



# Maximizing PA Opportunities in Your Communities



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**Physical Activity**  
**Program Manager**



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**Physical Activity**  
**Program Manager**

This material was developed by the California Department of Public Health's *Network for a Healthy California* and funded by USDA's Supplemental Nutrition Assistance Program..

# Poll

## What best describes your position and organization?

- a) CDPH State Employee
- b) LHD Program Director
- c) LHD Program Coordinator
- d) Other

# Agenda

- **PA Program and Coordinators**
- PA Recommendations and Status of PA
- Strategies to Meet your PA Grant Deliverables
- PA Resources

# NEOP Physical Activity Program

- **Objective:** To increase the percent of SNAP-eligible Californians who meet the PA recommendations.
  
- **We can provide you:**
  - Best and evidence-based PA programs/interventions
  - Culturally-appropriate PA resources/messaging
  - Strategies to integrate PA with nutrition education programs/events
  - PA partnerships to build capacity/sustainability
  - PA trainings and ongoing technical assistance to help you develop/implement/evaluate your PA program



# PA Program Coordinators

## 2 PA Coordinators provide additional TA support



**Michele Buran**  
North Coast/  
Cascades



**Carmen Bogan**  
San Francisco/  
Bay Area



# Agenda

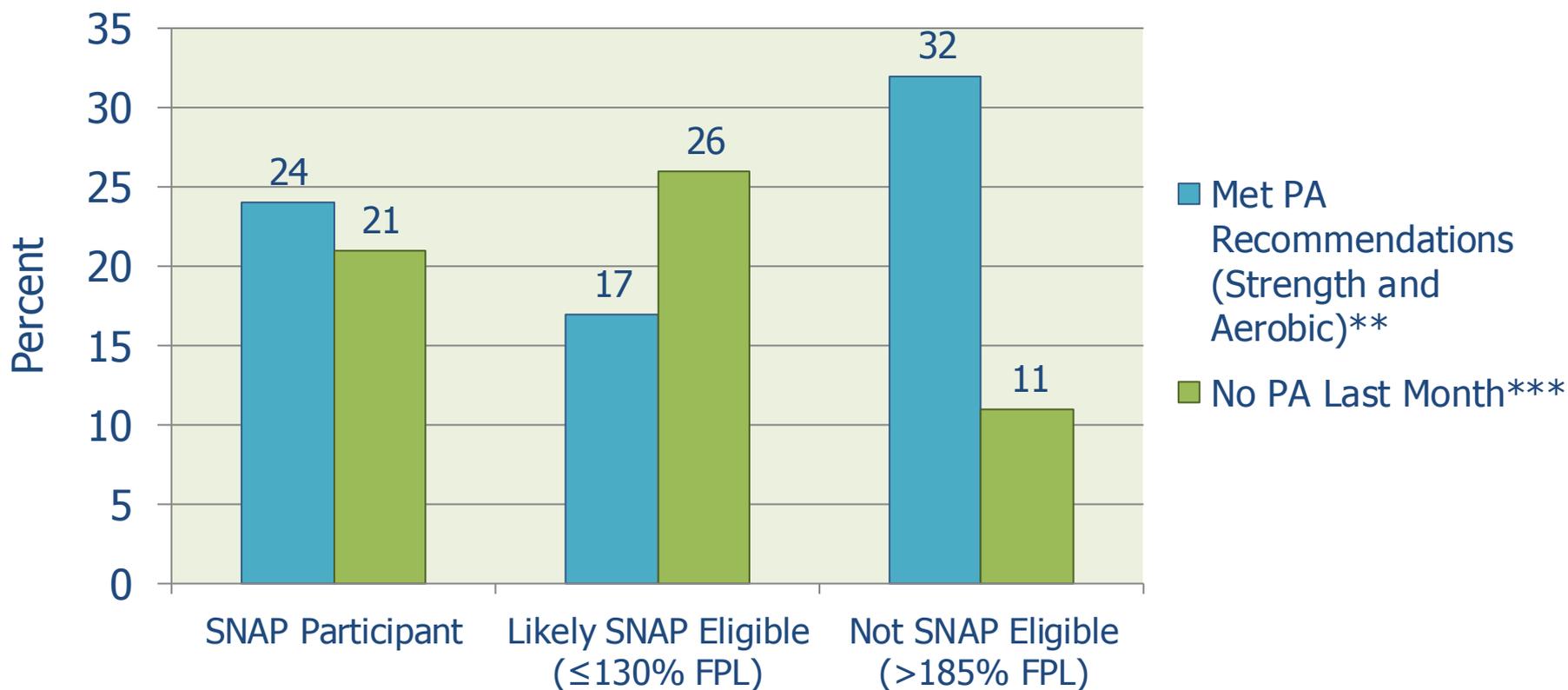
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# PA Recommendations

