

Esporti Revolution, the app that is sold in pharmacies to combat obesity in children

LOCATION: Cádiz

DURATION: 1'43"

SUMMARY: In Spain, 44% of children are overweight. The concern of pediatricians regarding this matter inspired the idea of Esporti Revolution, a mobile app that promotes practicing sports among young children. The aliens invade Earth and only the children can save Humanity generating very special molecules, esportis, while playing sports with adults. Esporti Revolution, whose creation involved computer specialist Manuel Escobar from Cádiz, is available in iOS and Android and can already be purchased at pharmacies in Cádiz.

VTR:

What María Ángeles buys for her son in this pharmacy is not a medicine, although it will still improve his health. It is an app: Esporti Revolution.

MANUEL ESCOBAR
Healthy Blue Bits

"An app for health, in form of a game, that promotes physical activity and healthy habits among kids."

This computer specialist from Cadiz is one of the creators of the mobile app. What they offer to boys and girls is an adventure: they need to save the world from an alien invasion. How? By generating esportis, molecules that repel the invaders, which are produced by playing sports.

MARÍA ÁNGELES ESCOBAR
User

"He already takes the tablet out when we get home and asks me... Mom, we're going to see how many esportis we have won today, how many trophies. For him, it's super fun."

MANUEL ESCOBAR
Healthy Blue Bits

"As we know his weight, his height and age, we calculate a series of equations to measure the effort that has been put forth to complete this activity. The reward is bigger when more effort has been made."

And so, children play without realizing that the game promotes physical activity and prevents obesity, partially caused by inactivity. According to a study by the Spanish Agency for Consumption, Food Safety and Nutrition, 44% of children between ages 6 and 9 are overweight. After exercising, it is time to check the score.

MANUEL ESCOBAR
Healthy Blue Bits

"We decided to transform screens from barriers into tools that will change these habits. We use them to motivate children to be physically active."

The app, developed under the supervision of medical specialists, is available in iOS and Android and already has a version for adults. Because adults, like him, can also improve their health simply by playing the game.

For more information or support please call +34 647 310 157 or email info@andalusianstories.com