



Physical Activity Integration Program

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You will learn...

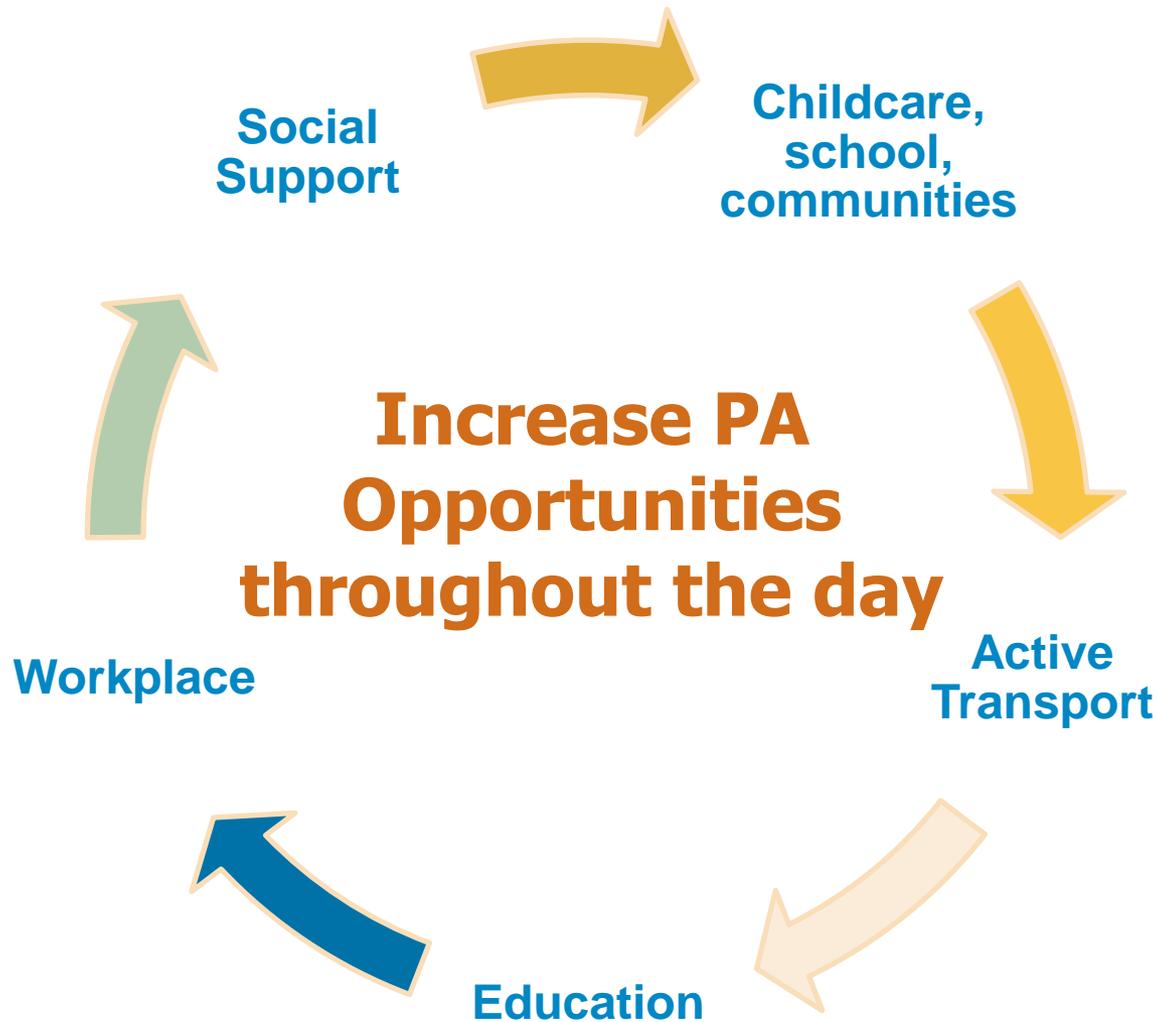
- Why physical activity is important to the USDA and the *Network*
- How physical activity is integrated into every scope of work objective
- Examples of allowable PA promotion activities
- What's new for FFY 14

SNAP-Ed Goal

- Improve the likelihood that persons eligible for SNAP will make **healthy food choices** within a limited budget and choose **physically active lifestyles**.