- **For substantial health benefits**
  - Adults should do at least 150 minutes of aerobic physical activity weekly, and engage in muscle strengthening exercises at least *twice per week*.
  - Children and adolescents should do 60 minutes or more of aerobic physical activity *daily*.



# CA Adults: PA Levels (18+ years old)

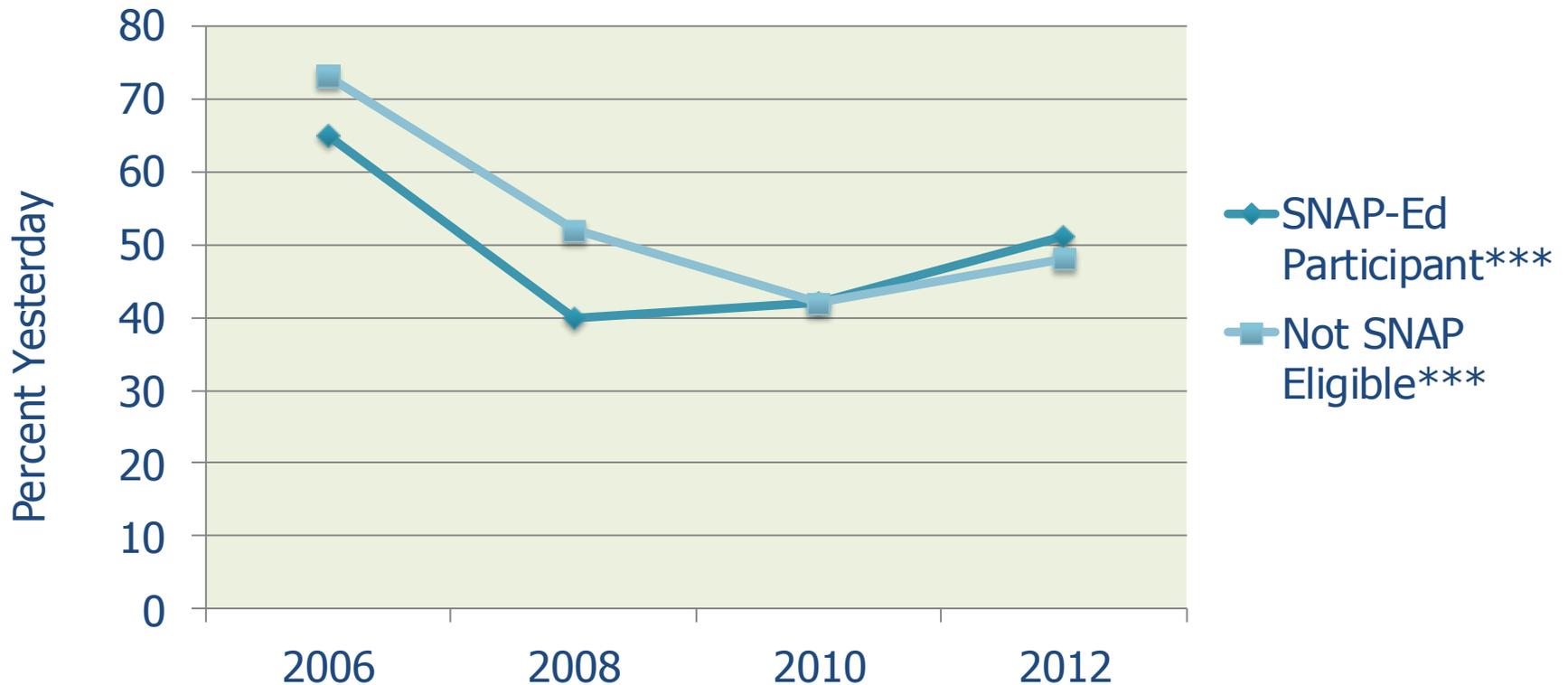


Source: 2011 California Dietary Practices Survey (CDPS)

