

Supporting Physical Activity: Strategies for Healthy Start Programs



Healthy Start Healthy Living Initiative

November 7, 2017 3-4:30 PM ET



Supporting communities to
give every child a Healthy Start.

Healthy Start EPIC Center

Healthy Living Series

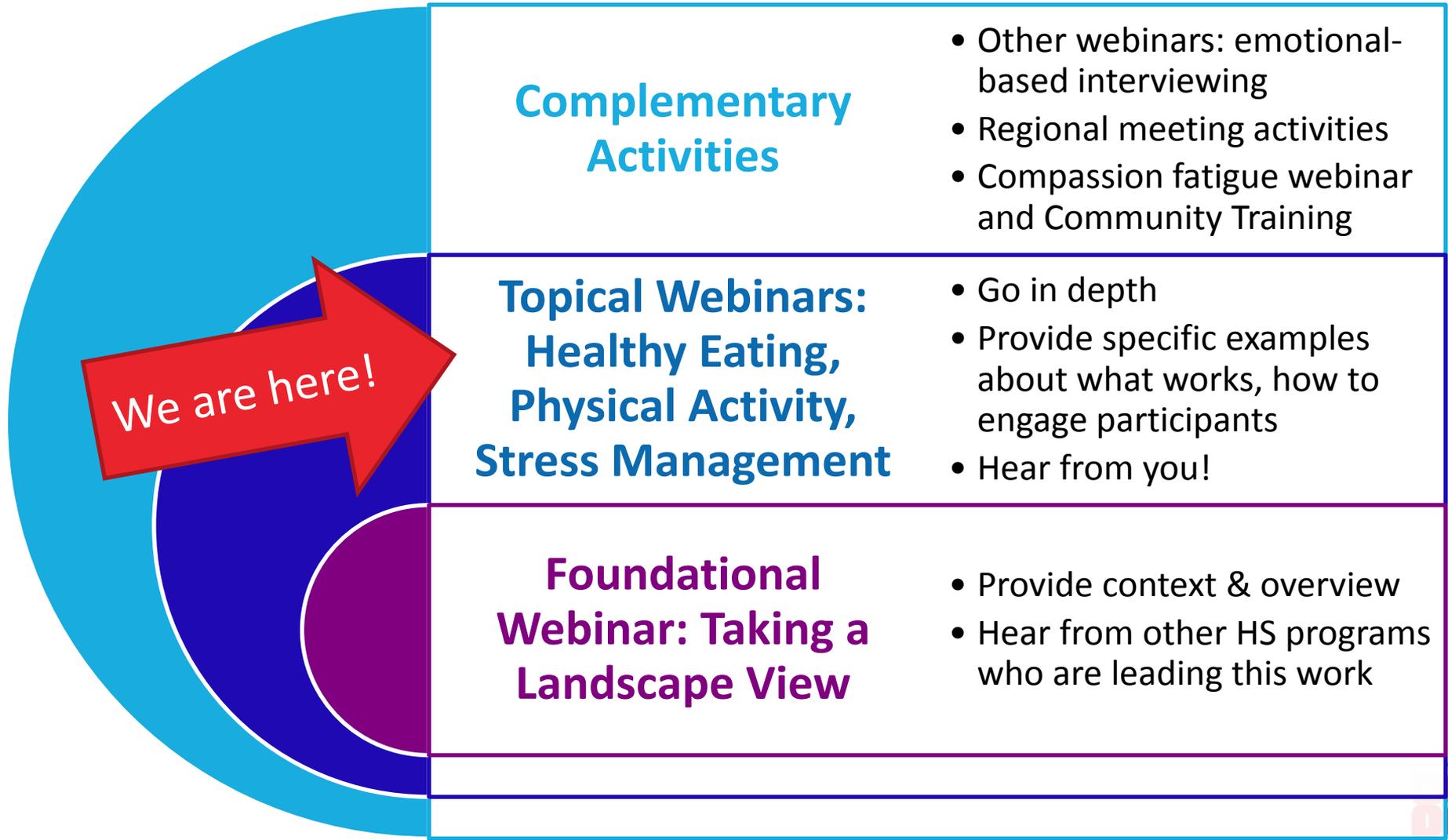
The purpose of the Healthy Living Initiative is to **help Healthy Start grantees support participants and staff to be healthy in all areas of their life – physically, mentally and emotionally.**



Series Goals:

- Be able to **describe the importance** of healthy eating, physical activity, and stress management
- Recognize **how our surroundings impact** our ability to live healthy
- Be able to **use appropriate messaging**
- Have **specific and culturally relevant examples** to support staff and participants

Healthy Living Initiative



We are here!