NEOP Priority III



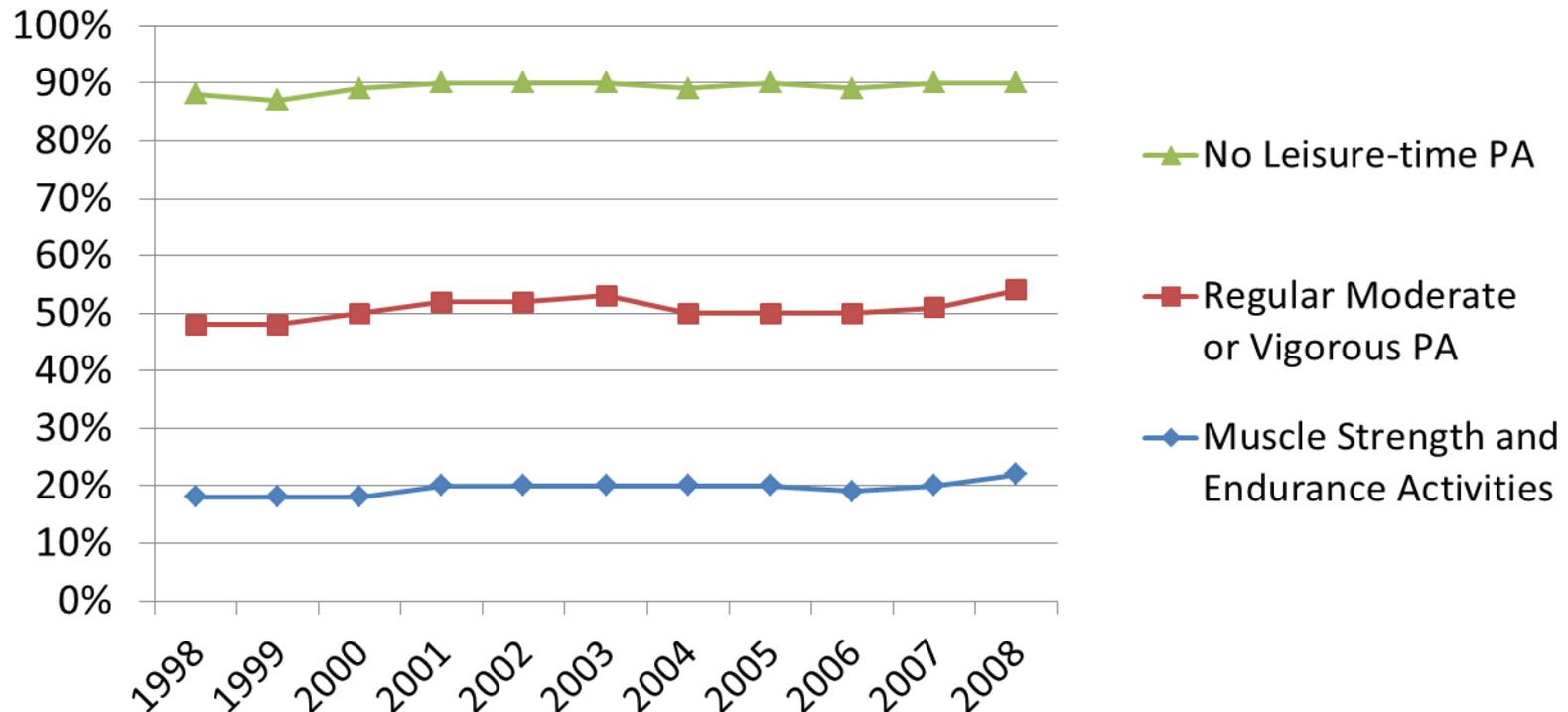
What's Recommended?

For substantial health benefits...

- Adults should do at least 150 minutes of moderate-intensity physical activity per week.
- Children and adolescents should do 60 minutes (1 hour) or more of physical activity daily.



How are we doing?