\*\*p<.01; \*\*\*p<.001

# California Teens (12-17 years old)

## Adolescents who Report $\geq 1$ hour of PA



Source: California Teen Eating, Exercise and Nutrition Survey (CalTEENS)

\*\*\*  $p < .001$

# SNAP-Ed Children (6-11 years old)

**57% of CA low-income children report  $\geq 1$  hour of PA**



# PA Data Sources

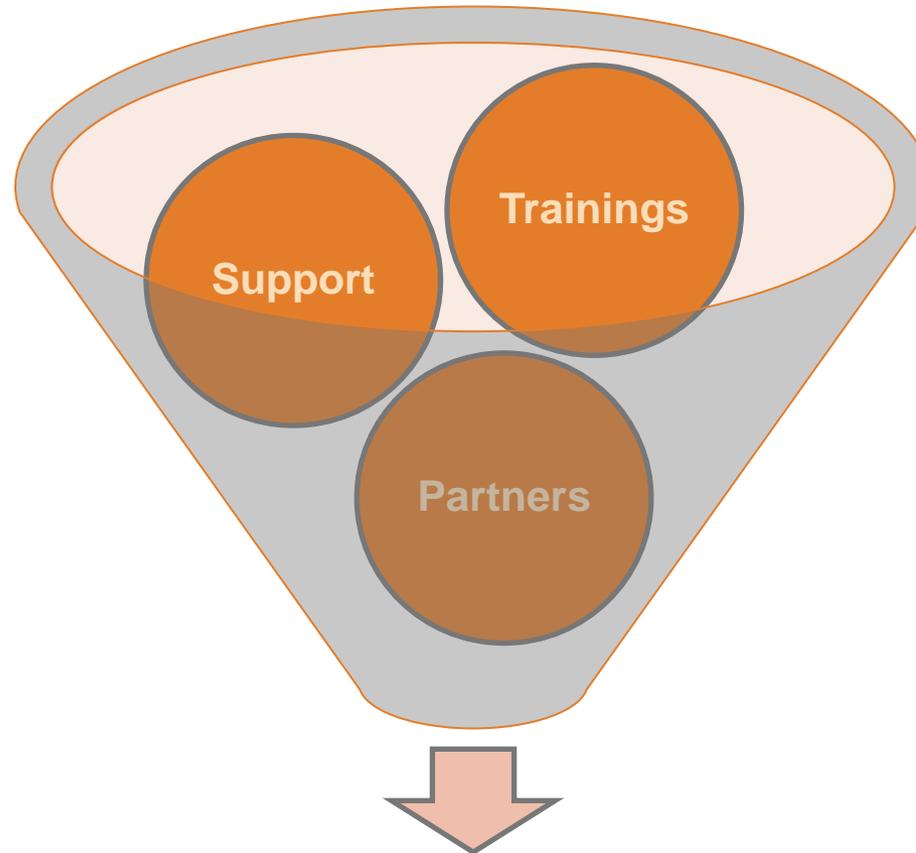


| Survey      | Target Audience            | Reach                                  | Dates                                       | Website   |
|-------------|----------------------------|--|---|---|
| CHIS        | Children, Teens and Adults | County and State                       | 2009 – Adults<br>2011-12 – Children & Teens | <a href="http://ask.chis.ucla.edu/main">http://ask.chis.ucla.edu/main</a>   |
| CDPS        | Adults                     | State                                  | 2011  | <a href="http://www.cdph.ca.gov/programs/cpns/Documents/8PhysicalActivity11.pdf">http://www.cdph.ca.gov/programs/cpns/Documents/8PhysicalActivity11.pdf</a>                     |
| BRFSS       | Adults                     | State and National                     | 2011  | <a href="http://apps.nccd.cdc.gov/brfss/">http://apps.nccd.cdc.gov/brfss/</a>   |
| CaITEENS    | Teens                      | State                                  | 2010 (Trend data available)                 | <a href="http://dq.cde.ca.gov/dataquest/">http://dq.cde.ca.gov/dataquest/</a>   |
| FITNESSGRAM | Teens                      | State, County, School District, School | 2013  | <a href="http://dq.cde.ca.gov/dataquest/">http://dq.cde.ca.gov/dataquest/</a>   |
| CalCHEEPS   | Children                   | State                                  | 2009  | <a href="http://www.cdph.ca.gov/programs/cpns/Documents/PhysicalActivity_CalCHEEPS_09.pdf">http://www.cdph.ca.gov/programs/cpns/Documents/PhysicalActivity_CalCHEEPS_09.pdf</a> |