Complementary Activities

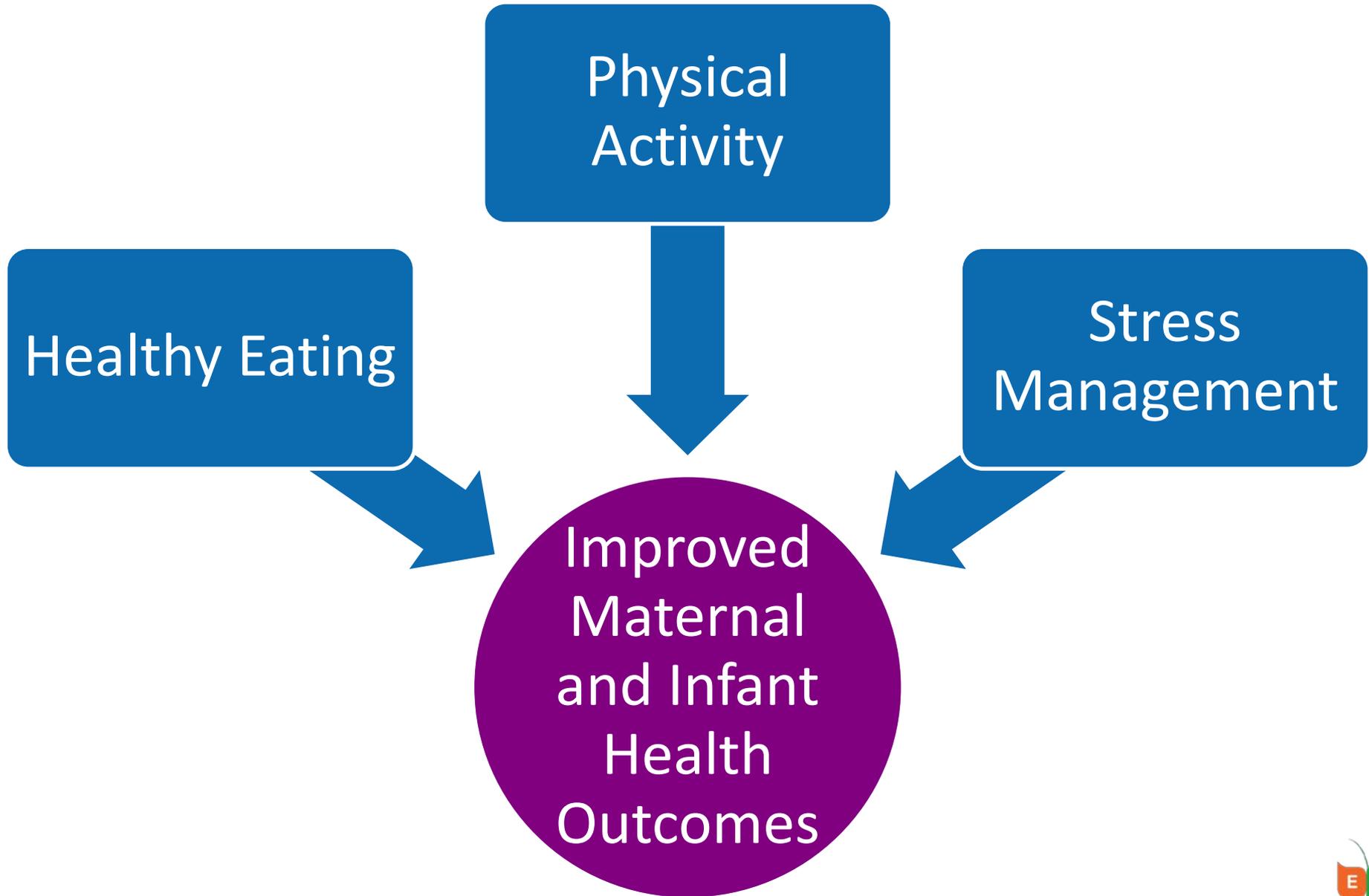
- Other webinars: emotional-based interviewing
- Regional meeting activities
- Compassion fatigue webinar and Community Training

Topical Webinars: Healthy Eating, Physical Activity, Stress Management

- Go in depth
- Provide specific examples about what works, how to engage participants
- Hear from you!

Foundational Webinar: Taking a Landscape View

- Provide context & overview
- Hear from other HS programs who are leading this work



Physical
Activity

Healthy Eating

Stress
Management

Improved
Maternal
and Infant
Health
Outcomes

Community

Availability of places
for physical activity in
the community

Organizational

Organizational
culture,
supports for
healthy
behaviors

Interpersonal

Compassionate,
supportive
relationships

Individual

Individual behaviors



Objectives for Today

By the end of today's session, we hope you will be able to:

- Describe “physical activity”
- Identify one strategy you can adopt at your Healthy Start program to support physical activity
- Identify at least one strategy to support Healthy Start participants to be more physically active

Words
have
power!



Words Matter

Physical activity: Any bodily movement ...that increases energy expenditure above a basal level....Generally refers to physical activity **that enhances health.**

- **Exercise**. A subcategory of physical activity that is planned, structured, repetitive. Physical fitness is the objective.

When Talking About “Healthy Living”