Reported Physical Activity by Adults in the USA: 1998-2008 (The Healthy People 2010 Database, October 2011)

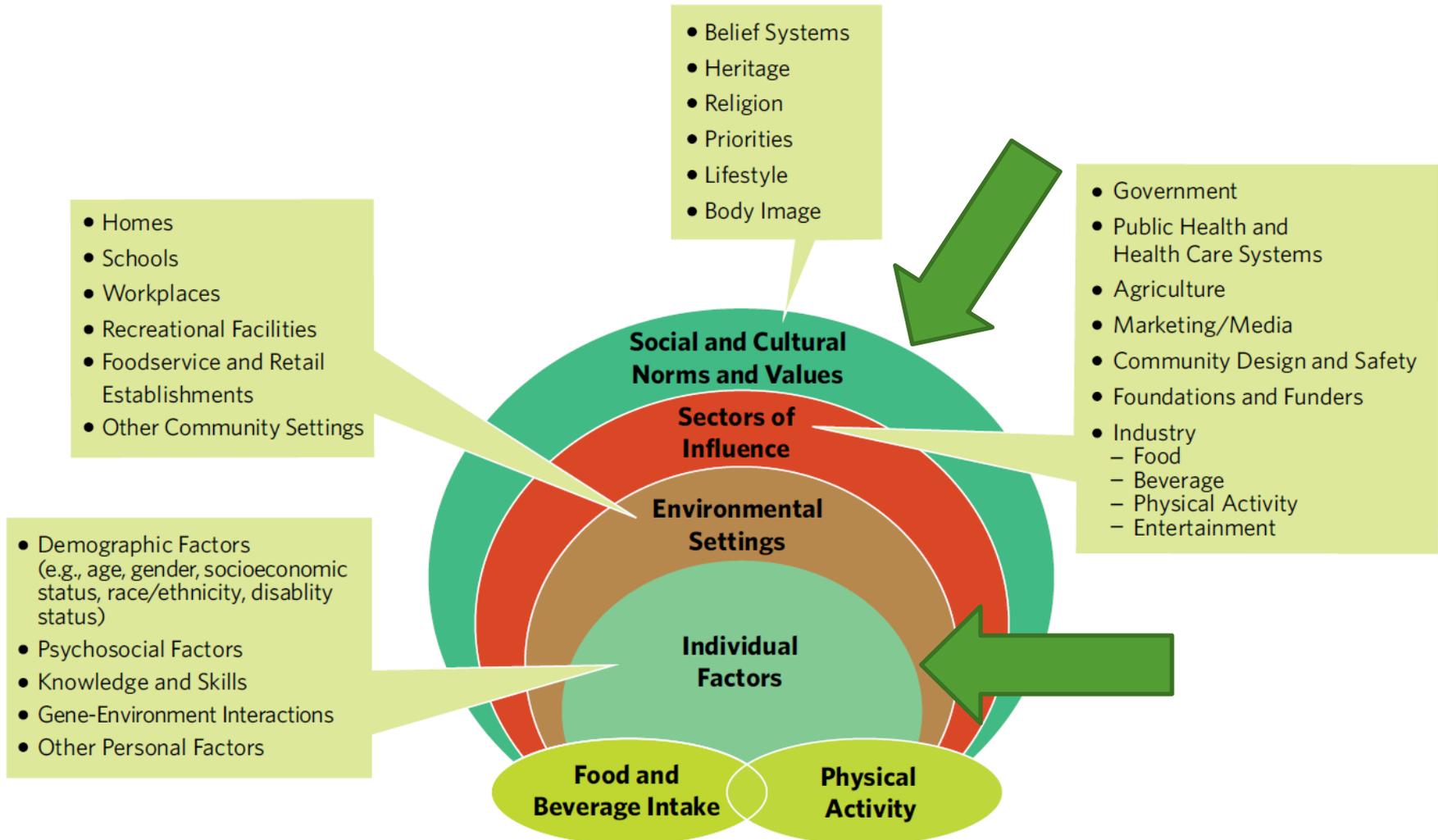
Healthy People 2010 Database (DATA2010) for men and women combined

How is California doing?



- Approximate **20%** of children ages 2-11 report watching 2+ hours of TV/day
- **1 in 3** California teens do not engage in the recommended level of PA
- Nearly **1 in 4** California adults report that they do not engage in any PA.

Social Ecological Framework



USDA Guidance: Physical Activity Promotion



FFY 2012	FFY 2013
Nutrition education must be included in all PA promotion.	Same
Costs incurred for exercise leaders for ongoing exercise classes are unallowed .	Same
Costs incurred for health clubs/gym memberships, large equipment (i.e., treadmills), and facilities are unallowed .	Same
Ongoing PA demonstrations for SNAP-Ed audience and training for staff to develop skills to help SNAP-Ed participants is unallowed .	Ongoing PA demonstrations for SNAP-Ed audience and training for staff to develop skills to help SNAP-Ed participants is allowed . <i>Justification should be provided for ongoing activities.</i>