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- PA Recommendations and Status of PA
- **Strategies to Meet your PA Grant Deliverables**
- PA Resources

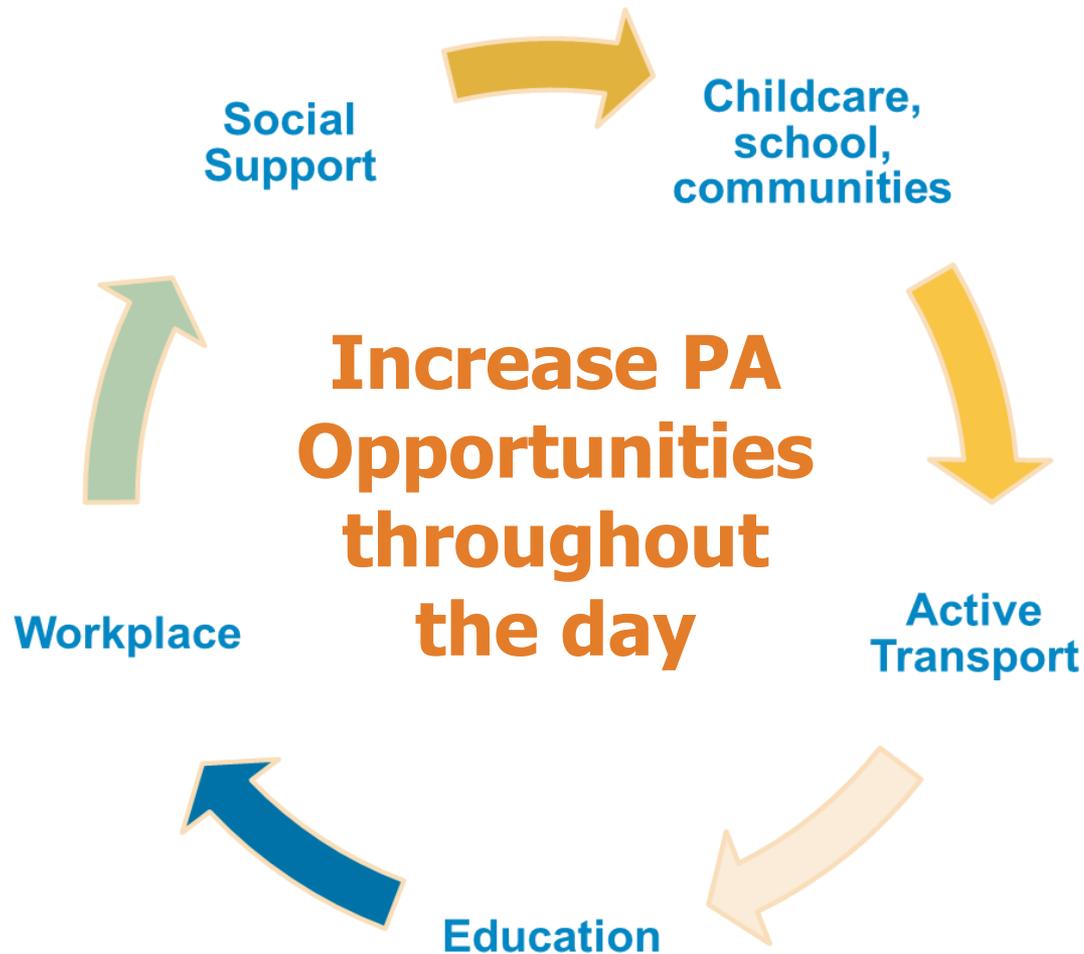
# Strategies to Meet Your PA Objectives



**Overall goal:**

**Increase PA among low income communities**

# Maximizing Impact in Your Communities



# How do we Seek to Impact our Audience?



# NEOP Objective 3

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH  
NUTRITION EDUCATION AND OBESITY PREVENTION (NEOP) BRANCH  
Deliverables for Local Health Department Grants  
FFY 2014-2016