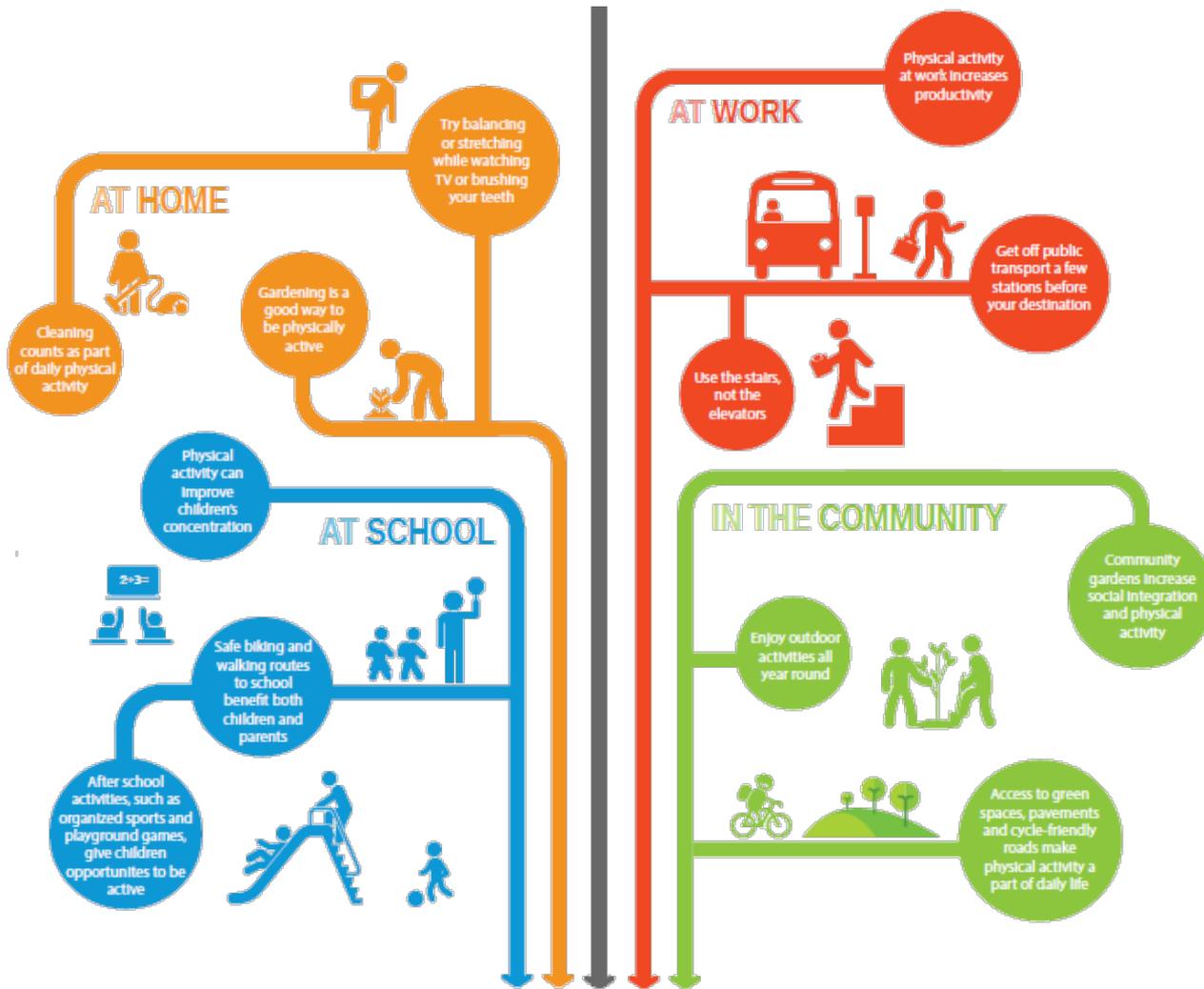
Words to Use

Active living

People/kids
being physically
active

Active play (for
kids)

Keep The Message Simple



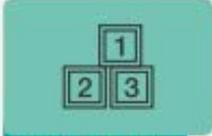
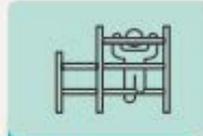
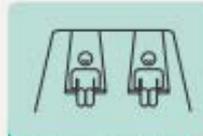
Everything counts.

Find things that you love to do and that get you moving.





Every movement counts



Move more. Sit less. Play together

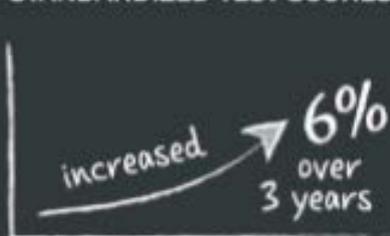
active kids learn better

physical activity at school is a win-win for students and teachers

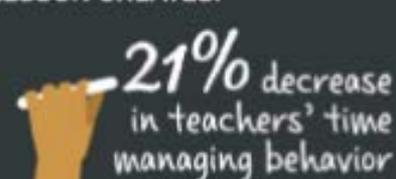
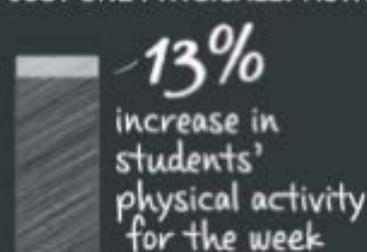
GRADES:



STANDARDIZED TEST SCORES:

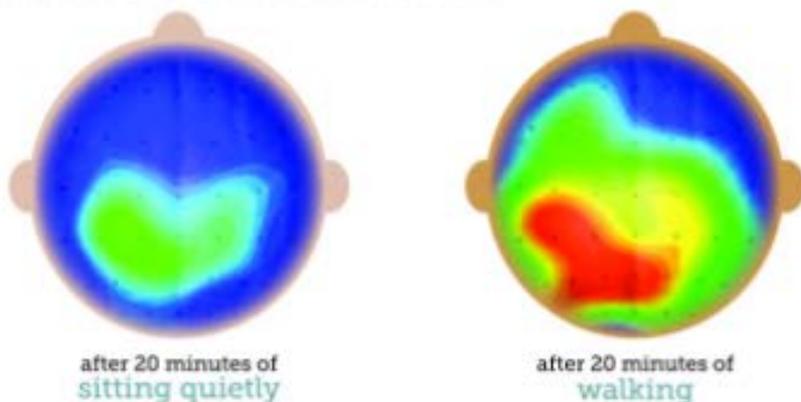


JUST ONE PHYSICALLY ACTIVE LESSON CREATES:



physically active kids have more active brains

BRAIN SCANS OF STUDENTS TAKING A TEST:



Red areas are very active; blue areas are least active.