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Physical Activity Integration Program

- **Mission:** To increase the percent of eligible Californians who meet the physical activity recommendations.
- **Methods:**



Integrating with Local Health Departments: Objectives 1 – 9 (Baseline)

➤ Evaluate

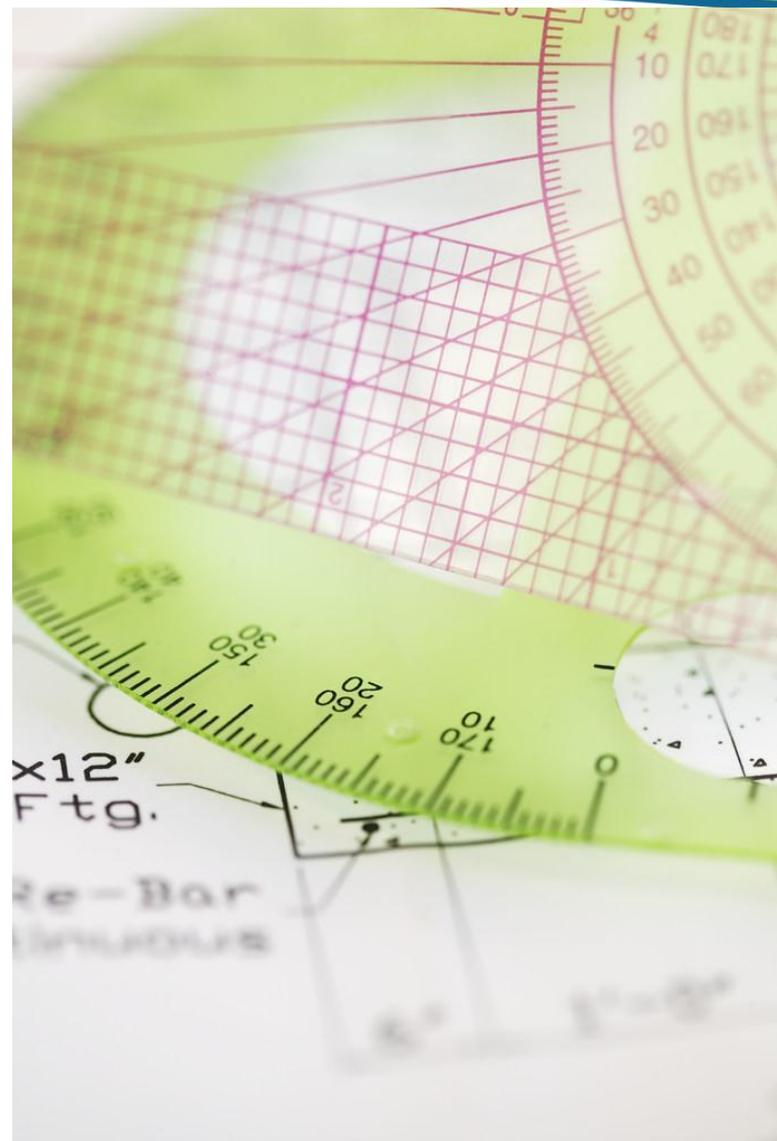
- Compile Demographics Profile report (include Fitnessgram data) (1.14)
- Identify and track existing PA policies (2.3)
- CX³ neighborhood assessments, including: (3, 4)
 - Walkability
 - Opportunities for PA
- Identify gaps in access to PA opportunities (5)



Integrating with Local Health Departments: Objectives 1 – 9 (Baseline) Continued

➤ Plan

- Nutrition education **obesity prevention** strategies (1.6)
- Attend a *Network* sponsored trainings & meetings (1.9)



Integrating with Local Health Departments: Objectives 1 – 9 (Baseline) Continued

➤ Partner

- Develop and sustain partnerships (1.12)
 - Parks and Recreation
 - Transportation
 - Schools / Afterschool / School Districts
- Convene CNAP (2.2)
- Advance an obesity prevention initiative, *which may include PA* (2.4)
- 7.2 Collaborate with partners when planning events (7.2)



Integrating with Local Health Departments: Objectives 1 – 9 (Baseline) Continued

➤ **Promote / Communicate**



- Report community changes (1.11)
- Promote existing PA policies and programs (2.3)
- Market obesity prevention initiatives (2.4)
- Present CX³ PA findings to stakeholders (4.1)
- Integrate PA into nutrition education classes (6.3)
- Conduct community events promoting nutrition & PA (7.1)

Integrating with Local Health Departments: Objectives 1 – 9 (Baseline) Continued

➤ **Provide Support**

- PA resources to local programs (1.8)
- Host a county health forum (5.3)
- Provide TA to communities (5.4)
 - Resources & classes
 - Policies and environmental strategies (school wellness, joint use agreements)
 - Best practices (school, workplaces, community, etc.)



