Physical Activity Champions

Webinar #1

December 18, 2013
Welcome!

- Housekeeping Notes
  - To keep distractions to a minimum, **please keep your phone on mute** unless asking a question during the Q&A session at the end
    - Or use *6 to mute yourself on the conference call line, #6 to unmute.
  - You are welcome to post a question or comment using the gotomeeting chat feature
  - If you have technical difficulties during the webinar, please call 785-587-0151 for assistance
  - Resources from today’s call will be posted on the Physical Activity Champion section of the getactivekansas.org website by tomorrow
Webinar Presenters

- **Paula Clayton**, Director, Bureau of Health Promotion, Kansas Department of Health and Environment

Governor’s Council on Fitness Members and Co-Chairs of the Physical Activity Campaign Committee:

- **Rhonda Holt**, Project Director, Let’s Move! Active Kansas Schools, Wichita
- **Jeff Willett**, Vice President for Programs, Kansas Health Foundation, Wichita

Prevention Research Center at Washington University:

- **Amy Eyler**, Associate Research Professor, St. Louis
- **Cheryl Valko**, Program Manager, St. Louis
Overview

• Goals of Get Active Kansas! Initiative
• Role of Physical Activity Champion
• Example Community Launch Activities
• Physical Activity Champion Resources
• Toolkit Highlights
• Question & Answer
• Bonus Material: Importance of physical activity
  ▪ Not covered in webinar, but available for you to review and use in your own community presentations
Get Active Kansas!

- 105 counties
- 4 Sovereign Nations
- Statewide network of Physical Activity Champions
- Leadership from the Governor’s Council on Fitness
Get Active Kansas! Goals

- Develop a Statewide network of Physical Activity (PA) Champions
- Change the social norms of physical activity at the local level
- Increase the awareness of the benefit of leading a physically active lifestyle
- **Most importantly: Get Kansans more physically active!**
  - Achieving 30 minutes of physical activity most days of the week
  - 60 minutes per day for kids!
Physical Activity Champion Role

- Serves as a **liaison to the GCOF**
- Serves as an **advocate** in the community for a **more active, healthy lifestyle**
- Creates **linkages** in the community, **engages** with other individuals and groups to help promote physical activity
- **Collects information** to help shape future
- Help grow the GCOF PA Campaign
Physical Activity Champion Role

• In a practical sense, this means...
  ▫ **Keep doing what you are already doing!** Incorporate Get Active Kansas! logo, toolkit, and other resources, as are helpful to you
  ▫ **Participate in periodic webinars** (like this one)
  ▫ **Promote about one community activity per quarter** (like the launch activity some of you did in October or November)
  ▫ **Increase awareness through about one item per month** (like sharing a press release, letter to the editor, or fitness tips flyer; holiday/winter samples were sent out with the latest email)
  ▫ Some of you are holding events and activities on an even more regular basis!
Physical Activity Champion Role

Also...

- You may be periodically asked to help **information** for your county that can be used to evaluate and improve opportunities for physical activity statewide.
- Let us know if you have **questions or ideas about helpful resources** to add to the toolkit.
- Continue to forward photos, press releases, email reports, etc. of what you are doing to your KDHE staff contact so we can **share ideas and celebrate successes**!
  - We are compiling all the examples and materials you forward in a notebook to share with the full Governor’s Council on Fitness and the Governor’s Office.
What has been accomplished - Lauch activity examples:

Get Active Kansas!
Get up...Get moving!

Let’s Get Active, Johnson County!
Saturday, November 9th, 2013

Join us for free activities at...
- Rainbow Park Aquatic Center - open swim
- Big Creek Community Center - free fitness
- Big Creek Activity Center - free fitness
- Hyannis Park - free fitness
- Whitmore Park - free fitness
- Headland Park - free fitness

Watch the video and enter to win a
GET ACTIVE! package valued at $650!