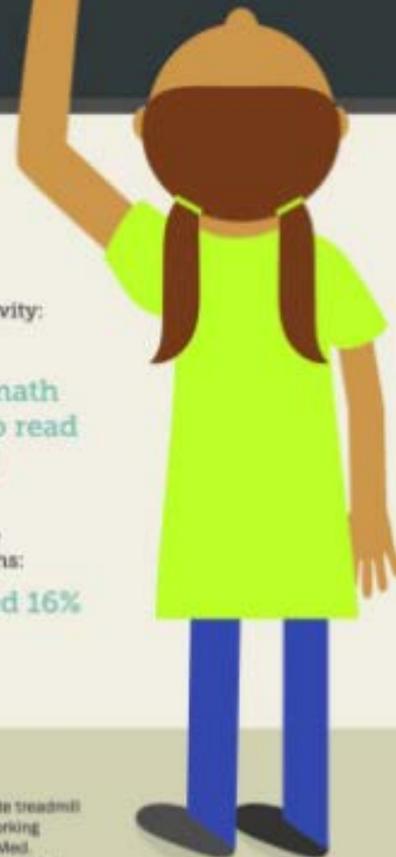
MORE RESULTS:

after 20 minutes of physical activity:

students tested better in reading, spelling & math and were more likely to read above their grade level

after being in a physically active afterschool program for 9 months:

memory tasks improved 16%



Meeting People Where They Are for Sustainable Lifestyle Changes



Rochelle Culp

**Project Director, Mississippi
Tobacco-Free Coalition of Madison,
Yazoo and Holmes Counties**





Easy as ...



Accountable → Attitude → Action

Accountable – Each person is responsible for their own health!

Attitude – Think positive!

Action – Think about the top 3 reason you are not active.



Believe that you can start a healthy lifestyle change.

Believe that you are worthy to be healthy.

Believe in yourself. You are PERFECT just as you are. We allow ourselves and others to define our flaws and crush our self-esteem. Your perfect imperfections are your beauty marks!

Surround yourself with positive thinking people with like-minded goals!



Success

Accountable

CONSISTENCY

Attitude

Action

Believe

THRIVE! WOMEN'S HEALTH INITIATIVE

Growing together in health, strength, and spirit

*Delores Passmore
Program Director,
Greater Harlem Healthy Start Program
Greater Harlem Healthy Start*

Goals of the program

- ▣ Help participants to make positive changes in their behavior

- ▣ Using three primary tenets:
 - Nutrition education
 - Health education
 - Physical exercise

Incentives, Incentives, Incentives

Most weight loss

Most inches loss

Attendance

Water challenges

Jump ropes

Bubbles for stress

Personal infusion water bottles

Journals

Resources:

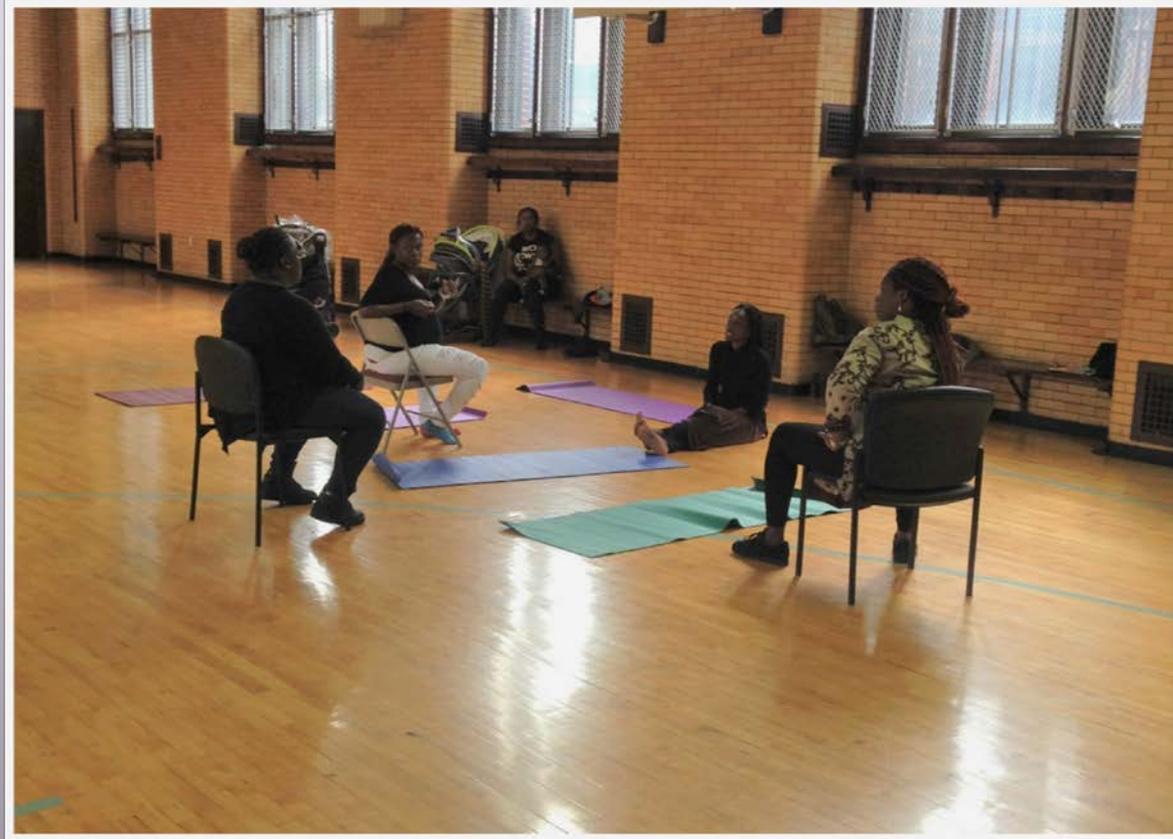
Exercise During Pregnancy

March of Dimes

Exercise After Pregnancy

A.C.O.G.

