multilingual	Available in English/Spanish, digital and physical formats
Research-Backed	Evaluated with statistical rigor ( $p < .001$ in multiple studies)
 Student-Led Learning	Encourages peer and family teaching; builds intrinsic motivation
 Endorsed by Policymakers	Support from Senators Rucker, Manchin, Arne Duncan, and multiple districts

### Notable Endorsements

“We chose Operation Tone-Up because it empowers children to develop habits they carry for life.”

— *Arne Duncan, U.S. Secretary of Education*

“We saw our students improve not only their health but their attendance, self-esteem, and test scores.”

— *Jeff Seymour, Supt, El Monte City School District*

“Operation Tone-Up should be mandatory nationwide.”

— *Senator Joe Manchin (WV)*

### Recommendations

#### For Lawmakers:

- **Adopt Operation Tone-Up statewide** for grades 3–6 as a preventative health and academic enrichment tool.
- Encourage **legislation for mandated nutrition/exercise education**, as initiated by WV’s Senator Rucker.
- Allocate **Title I or wellness funds** to implement programs with proven cost-benefit ratios.

#### For State Boards of Education:

- Integrate OTU into **core wellness and PE frameworks**
- Utilize existing partnerships (e.g., with Concord University) for **teacher training credit**
- Promote **cross-disciplinary benefits** (nutrition + literacy + numeracy)

#### For Public Health Agencies:

- Support OTU as a front-line tool in statewide **anti-obesity initiatives**
- Incorporate into **community health & prevention programs**
- Study **long-term healthcare cost savings** in pilot districts

Scan the QR Code for more info or visit:

**OperationToneUp.com/Prevent**

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