Get Active Kansas! Get up...Get moving!
Resources and Support for Physical Activity Champions

Highlights and examples include…

• KDHE Staff Contacts
• getactivekansas.org website
• Special event/activity resources
• Toolkit
Get Active Kansas!

Overview

The Governor's Council on Fitness (GCOF) is joining forces with Governor Sam Brownback to promote physical activity by launching Get Active Kansas! to help improve fitness and address the rising rates of obesity in Kansas. This new initiative is designed to promote a healthier and more vigorous Kansas through local efforts coordinated through school, government, business and health sectors and engaging all ages of Kansans.

The goal of this campaign is to help Kansans realize the tremendous benefits of physical activity and to take action to achieve a greater level of physical activity. Specifically, Kansans will become more physically active, achieving 30 minutes of physical activity (60 minutes for kids!) most days of the week.
PA Champion Website Section

Password: KSActive
Special event/activity resources

Latest examples: Holiday/Winter Resources

**Holiday Fitness Tips**

- **Take advantage of the season.** Take a walk and enjoy the winter scenery. Seeing a snow-covered landscape may provide enjoyment.
- **Be mindful and plan ahead.** Prepare for the holiday season with thoughtful planning to avoid last-minute stress.
- **Dress in layers.** When wearing multiple layers, ensure the clothing layers are kept separate to allow for flexibility.
- **Integrate exercise into family visits.** Engage in physical activities during family gatherings to maintain a healthy lifestyle.
- **Check your house.** Ensure the house is well-prepared for the cold, checking for any necessary repairs or adjustments.

---

**Winter Fitness Tips**

- **Take advantage of the weather.** Take a walk and enjoy the winter scenery. Seeing a snow-covered landscape may provide enjoyment.
- **Deal with darkness.** Just because it's dark outside doesn’t mean you can't stay active. Wear reflective gear and carry a flashlight when navigating unfamiliar areas.
- **Dress in layers.** When wearing multiple layers, ensure the clothing layers are kept separate to allow for flexibility.
- **Integrate exercise into family visits.** Engage in physical activities during family gatherings to maintain a healthy lifestyle.
- **Check your house.** Ensure the house is well-prepared for the cold, checking for any necessary repairs or adjustments.

---

**Buffalo County Physical Activity Champions Offer Holiday Fitness Tips**

Buffalo County Physical Activity Champions offer tips to help reduce excess pounds and lead a healthy lifestyle during the holiday season.

---

**Get Active Kansas!**

Get up...Get moving!
Toolkit Table of Contents

Background/Information
Governor’s Council on Fitness
Get Active Kansas! Campaign
Physical Activity Champions

Section 1: About the Physical Activity Champions Toolkit
Section 2: Messages that Promote Physical Activity
Section 3: Ways to Share the Campaign with Your Community
Section 4: Working with Media
Section 5: Evidence-Based Activities
Section 6: Physical Activity Champion Resources
Section 7: Physical Activity Resources by Sector*

*currently in development
Highlights of Toolkit
Section 7: Physical Activity Resources by Sector
Section 7: Physical Activity Resources by Sector

- Education
- Parks, Recreation, Fitness and Sports
- Transportation, Land Use & Community Design
- Faith-Based Organizations
- Businesses

- Overview
- Planning & Promotions
- Programs
- Policies
- Action Steps
Education

• Biking and Walking to School
• Joint Use Agreement
• Recess
• Physical Education
• Active Learning Classrooms
• Wellness Policies
Education

Planning and Promotions

Walk to School
- Infographics
- Flyers
- News Releases
- Graphics and Logos
  - National Center for Safe Routes to School

Programs

“Getting More Students to Walk and Bicycle: Four Elements of Successful Programs”
  - National Center for Safe Routes to School

Policy

“How to Enforce a Wellness Policy”
- Change Lab Solutions
Download an infographic about Walk to School and share with school administrators or policymakers.
Parks, Recreation, Fitness and Sports

- Walking/hiking trails
- Competitions
- Fields and equipment
- Recreation centers
- Playgrounds
- Bird watching
Parks, Recreation, Fitness and Sports

Planning & Promotions
Kansas Department of Wildlife, Parks and Tourism

Programs
“St. Louis County Parks 30/30 Hikes Program (30 Trails/30 Minute Hikes)

Policy
Examples of policies to increase physical activity in parks
- Funding
- Subsidies
- Maintenance
Check out the Kansas Department of Wildlife, Parks and Tourism and find out what physically active events are taking place this winter or spring.