## GRANT AGREEMENT NUMBER |

**GOAL:** Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) participants and those eligible up to 185 percent Federal Poverty Level (FPL) are educated and receive support to consume healthy foods and beverages, reduce consumption of less healthy foods and beverages and to increase physical activity. These are the behavioral outcomes that the United States Department of Agriculture (USDA) expects and have the potential to reduce the prevalence of obesity and the onset of related chronic diseases in the SNAP-Ed population.

### Objective 3: Physical Activity and Sedentary Behavior

Annually, as measured by statewide surveys and other surveillance systems, the percent of eligible California adults, teens, and children who meet their respective age-level goals for physical activity will increase and the percent of youth who report watching two or fewer hours of television a day will increase

consuming sugary beverages will decrease

#### Objective 3: Physical Activity and Sedentary Behavior

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#### Objective 4 - Environmental Supports for Nutrition Education

Annually, as measured by policy/systems/environmental change reports, at least 50 percent of local health departments will report successful implementation of one (or more place-based nutrition and physical activity standard(s) or environmental support(s) to nutrition education.

# Deliverable 1: Nutrition Education Plan

## ➤ Plan

- Assess PA among SNAP-Ed segments in your jurisdiction
- Incorporate PA into your Nutrition Education Plan
- Attend PA-related NEOP-sponsored trainings and meetings



# Deliverable 2: Educational Activities

PA Educational Component with:

- A) Nutrition Education
- B) Nutrition education and health promotion messages
- C) Community public relations events



# Educational Activities: Best Practice Example



**Michele Buran**

**Maximizing PE/PA throughout the  
School Day**

# PA Community Events: Walking and Biking

- **National Bike Month: May**
- **Walk to School Day: October**
  - Collaborate with partners to promote local activities
  - Identify local champions
  - Address health benefits in messaging

**CA Safe Routes to School Technical Assistance Resource Center (TARC): [www.casaferoutestoschool.org/](http://www.casaferoutestoschool.org/)**



# PA Community Events: Screen Free Week

## Screen Free Week: May

- ✓ Positive messages about alternative options
  - Use *Network Power Play!* “Try Something New” booklet
- ✓ Work with eligible schools



# Poll: PA Community Events

## Please answer one or more of the following:

- a) I do not have plans to have any role in PA community events
- b) I need more information and/or resources about PA community events
- c) I have experience participating in PA community events and have best practices and/or resources to share

