

3rd BRICSCESS 2024-New Delhi Workshop Presenter



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Dr. Michelle Lombardo is the President of the certified Women Owned Business, The OrganWise Guys Inc., and the author of The OrganWise Guys series, which promotes the benefits of good nutrition and preventive healthcare practices through creative characters playing the roles of the vital body organs. She is the author of a comprehensive supplemental curriculum that spans Early Childhood age through fifth grade and includes over 50 books and a host of complementary multimedia resources. She also annually conducts dozens of “train the trainer” sessions and keynote addresses on these materials. Dr. Lombardo is also the Project Manager of the W.K. Kellogg Foundation-funded Thriving Communities, Thriving Children 3 (TCTC3 (2020-2023); a project designed to improve young children's health and literacy status in Mississippi. The OrganWise Guys program is approved as a Research-Tested Program. It is implemented in partnership with universities across the USA as part of the United States Department of Agriculture’s Supplemental Nutrition Assistance Program's federally funded initiative. Results of various OrganWise Guys projects are published in the *Journal of the American Dietetic Association*, the *American Journal of Public Health* and the *Journal of Healthcare for the Poor and Underserved*. Dr. Lombardo is a co-author of the book chapters *Schools as *Laboratories* for Obesity Prevention: Proven Effective Models* and *School-Based Obesity Prevention Interventions Show Promising Improvements in the Health and Academic Achievements among Ethnically Diverse Young Children* (Global View on Childhood Obesity: Current Status, Consequences and Prevention. Elsevier, 2010, 2nd Edition 2019).

Learn How to Establish Lifelong Healthy Behaviors in Children and Youth Using a Science-based, Child-friendly, Sustainable Approach

This workshop highlights an engaging, science-based solution to the global health crisis combined with a replicable model for dissemination. To achieve optimal performance in life, good nutrition and physical activity promotion must begin at an early age and be reinforced regularly. The goal is to help children and families access easy-to-understand materials that provide simple health messages using lovable organ characters such as Hardy Heart, Madame Muscle and Sir Rebrum, the brain. A robust digital platform, complemented by print and physical resources, is designed for educators/caregivers to engage children (and their families) in a way that encourages them to choose healthy foods and physical activity to take care of their bodies because they understand the *why*. This approach empowers *children to be healthy and smart from the inside out*. This

scalable, holistic program has been in motion for over two decades in the USA and continues to bear stellar results, which include improved literacy rates. In addition to school programming, the model includes partnerships with grassroots organizations in the footprint of the schools, such as summer camps, after-schools, doctor's offices, etc., providing an interdisciplinary approach to obesity prevention activities that directly links to UNSDG Goals 3, 4 and 17. The research presented is published *in top-tier journals on the school program and shows statistically significant improvements in children's BMI percentiles, waist circumference, blood pressure, and standardized test scores.* Recent research demonstrates statistically significant improvements in literacy outcomes in PreK and elementary-age students participating in the WKKF multi-year initiative.