- Work with the Parks Dept. to help promote the event in your area with flyers and email blasts.
Transportation, Land Use and Community Design

- Promotion of biking and walking for leisure or transportation
- Improved biking and walking infrastructure
- Open Streets/Ciclovias
- Complete Streets Policy
Transportation, Land Use and Community Design

Planning & Promotions
Bicycle and Pedestrian Resources
- Kansas Department of Health and Environment

Programs
The Open Streets Guide
- Open Streets Project

Policy
“Complete Streets Talking Points”
- Public Health Law and Policy
Find out if there is an Open Streets/Ciclovia in your county

- If so, promote it!
- If not, download the Open Streets Guide to find out how to start the conversation

Take Action!
Faith-Based Organizations

• Wellness policies
• Planned physical activity
• Sermons/messages incorporating health
Faith-Based Organizations

Planning & Promotions

Congregational Health Index: Self Assessment and Planning Guide
- Oregon’s Public Health Institute

Programs

“Healthy Body, Healthy Spirit: A Handbook for Healthy Living”
- National Cancer Institute

Policy

Example:
• Congregation example worksite wellness policy

Congregational Health Index

A Self-Assessment and Planning Guide 2019

Name of your Congregation
WORKSITE WELLNESS POLICY

As a people of faith we commit to pursuing a healthy way of life for ourselves and the communities we serve. Our faith challenges and inspires us to take care of our bodies as a sacred part of Creation. By being healthier, we can bring our best selves to those around us and to our ministries. We have the unique opportunity to create environments that live up to our organization’s mission. We challenge the men and women of God to be effective stewards of the resources entrusted to our care and work together in community ministry to improve the lives of all of God’s people.

As a congregation we commit to creating an environment that enhances physical health through healthy foods and physical activity. We do this by sharing the values, beliefs and traditions that support health, we have assets such as kitchens, land, buildings and policies, that we strive to use to create access to nutritious food and physical activity. We get congregations members and guests with nutrition, culturally and religiously appropriate, health-promoting food and drink and opportunities to be physically active, as well as providing an environment that supports healthy living, (as an expression of who we are as individuals and as an organization). Purchasing food that was produced with minimal environmental impact and respect for the dignity of human labor also demonstrates our commitment to a healthy body, soul, and spirit. Underpinning all of the above, spiritual and social justice and interdependence of the environment are key foundations found within this policy.

As a congregation (name of your congregation) agrees to:

Learn: We will reflect on the impact our environments have on health behaviors. We will determine how our buildings, practices and policies can promote health at our congregation and community, and agree to work towards health-enhancing goals that express our values.

Act: We will carry out environmental or policy changes in our workspace and programs that make healthy eating and physical activity options more available to all.

Share: We will inspire other organizations to mirror healthy workplaces and programs through media, word of mouth, and serving as an example. We will also work to influence health in our neighborhoods, state, or wider world by creating and advocating for healthy places.

Foster Accountability: To keep this policy before all staff and congregational members to encourage us all to live into as fully as possible, everyone of our congregations will have one or more staff lead and sign off on the Wellness Policy and will review progress of this plan at least annually. A Wellness Team will meet in person or by conference call twice per year to report implementation steps and to share resources and ideas with EEOC staff.
Set-up a meeting with local church leadership about initiating a wellness policy.