# Deliverable 3: Community Engagement

A) Training

B) Partnerships and  
Coalitions



# Partnerships: Best Practice Example



**Carmen Bogan**

**Healthy Parks Healthy People:  
[www.hphpcentral.com](http://www.hphpcentral.com)**

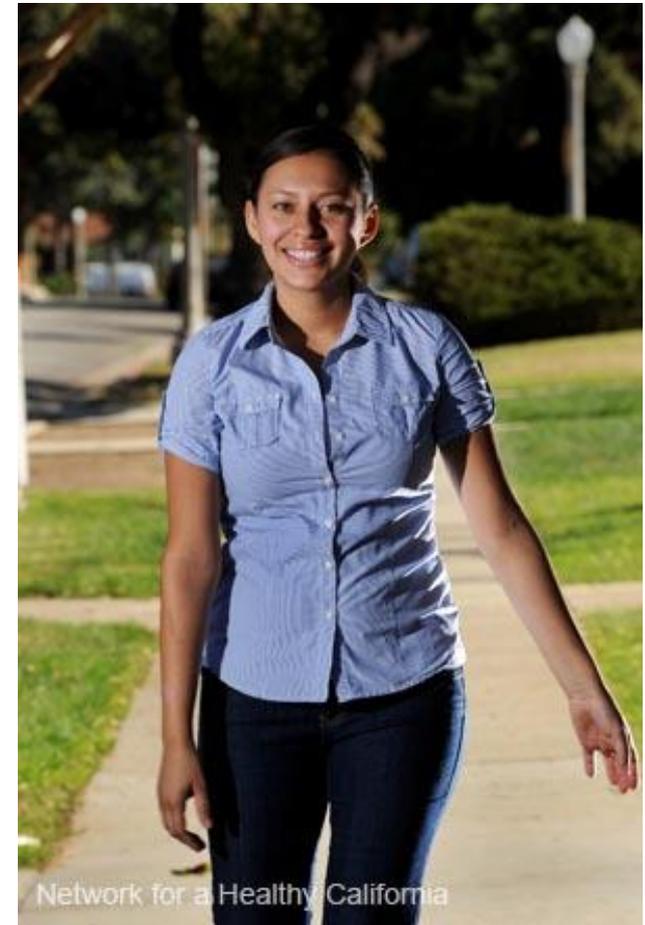
# Community Engagement: Trainings

## ➤ Local Champions

- Youth, parents, community members, physicians

## ➤ Peer-to-Peer Education

- Recruit peer educators for ongoing PA demonstrations



# Community Engagement: Best Practice Example



**Carmen Bogan**

**West Oakland Health Center  
Walking Club**

# Poll: Partnership

**I would like to partner with and/or learn more about partnering with: (check all that apply)**

- a) Parks and Recreation
- b) Active Transportation
- c) Worksites
- d) Schools/Afterschool/School Districts
- e) Health Centers

# Deliverable 4: PSE Strategies

## Policy, Systems and Environmental (PSE) change Strategies

- Active Transportation, Joint Use Agreements, and PA Policy



# PSE Strategies: Best Practice Example



**Michele Buran**

**Low Cost Environmental Change  
Early Childhood**

# Agenda

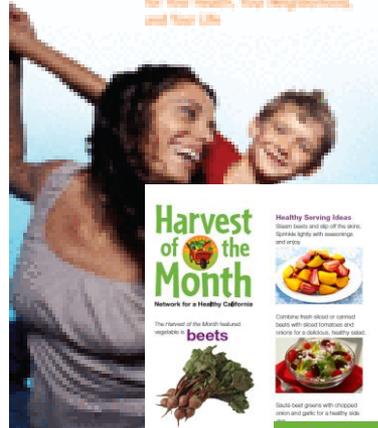
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- Strategies to Meet your PA Grant Deliverables
- **PA Resources**

# Network PA Resources



## Physical Activity

For Your Health, Your Neighborhood, and Your Life



## Harvest of the Month

Network for a Healthy California

The Harvest of the Month includes vegetables



### Health and Nutrition Go Hand-in-Hand

Make sure your diet fuels your activities and is healthy every day. Doing these things will help you live a longer, healthier life. It's about health, heart disease, and some other chronic diseases. These diseases have a lot to do with your diet. Sugar, fat, and sodium are bad for you. They can lead to obesity, heart disease, and many other health problems.

A cup of beans is a good source of fiber. Fiber helps with healthy digestion and may lower a person's risk of having a stroke with certain bean dishes. Beans also have fiber and protein. Beans are a good source of iron. Beans are a good source of iron. Beans are a good source of iron. Beans are a good source of iron.

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### Healthy Serving Sizes



Beats from salad or canned beans with most tomatoes and onions for a delicious, healthy salad.



Beats from grains with mixed beans with most tomatoes and onions for a healthy side.

### Shopper's Tip

Look for organic, local, and in-season produce. Do not buy produce that is past its prime. Buy produce that is fresh and in season. Buy produce that is fresh and in season. Buy produce that is fresh and in season.

Let's Get Physical! No time to exercise? Break up your physical activity into three short sessions throughout the day. On those days in the morning, take a walk or jog for 10 minutes. Take a 10-minute walk with your family or friends in the evening.

How Much Do I Need? The amount of time and expenditure you need depends on your age, gender, and the amount of physical activity you get each week.



