

PROJECT *slim* FIT

It's not about being slim, it's about being fit



Prepared By
Stowelink

The project slim fit

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Creating positive images for obesity, ending weight stigma and encouraging physical activities and health weights

What is it?

Project slim fit is a Stowelink project aimed at targeting and addressing the fourth risk factor related to non-communicable diseases which is physical inactivity.

The project aims at creating awareness on physical inactivity encouraging light and consistent physical activities and using new disruptive approaches in showing how physical activities could be done. The project also aims at creating positive images of obesity and encouraging zero weight discrimination while also encouraging physical activity.

The project aims to address amongst many myths that physically fit people are slim people but instead bring out a wholesome approach to fitness and to debunk the myth while also encouraging the fact that even people with different body sizes could still be physically fit without necessarily being slim. Because it's not about being slim, it's about being fit.



Why are we doing?

The project has 3 main objectives

1. To end weight stigma
2. To encourage physical activity
3. To influence a habit of physical activity among younger generations

What have we done so far?

Project fit bicycle riding events

The project has been able to have several projects focusing on physical activity through bicycle riding. These events have been implemented at Kenyatta university main campus influencing both members of the community and the villages surrounding to participate actively in the bike riding activities.

Here is the report of the bicycle riding events

Nov 7 2018

The activity took place for 2 hours with the participants consisting of students and community members riding bicycles from one of Stowelink's partners Coolpixel bicycles where we hired the bicycles.

The 70 participants who turned up for the event created stir in the universities grounds leading to a huge gathering at the end of the bicycle riding activity. After which we talked about obesity, physical activity and the importance of consistency in physical activity.

The event would latter end in brief activity and after which we called this a huge success. Due to the massive success in this first project, we attracted Jamii sports which is a company dealing with sport mentorship and development of sports persons. They partnered with Stowelink and the creative hub in the next activity.





Feb 15th 2019

Stowelink with the Kreative Hub this time round in partnership with Jamii sports conducted the second bike riding activity with the aim of even reaching more people with this project.

This time round we were able to reach to more than 200 people to participate in this project. The activity took place after a 4 km ride around the university ending up in the Arboretum where we talked about healthy physical activities

We intend to make it a county movement and soon a global mission.



Future plans

The project slim fit is planning in introducing weekly aerobics activities at the Kenyatta university pitch where we will be making exercise fun and interesting. We also have plans of expanding the activities of this project to make them a county affair.

