



P.O. Box 13101, Flint, MI 48501 • (810) 689-4378 • Thrive@HarambeeWellness.com

ha-ram-bee \ha.ra.m'beɪ/: coming together and uniting as a community to accomplish a common goal. Word Origin [Swahili]: all pull together

GET FIT IN FLINT® 2022

Powered by Harambee Wellness



OVERVIEW

The impact of the COVID-19 pandemic resulted in a decrease in morale and an increase in sedentary lifestyle habits. Many people have either given up on achieving their goal of being active and healthy, are anxious to take their workouts beyond the confines of their living room, or they are uncomfortable returning to an indoor fitness facility. In 2020, at the height of the global pandemic and during a time when governor’s orders were issued for the safety of Michiganders prohibiting indoor group fitness classes and large social gatherings, Harambee Wellness pitched the idea to host free fitness classes at Brush Park in downtown Flint, which had never been done before. It was during this time that *Get Fit in Flint*® was born. *Get Fit in Flint*® is a community-based initiative focused on removing barriers to physical activity and healthy living. The *Get Fit in Flint*® summer fitness series expanded in 2021, activating public parks and other outdoor spaces throughout the neighborhoods of Flint, Michigan. Nature, exercise, and a motivating atmosphere is the perfect recipe for improving physical and mental health. The program has been well received by participants over the years and has been featured various news outlets: www.harambeewellness.com/media

OBJECTIVE

"Genesee County was ranked 77 out of 82 Michigan counties relative to the practice of healthy behaviors. Research shows that individual health behaviors account for approximately 50 percent of an individual’s health status. Health behaviors refer to the choices we as individuals make every day. For example, are we physically active or do we exercise?"

- Greater Flint Health Coalition
Healthy Flint & Genesee County 2020 Report

Why *Get Fit in Flint*®?

Historical data reveals an unfortunate health disparity within the city of Flint, Michigan. This has been further exacerbated due to the COVID-19 pandemic. Now more than ever, there is a dire need to transform community health behaviors to reduce obesity rates and the risks of health conditions such as diabetes, heart disease, and stroke.



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trans·for·ma·tion /,tran(t)sfər'māSH(ə)n/ :
a thorough or dramatic change in form or appearance.

Get Fit in Flint® is a community-based health and fitness program conceptualized and implemented by Harambee Wellness to transform health and cultivate community by removing barriers to exercise and empowering Flint residents to live healthy lives every day. The initiative includes a series of free weekly fitness classes. The classes are not your typical workout – it's a *fitness party!* *Get Fit in Flint*® is an experience complete with music, a fun workout with low-impact and high-intensity options, physical distancing protocols and community members all pulling together to *get fit in Flint* week after week.

EXECUTION STRATEGY

Focus on a weekly schedule of classes June through August in various public outdoor locations throughout Flint neighborhoods and the downtown city-center. Ideal partnering locations include, but is not limited to Sarvis Park, Brennan Park, outdoor space adjacent to Latinx Technology & Community Center, and Brush Park in downtown Flint. The expansive space of outdoor venues allows for physical distancing protocols. Fitness instructors are vetted by Harambee Wellness and selected via an application process, which is available on the website www.GetFitInFlint.com.





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ABOUT HARAMBEE WELLNESS

Our vision, mission, and core values are all centered around togetherness. "Harambee" is a Swahili word meaning, "all pull together." Harambee Wellness was founded in 2017 by Marquita Adams, a native of Flint and certified personal trainer. Based in Flint, Michigan with a nationwide service area, we provide online fitness coaching, group fitness classes, fitness parties, health and fitness workshops, corporate wellness consulting, and a collection of culturally inspired athleisure apparel.

What began with Marquita's desire to lose weight and break a generational cycle of lackluster health habits, has evolved into a passion for motivating others to fall in love with fitness. With over ten years of expertise in the health and wellness industry, Marquita is a curator of "fun fitness experiences." She has created various innovative health and fitness events, including Pop-up Workouts, the "2020 Flint Fitness Fest" at the Flint Farmers' Market, *Get Fit In Flint*® summer fitness series, and an annual "Active and Healthy Kids Day."

You can find Marquita and Harambee Wellness throughout the Greater Flint Area and virtually across the world on a mission to transform health and empower every BODY to thrive every day. www.HarambeeWellness.com

Licenses and certifications: AFAA Certified Group Fitness Instructor & ACE Certified Personal Trainer; licensed to Teach Zumba®, Zumba® Gold, Zumba® Sentao, and STRONG Nation™; and CPR/AED Certified by the American Red Cross. Harambee Wellness has liability insurance coverage.