Objectives 1 – 9



Tying it all together: Local Success Stories

Phillip Bensing
(Gold Country Regional Network)

Valley Hi Park Renovation

Objectives 1–9 Poll



Please choose the top 2 trainings you are most interested in receiving:

- a. Using PA evaluation tools with obesity prevention projects**
- b. Best practices for PA promotion across multiple sectors**
- c. Examining successful partnerships for PA opportunities**
- d. Educating local decision makers about PA promotion**

Integrating with LHD's: Objective 10

➤ Peer to Peer

- Recruit Peer Educators in qualified communities, which can include ongoing PA integration demonstrations
- **Best Practices**
 - Promotora model
- **Local Example**



Integrating with LHD's: Objective 11

➤ **Impact Outcome Evaluation**

- **Nutrition education and PA promotion classes (6)**
 - Assess changes in behavior at the individual, family and organizational level



Integrating with LHD's: Objective 12

➤ **Schools / Afterschool's**

- School and/or afterschool assessments
- Increase opportunities for PA throughout the day
- Expand school wellness policies
- Pursue and establish joint use agreements
- Teacher and afterschool staff trainings

- **Best Practices**

- Activity breaks
- Encourage active transport to/from school
- Involve school personnel
- Evidence-based curriculum (e.g., CATCH, SPARK)

- **Local Example**

Schools / Afterschool's Poll



Please choose the top 2 trainings you are most interested in receiving:

- a. PE/PA programs demonstrated to encourage MVPA**
- b. Using assessment tools to track student's fitness levels**
- c. Strategies to increase active transportation to/from school**
- d. Work w/school wellness councils to execute PE/PA policies**
- e. Strategies to increase PA levels during class time**

Integrating with LHD's: Objective 13

➤ Youth Engagement

- Assist in recruiting local youth to participate in projects
- Training for youth on the importance of PA
- Training for youth on *Network* PA resources

- Local Example



Integrating with LHD's: Objective 14

➤ **Worksite**

- Training for worksite managers
- Implementing healthy worksite strategies
- Implementing workplace wellness policies and standards

- **Best Practices**

- PA opportunities during breaks
- Point of decision prompts (i.e., stairwell use); safe stretching, lifting and muscle strengthening activities
- Building support (i.e., management)
- Health education sessions

- **Local Example**



Worksite Poll

Please choose the top 2 trainings you are most interested in receiving:

- a) Recruit PA champions to influence healthy workplaces**
- b) Implement healthy worksite strategies**
- c) Implement workplace wellness policies and standards**
- d) PA worksite assessment & improvement planning tools**
- e) Cross-sector partnerships that promote PA at worksites**

Integrating with LHD's: Objective 15

➤ Retail

- Promotional events
- Distribute Harvest of the Month newsletters

- Best Practices

- PA demonstrations during food demos, farmers markets and store tours
- Distribute nutrition education and PA reinforcement materials
- Harvest of the Month materials

- Local Example



Integrating with LHD's: Objective 16

➤ **Early Childhood**

- Partnerships
- Nutrition and PA site self-assessment
- Training and TA to childcare site staff
- Engage children in 60+ minutes of daily PA

- **Best Practices**

- Provide play equipment and play spaces
- Integrate activity in teaching and learning activities
- CHOICES curriculum
- Harvest of the Month integrated with PA – early childhood materials

- **Local Example**



Early Childhood Poll

Please choose the top 2 trainings you are most interested in receiving:

- a) Examine strategies to promote PA in childcare settings**
- b) Improve the childcare environment to encourage PA**
- c) Integrate structured/unstructured PA throughout the day**
- d) Policies that support PA for early childcare sites**

Integrating with LHD's: Objective 17

➤ **Faith-based**

- Provide evidence-based healthy eating and PA programs for faith-based interventions
- Walkability assessments
- Increase PA opportunities
- On-going walking clubs
- Encourage joint use agreements

- **Best Practices**

- Wellness ambassadors (spiritual/organizational leader, etc.)
- Wellness council or ministry
- Peer support