Pregnant Participants doing Yoga



Staff Involvement



Community

Availability of places
for physical activity in
the community

Organizational

Organizational
culture,
supports for
healthy
behaviors

Interpersonal

Compassionate,
supportive
relationships

Individual

Individual behaviors



Community

Organizational

Interpersonal

Individual



**Availability of places
for physical activity in
the community**

Organizational
culture,
supports for
healthy
behaviors

Compassionate,
supportive
relationships

Individual behaviors





Walkability Audit

Shape Your World Walkability Checklist*

Shaping your world means making local environments supportive of walking, cycling and other aspects of healthy living. This includes things like locating homes within walking distance of workplaces, stores and schools, providing efficient and well-maintained walking and cycling routes, ensuring access to recreational facilities, parks and trails and making sure children have safe routes to school and good outdoor play areas.

Go for a walk with this checklist to see how well your neighborhood supports active and healthy living. Take notes along the way to document any problems with getting around without a car and being active in your neighborhood. You can also take pictures if you have a camera. When you're finished, add up the ratings for each section to get your neighborhood's design score.

Walking route

(Where did you walk, for example, your starting point, end point and streets taken?)

Connectivity

Check off all that apply, then fill in the overall connectivity rating.

- The neighborhood is connected with key destinations (like shopping and services) by sidewalks and/or walkways, which are:
 - present on both sides of the street.
 - continuous (they don't suddenly stop).
 - in good repair.
 - wide enough for two or three people to walk side by side.
 - clear of obstacles such as bushes and garbage.
 - easily navigated with wheelchairs or strollers.
- Streets in your neighborhood have a "grid pattern" with short blocks that make routes more direct.
- Cul-de-sacs and other more circular streets are linked by pedestrian walkways ("connectors").
- Bike paths and lanes connect the neighborhood with key destinations, and:
 - bike paths and lanes are well marked.
 - bike racks are available.

- Public transit service connects the neighborhood with key destinations, and:
 - stops are within easy walking distance of homes.
 - transit service is frequent.
 - bus shelters are provided at stops.
 - buses are equipped with racks for transporting bikes.

Notes:

Connectivity rating (please select one)
1 Poor 2 Good 3 Excellent

Proximity and access to amenities

Check off all that apply, then fill in the overall proximity/access rating.

- There are enough people living in the neighborhood to support a variety of businesses and services.
- Homes are within walking distance of:
 - shopping.
 - grocery store.
 - services (e.g., doctor, dentist, bank).
 - schools.
 - parks and playgrounds.
 - recreation facilities (e.g., tennis courts, public pool, skating rink, soccer field).
 - workplaces.

- There is a mix of homes, businesses, stores and schools in the neighborhood.
- There are different styles of housing (apartments, townhomes, single family) in the neighborhood.

Notes:

Proximity and access to amenities rating (please select one)
1 Poor 2 Good 3 Excellent

Aesthetics

Check off all that apply, then fill in the overall aesthetics rating.

- The walking route is attractive and pleasant.
- The walking route is not broken up by lots of vacant space (e.g., parking lots, empty buildings).
- The landscaping is attractive (e.g., trees and flowers).
- There are benches and other places to rest along the walking route.
- There are interesting things to look at along the way.
- Stores in the neighborhood are generally occupied and well maintained.

Notes:

Aesthetics rating (please circle one)
1 Poor 2 Good 3 Excellent

Safety

Check off all that apply, then fill in the overall safety rating.

- Pedestrian crossings are well marked and signals allow enough time to cross the street.
- There are enough pedestrian crossings (you don't have to cross mid-block or go too far out of your way to cross the street).

- Street signs are visible at all intersections.
- Cars obey traffic rules and the set speed limit.
- Sidewalks are separated from the road by grass, trees and/or pavement.
- Bike lanes and paths are separated from the other traffic.
- Walking routes are well lit at night.
- Cycling routes are well lit at night.
- There are "eyes on the street" (e.g., people out and about, houses that face the street and not too many high walls, fences or garages lining the walking route).

Notes:

Safety rating (please select one)
1 Poor 2 Good 3 Excellent

Your Neighborhood's Design Score

Is your neighborhood designed to support active and healthy living?

Add up the rating for each section to get the final score for your neighborhood:

- ___ Connectivity
- ___ Proximity and access to amenities
- ___ Aesthetics
- ___ Safety
- ___ Total neighborhood design score

What does the score mean?

- 10-12 Excellent. Your neighborhood makes it easy to be active and healthy.
- 8-9 Pretty Good. Your neighborhood generally supports active and healthy living.
- 5-7 Mixed results. There are some supports for being active and health but also some gaps.
- 4 Not great. Very low support for being active and healthy. Time for some changes!