## 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 Health and Physical Education Program. It was developed by the California Department of Education, the California Department of Public Health, and the California Department of Education. It was developed by the California Department of Education, the California Department of Public Health, and the California Department of Education. It was developed by the California Department of Education, the California Department of Public Health, and the California Department of Education.

**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

**Eat Well, Move More**

**PLAYING FOR HEALTHY CHOICES**

## Instant Recess

USER'S GUIDE



## Improving Worksite Stairwells

The following suggestions can help your employees enjoy the benefits of physical activity simply taking the stairs or a regular walk on a route a difference in the energy level and study of your workday.



### CREATING ATTRACTIVE AND INVITING STAIRWELLS

Once you have established that your workday's stairs are equipped 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 suggestions can help you offer your physical activity to accommodate the needs of all your employees. By forming a worksite walking club, you will be encouraging activity and productivity while supporting employee health in a meaningful way.



### STAIRWELL BASICS

In order to make the stairs and stairs who use them, make elements are in place:

- The stairs are safe and accessible to all.
- Stairwells should be well-lit.
- Stairwells should have handrails.
- Stairwells should have good ventilation.

### 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." They 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.

### 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 p.m.)

## Establishing a Worksite Wellness Committee

The Network for a Healthy California is the primary infrastructure that enables long-term health promotion in the workplace. The members of the Worksite Wellness Committee work to promote better health to all employees. With support from employees and of the worksite, the Wellness Committee is empowered to design, start, and implement worksite policies and employee health programs that will lead to reduced risk of chronic diseases, increased productivity, and reduced health care costs.

The goal of the Network for a Healthy California-Worksite Program is to provide California businesses with the cost, effective, and easy-to-implement worksite wellness tools package under the California Fit Business 10. Our research-backed publication from North Carolina's Eat Smart, Move More Worksite Wellness Program.

Their Committee Guide, Saving Dollars and Making Sense, is a practical workbook on how to establish an effective Wellness Committee. This resource not only provides a step-by-step process for employee surveys, needs assessments, program design, strategic planning, communication, and evaluating health promotion programs from start to finish.

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The Guide's Table of Contents is summarized here:

- Establishing a Worksite Wellness Committee ..... Page 6
- Getting Started: Identify and Recruit Committee Members ..... Page 7
- First Meeting: Bring the Committee Together ..... Page 8
- Second Meeting: Review Survey Results ..... Page 11
- Third Meeting: Write the Action Plan & First Funding ..... Page 13
- Fourth Meeting: Check Your Progress ..... Page 16
- Fifth Meeting: Check Your Progress ..... Page 17
- Sixth Meeting: Year 2nd Evaluation ..... Page 19

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 employee 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 Carolina Saving Dollars and Making Sense Committee Guide is located with the other Fit California Fit program tools at [www.nohat.com/fit](http://www.nohat.com/fit).

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# PA Resources

## What's New in FFY 14?



### ➤ PA Toolkit

### ➤ Stay Tuned!

- PA trainings and webinars
- PA resources to be uploaded to the website:

**[www.cdph.ca.gov/programs/cpns/Pages/PhysicalActivityIntegration.aspx](http://www.cdph.ca.gov/programs/cpns/Pages/PhysicalActivityIntegration.aspx)**

# Additional Approved PA Resources



- Physical Activity Guidelines for Americans (ages 6+)
- National Association for Sport and Physical Education (NASPE) (birth-age 5)
- Take 10!
- CATCH
- SPARK
- Let's Move!
- Alliance for a Healthier Generation
- CDC Guide to Strategies for increasing PA in the community

## **NEOP Approved Materials List:**

**[www.cdph.ca.gov/programs/cpns/Documents/Network-ApprvNutEdMaterList.pdf](http://www.cdph.ca.gov/programs/cpns/Documents/Network-ApprvNutEdMaterList.pdf)**

**SNAP-Ed Toolkit: <http://snap.nal.usda.gov/snap/SNAP-EdInterventionsToolkit.pdf>**

# Poll: Technical Assistance

**What TA do you need to help you meet your PA grant deliverables? (Check all that apply)**

- a) Phone call
- b) Webinar
- c) In-person trainings
- d) Network materials
- e) Other resources

# Q & A



# Thank You!

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