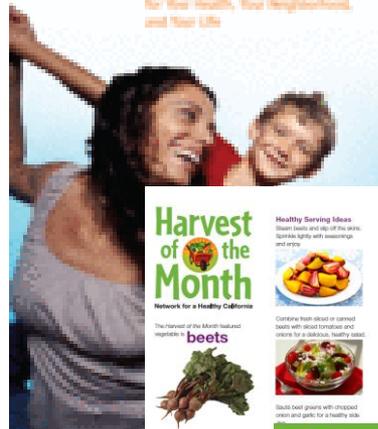
- **Local Example**

Physical Activity Resources



Physical Activity

For Your Health, Your Neighborhood, and Your Life



Harvest of the Month

Network for a Healthy California

beets



Health and Nutrition Go Hand-in-Hand

Make the most of your diet. Eat and exercise to be active every day. Doing these things will help you live a longer, healthier life. Beets are a good source of iron, potassium, and fiber. They also have a natural sweetness that makes them a great addition to your diet. Beets can be eaten raw or cooked. They are also a good source of antioxidants and may reduce your risk of heart disease.

A 1/2 cup of beets is a good amount of food. Beets are a good source of iron, potassium, and fiber. They also have a natural sweetness that makes them a great addition to your diet. Beets can be eaten raw or cooked. They are also a good source of antioxidants and may reduce your risk of heart disease.

*Good sources provide 10-15% Daily Value.
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Healthy Serving Ideas

- Roast beets and top with olive oil and balsamic vinegar.
- Add beets to a salad with walnuts and feta cheese.
- Blend beets into a smoothie with banana and yogurt.
- Use beets in a vegetable soup.
- Add beets to a pasta sauce.
- Use beets in a burger or sandwich.
- Add beets to a pizza.

Stagger's Tip

- Don't overcook beets. They should be tender but still have some bite.
- Use beets in a variety of recipes.
- Add beets to your diet gradually.
- Use beets in a variety of recipes.

Let's Get Physical!

Beets are a good source of iron, potassium, and fiber. They also have a natural sweetness that makes them a great addition to your diet. Beets can be eaten raw or cooked. They are also a good source of antioxidants and may reduce your risk of heart disease.

How Much Do I Need?

The amount of beets you need depends on your age, gender, and the amount of physical activity you get every day.

Beets: A Good Source of Iron, Potassium, and Fiber

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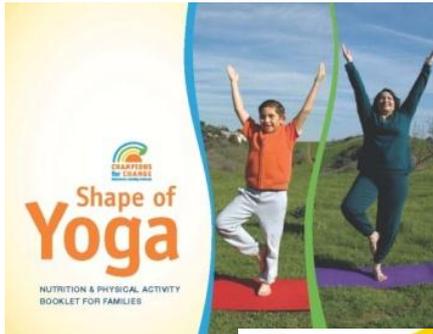


Tools for Learning Fuel for Moving

Performance-Related Nutrition Instructional Materials for Physical Education and Physical Activity Programs



This material was developed by the California Department of Education in partnership with the California Department of Public Health's School Physical Activity Collaborative. Funding was provided by the United States Department of Education, Department of Health and Human Services, National Endowment for the Arts, and the National Endowment for the Arts. This material is an educational resource and is not intended to be used as a substitute for professional advice. For more information, visit www.championsforchange.org.



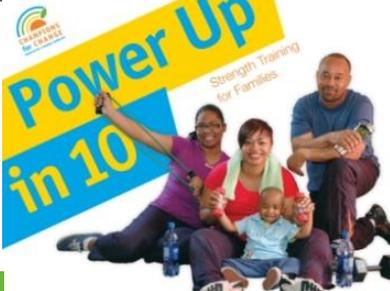
Shape of Yoga

NUTRITION & PHYSICAL ACTIVITY BOOKLET FOR FAMILIES



Manténgase en Forma con Yoga

NUTRICIÓN Y ACTIVIDAD FÍSICA PARA LAS FAMILIAS



Power Up in 10

Strength Training for Families



¡Mantengámonos en Forma!

Ejercicios para una Mejor Salud



Improving Worksite Stairwells

The following resources can help your employees enjoy the benefits of physical activity. Simply taking the stairs or a regular walk can make a difference in the energy level and quality of your workday.



Wouldn't it be great if there was a way for you and your coworkers to be active during the day without having to play for a game, membership or after hours to leave your workday?