*Adapted from the Neighborhood active, healthy design checklist from the Canadian Heart and Stroke Foundation



Engage Community with CoUrbanize



coUrbanize

Explore Projects

How It Works

LOG

MAP COMMENTS INFO UPDATES TIMELINE

Orange County Comprehensive Plan

GOSHEN, NY

Comment on the map

★ Follow

↪ Share

Sort by:

Most popular ▾



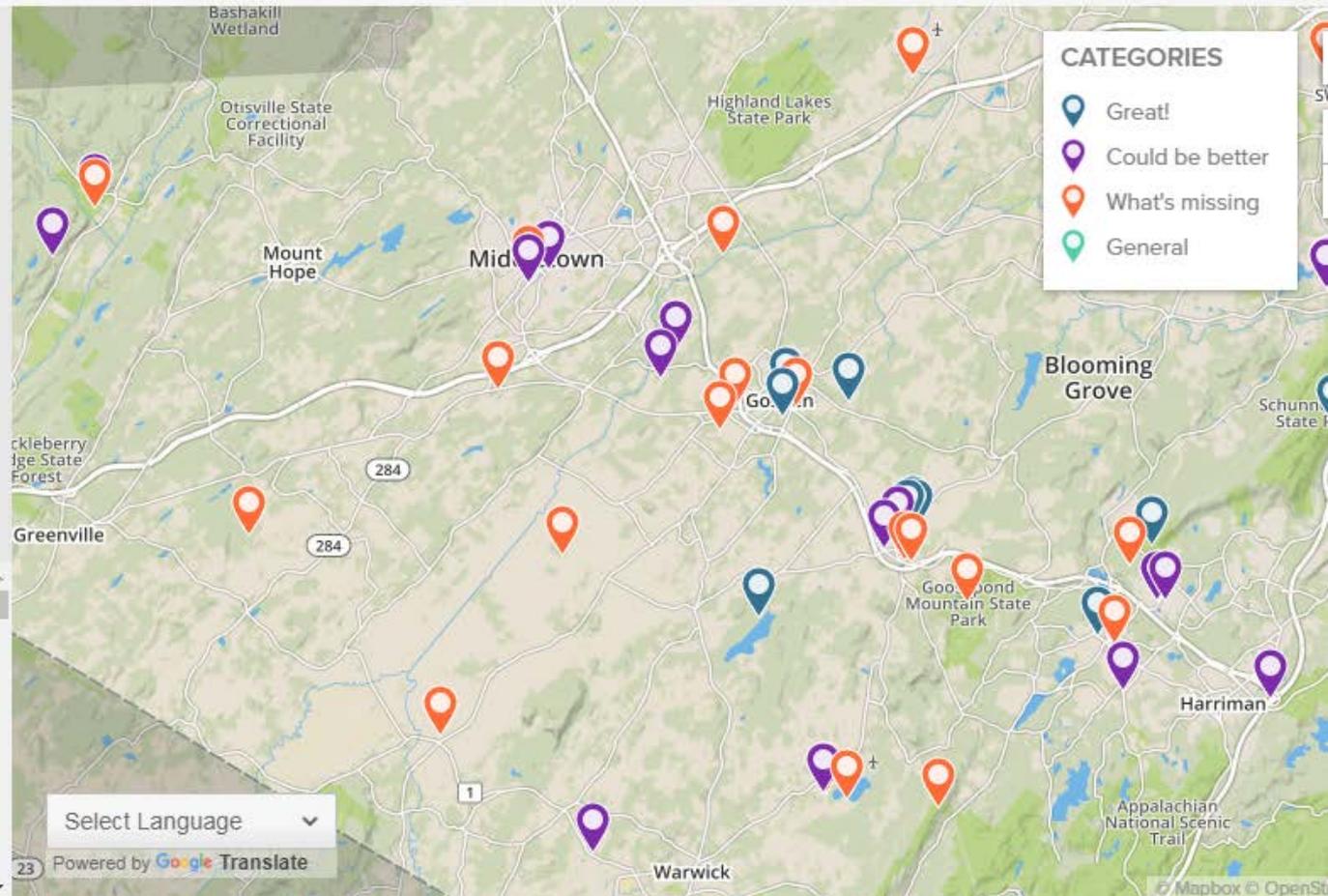
Julie Richmond

May 19, 2017

Love the Heritage Trail. Would love to have more safe places to run.

Select Language ▾

Powered by Google Translate



Community Parks / Areas of Play

Map of Play



[Add a Playground](#) [Mobile Apps](#) [Browse Cities](#) [Help](#)