- Bring a sample wellness policy and the “Physical Activity in Communities” infographic.
Businesses

- Stairwell initiatives
- Competitions
- Worksite Wellness Policies
- Gym discounts or onsite exercise facilities
- Walking Meetings
Businesses

Planning & Promotions

“StairWELL to Better Health”
- Motivational Signs
- Flyers
  - Centers for Disease Control and Prevention

Programs

“Take the Stairs Toolkit”
- Montclair Dept of Health and Human Services

Policy

Example: Sample Worksite Wellness Policy from businesses and state health departments
• Talk to leadership at your workplace about starting a “Take the Stairs” initiative.
  ▪ Read over and bring the “Take the Stairs” toolkit to your meeting.
What’s Next?
Upcoming Events

Additional Physical Activity Champion Webinars
- Webinar #2
- Webinar #3
- Webinar #4

Periodic Special Event/Activity Resources Provided through Get Active Kansas!

State and National Events
- Kansas State Park First Day Hikes January 1, 2014
- National Walk@Lunch Day April 2014
- Kansas Kids Fitness Day May 2, 2014
- National Fitness & Sports Month May, 2014
- National Bike Challenge May 1-Sept 30, 2014

GetActive Kansas!
Why Physical Activity?
Leading Causes of Death* United States, 2000

- Heart Disease
- Cancer
- Stroke
- Chronic Lower Respiratory Disease
- Unintentional injuries
- Diabetes
- Pneumonia / influenza
- Alzheimer’s disease
- Kidney disease

Percentage (of all deaths)

Actual Causes of Death† United States, 2000

- Tobacco
- Poor Diet / Physical Inactivity
- Alcohol consumption
- Microbial agents
- Toxic agents
- Motor vehicles
- Firearms
- Sexual behavior
- Illicit drug use

Percentage (of all deaths)

What if there were solutions that could help prevent and reduce dozens of diseases, such as diabetes, hypertension and obesity?

-Robert E. Sallis, M.D., M.P.H., FACSM, Exercise is Medicine™ Task Force Chairman
What is one of those solutions?

Physical Activity
Why Physical Activity

- Tremendous health benefits are seen with even low levels of physical activity (PA).
- Amount of PA needed to benefit health is much lower than amount needed for fitness.

Regular physical activity at the correct intensity:
- Reduces the risk of heart disease by 40%.
- Lowers the risk of stroke by 27%.
- Reduces the incidence of diabetes by almost 50%.
- Reduces the incidence of high blood pressure, by almost 50%.
- Can reduce mortality and the risk of recurrent breast cancer by almost 50%.
- Can lower the risk of colon cancer by over 60%.
- Can reduce the risk of developing of Alzheimer’s disease by one-third.
- Can decrease depression as effectively as Prozac or behavioral therapy.
U.S. Physical Activity Guidelines

150 minutes per week of moderate-intensity physical activity
- Choose your own schedule
- For example: 30 minutes of moderate-intensity exercise, five days per week OR three 10-minute sessions per day, five days per week

<table>
<thead>
<tr>
<th>Age</th>
<th>No Chronic Conditions</th>
</tr>
</thead>
</table>
| Children & Adolescents (6-17) | 60 minutes or more of physical activity every day (moderate*- or vigorous**-intensity aerobic physical activity).
Vigorous-intensity activity at least 3 days per week. Muscle-strengthening and bone-strengthening activity at least 3 days per week. |
| Adults (18-64)       | 150 minutes a week of moderate-intensity, or 75 minutes a week of vigorous-intensity aerobic physical activity. Muscle-strengthening activities that involve all major muscle groups performed on 2 or more days per week. |
| Older Adults (65+)   | Follow the adult guidelines, or be as physically active as possible. Avoid inactivity. Exercises that maintain or improve balance if at risk of falling. |

From the 2008 Physical Activity Guidelines for Americans

For more information on these guidelines, visit www.acsm.org/physicalactivity.
• Evidence is now overwhelming on the health burden of physical inactivity.

• The benefits of physical activity in the treatment and prevention of chronic disease cannot be denied.

• We cannot continue to ignore this evidence when formulating strategic health plans for our communities.
For more information: getactivekansas.org