Well, there is. Surprisingly enough, those underutilized stairwells at your workday are an inexpensive and effective way to add physical activity into your workday. Simply taking the stairs, climbing up or down any of your workday to you will strengthen your muscles without having to leave your workday.

This resource packet is designed to help you set up a stairwell walking club in an effort to staff being, as well as STAIRWELL BASICS. In order to make the stairwells and stairs who use them, make elements are in place:

- The stairwells are accessible from the
- Stairwells are well-lit
- Stairwells are well-maintained
- Stairwells are well-ventilated
- Stairwells are well-secured



CREATING ATTRACTIVE AND INVITING STAIRWELLS

Once you have established that your workday's stairwells are accessible with the basics, it is time to think outside of the box and come up with creative and interesting ways of making the stairs the most appealing choice for employees. In order to do this, consider implementing any or all of the following:

Establishing Worksite Walking Clubs

The following resources can help you set up physical activity to accommodate the needs of your employees. By forming a worksite walking club, you will be encouraging activity and productivity while supporting employee health and wellness.



Are you looking for an easy way to get healthy during the workday? Instead of finding an activity that can be both social and beneficial to your health?

Participating in a worksite walking club is a great way to accomplish these goals. The guide is designed to walk you through the steps you need to take to create a successful walking club at your workday.

WHY WALK?

- Improves flexibility and coordination.
- Helps to control body weight and reduce body fat.
- Improves mood and reduces symptoms of depression and anxiety.
- Reduces high cholesterol and blood sugar levels.
- Strengthens bones.
- Reduces the risk of stroke, heart disease, and cancer.

STEP 1 - ORGANIZING YOUR WALKING CLUB

Before starting a walking club, it is important to identify 3 to 5 people to help you set up your club. These employees will help you promote the walking club and encourage employee participation. These individuals might already exist in the form of a worksite wellness committee or advisory group.

As an alternative, consider asking people who are already walking for fitness to be "starter members." Requested from each starter member will be a co-leader to help you plan the walking club.

STEP 2 - PLANNING THE DETAILS OF YOUR WALKING CLUB

When starting a worksite walking club, be sure to consider the following:

- **When and How Often Will the Club Meet?**
- Set a specific, standard time when most employees are able to attend (e.g., 12:30-1:30 p.m.)

Establishing a Worksite Wellness Committee

The Network for a Healthy California is pleased to announce the formation of a new professional and grassroots health promotion and reduction of disease in the workplace.

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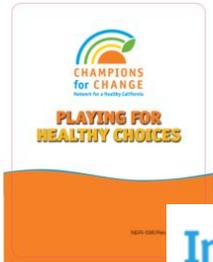
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PLAYING FOR HEALTHY CHOICES



Eat Well, Move More

Instant Recess

USER'S GUIDE



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Establishing the Wellness Committee provides a strong foundation for implementing additional worksite wellness tools. As an example, the California Fit Business 10-week Take Action! worksite wellness program creates teams and promotes individual goal setting to increase fruit and vegetable consumption and physical activity in the workplace and home.

The North-Cost Area Saving Dollars and Making Sense Committee Guide is located with the other San Francisco Fit Business 10 books at www.networkforahealthycalifornia.org/workbooks/.

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What's New in FFY14?

Physical Activity Resources



➤ PA resources in Development

- 1 Min PA Energizers Toolkit
- Shape of Yoga Booklet (revised)
- Power Up in 10 Booklet (revised)
- PA & Worksite Posters
- Early Childhood PA (Ages 0 – 5)
- Walking Program Toolkit
- PA Empowerment Brochure
- CX³ PA and Walkability Survey
- En Cuerpo y Alma Toolkit
- FV & PA Toolbox for Community Educators: Revising PA Lessons and Handouts
- Physical Activity Training Modules
 - Basics of PA
 - Basics of PA , Part 2: Exercise Science Focus
 - Workplace PA Energizers
 - Promoting PA in School & Afterschool Settings
 - Promoting PA in Special Populations: Early Childhood, Seniors, Obesity & Diabetes
 - PA Concepts for Community Health Leaders
 - Establishing Joint Use Agreements for Improved Access to Places for PA
 - Improving the Childcare Nutrition & PA Environment
 - Encouraging PA in Asian American , American Indian & Alaskan Native Population
 - Improving the School Nutrition and PA Environment via School Wellness Policies

Thank You!

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