Find parks and playgrounds near you

Forest Grove, Montana

Add a Playspace +

Filter Results ▾

Closest results More results

Lake Mason National Wildlife Refuge

Lake Mason National Wildlife Refuge
Roundup, MT, 59072
★★★★★



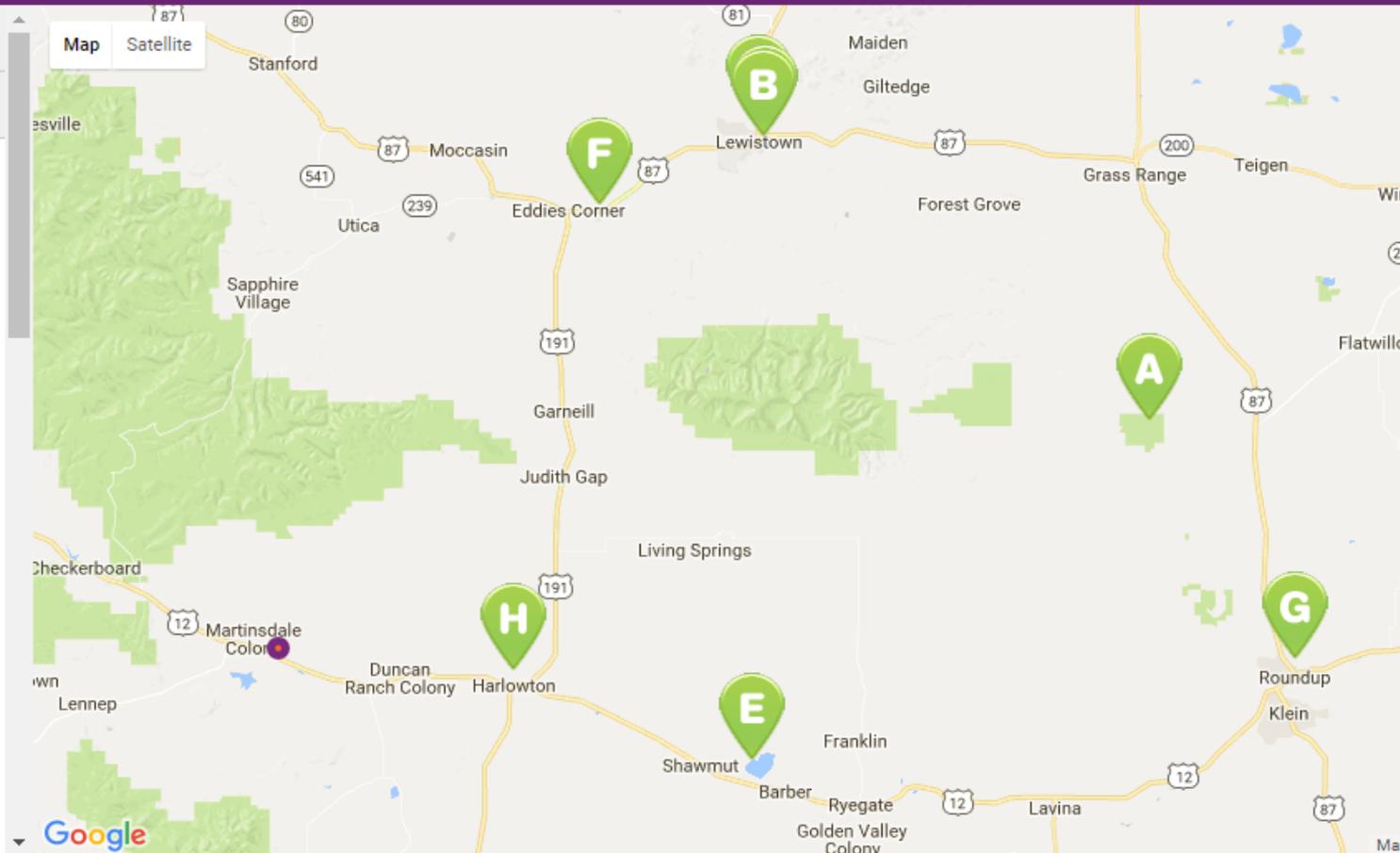
Boys & Girls Club

134 Park
Lewistown, MT, 59457
★★★★★



Lewistown City Park

5th Avenue South and Cook Street
Lewistown, MT,
★★★★★



Google

Local Health Education Programs

Check with your local programs....

- Cooperative Extension grants
- YMCAs
- Diabetes Prevention Program
(https://nccd.cdc.gov/DDT_DPRP/Programs.aspx)

Community

Availability of places for physical activity in the community

Organizational

Organizational culture, supports for healthy behaviors

Interpersonal

Compassionate, supportive relationships

Individual

Individual behaviors



Create a space in
your program
facility for
physical activity





Create a walking group



Make participant events active



**Take
standing
breaks**

**Or use
walking
meetings!**



Post signs to
encourage taking
the stairs

Ideas for Your Program Setting

Create a **space in your program facility** for physical activity (such as a conference room that transforms into an active area during lunch).

Take **standing/walking breaks** during meetings.

Make **participant events** active and healthy.

Create a **walking group** that walks in/outside the office for 15 minutes during lunch.

Post signs near the elevator that encourage use of the stairs.

For more on these and other ideas, see [page 22-23 of CDC Worksite Health Scorecard](#)



Questions?



Chat in one strategy that we talked about on today's webinar that you are interested in or are considering pursuing.

Check out the Healthy Living Webpage!



[Request TA](#) | [Services](#) | [e-News](#) | [Contact Us](#)

Healthy Start EPIC Center



HEALTHY START

HEALTHY START IMPLEMENTATION

TRAINING AND EVENTS

RESOURCES

HEAR FROM YOUR PEERS

ABOUT HS EPIC CENTER

Healthy Living

[Outreach Tools](#)

[Evidence Based Practices](#)

[National Organizations](#)

[Online Trainings](#)

[Project Director's Guide and Project Management Hub](#)

[Healthy Living](#)

[Healthy Eating](#)

[Physical Activity](#)

[Mindfulness and Stress Reduction](#)

What is the Healthy Living Initiative?

Eating, physical activity, and stress reduction (collectively referred to as "Healthy Living") impacts health during all stages of life. Living healthy contributes to physical and mental/emotional health and well-being, which helps to prevent chronic illnesses such as heart disease that negatively impact health.

Our ability to be healthy is impacted both by our individual behaviors and the environment around us. Using a comprehensive approach, the goals of the Healthy Start Healthy Living Initiative are to increase awareness of environmental influences of healthy living behaviors, and to provide specific ideas for Healthy Start programs to support Healthy Living. The initiative encourages efforts at multiple levels: individual (including both staff and participants), the Healthy Start program, and community-wide efforts. Taking this comprehensive approach helps to ensure that everyone is fully supported to live healthy lives.



Foundational Webinar Series on Healthy Living

Healthy Living Initiative: Taking a Landscape View to Healthy Living This webinar explored how healthy living influences health outcomes, how our surroundings influence our ability to live healthy, and what types of changes Healthy Start programs can make to support living healthy. (Presented live 6/22/17)

Supporting Healthy Eating: Strategies for Healthy Start Programs: This webinar provides specific ideas for how Healthy Start programs support healthy eating. (Planned October 2017)

Supporting Physical Activity: Strategies for Healthy Start Programs: This webinar provides



Physical Activity Resources



[Request TA](#) | [Services](#) | [e-News](#) | [Contact Us](#)

Healthy Start EPIC Center



HEALTHY START

HEALTHY START IMPLEMENTATION

TRAINING AND EVENTS

RESOURCES

HEAR FROM YOUR PEERS

ABOUT HS EPIC CENTER

Physical Activity

Outreach Tools

Evidence Based Practices

National Organizations

Online Trainings

Project Director's Guide and Project Management Hub

Healthy Living

Healthy Eating

Physical Activity

Mindfulness and Stress Reduction

Physical activity refers to any activity that gets the body moving. For adults, being physically active for 150 minutes per week

helps reduce risk of heart disease and high blood sugar, and also helps promote emotional health and wellbeing. For women who are pregnant, physical activity helps to reduce the risk of poor maternal and infant health outcomes such as low birth weight and premature birth. For preconception women, having a healthy lifestyle can help ensure a healthy pregnancy. For parents, being a good role model helps kids to grow up with healthy behaviors. Environments that encourage walking and other movement, such as biking, can help everyone be more active and healthier.



helps reduce risk of heart disease and high blood sugar, and also helps promote emotional health and wellbeing. For women who are pregnant, physical activity helps to reduce the risk of poor maternal and infant health outcomes such as low birth weight and premature birth. For preconception women, having a healthy lifestyle can help ensure a healthy pregnancy. For parents, being a good role model helps kids to grow up with healthy behaviors. Environments that encourage walking and other movement, such as biking, can help everyone be more active and healthier.

Overview Webinar: Strategies to Support an Active Lifestyle (Planned November 2017)

Featured Resources

Use the following list of resources and strategies to find ways to promote increased physical activity among your participants and staff. Expand each section by clicking the arrows below.

Working with participants?

Click the arrows below for resources to participants in eating healthy across the perinatal periods.

▼ All Participants

▼ Pregnant Participants



Physical Activity Resources



Request TA | Services | e-News | Contact Us

Healthy Start EPIC Center



HEALTHY START

HEALTHY START IMPLEMENTATION

TRAINING AND EVENTS

RESOURCES

HEAR FROM YOUR PEERS

ABOUT HS EPIC CENTER

Physical Activity

Outreach Tools

Evidence Based Practices

National Organizations

Online Trainings

Project Director's Guide and Project Management Hub

Healthy Living

Healthy Eating

Physical Activity

Mindfulness and Stress Reduction

Physical activity refers to any activity that gets the body moving. For adults, being physically active for 150 minutes per week helps reduce risk of heart disease and high blood sugar, and also helps promote emotional health and wellbeing. For women who are pregnant, physical activity helps to reduce the risk of poor maternal and infant outcomes such as low birth weight and premature birth. For preconceptual women, having a healthy lifestyle can help. A role model helps kids to grow up with a love of other movement, such as biking.

Overview Webinar: Strategies

Featured Resources

Use the following list of resources to promote physical activity among your participants

Working with participants?

Click the arrows below for resources to participants in eating healthy across the perinatal periods.

▼ All Participants

▼ Pregnant Participants



Working with participants?

Click the arrows below for resources to participants in eating healthy across the perinatal periods.

▲ All Participants

- [Tip sheets and posters](#) to promote physical activity (Eat Smart Move More)
- [Physical activity tip sheets](#) on a range of topics including active lifestyles and being an active family. Available in English and Spanish. (ChooseMyPlate.gov)
- Free online workout videos including dance workouts (POPSugar and Scola Dondo, high intensity interval training (Fitness Blender) and Yoga (DoYogaWithMe)



Takeaways

Support individuals to have a *lifestyle* that incorporates physical activity.

To support individuals to be more active, it's important to:

- Meet participants where they are. Use the ABCs to guide conversation!
- Offer a supportive environment to explore our own comfort and enjoyment of activities
- Promote of culture of health in our programs
- Consider how the community can best support activity

Upcoming Events

Final Healthy Living Initiative Webinar!

- December 5 – Managing Stress: Strategies for Healthy Start Programs

Working Group

Healthy Start Programs

Shawn Taylor, Healthy Babies Strong Families Healthy Start Program in Denver

Nathifa Miller, Healthy Babies Strong Families Healthy Start Program in Denver

Lauren Clark, Health Education Coordinator, Missouri Bootheel Regional Consortium, Inc.

DHSPS

- Christina Lottie
- Sandra Mathloslah

EPIC Center

- Katie DeAngelis
- Megan Hiltner
- And others!



A stack of papers is shown on a textured, light-colored surface. The top card is red with a white double-line border and the words "Thank You" in a white serif font. Below it is a dark blue folder. A black fountain pen lies diagonally across the top right of the stack.

Thank You

Contact us! healthystartepic@jsi.com