



Lighten Up Calloway

Healthy Lifestyles For A Healthy Future

Lighten Up Calloway Challenge Series
Unplug & Move - Fall 2017 Toolkit



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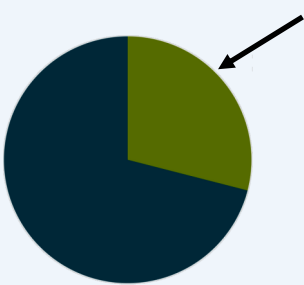


Obesity Epidemic

»ADULTS

Obesity is now classified as a *nation-wide epidemic*.

Adult obesity has been on the rise. In the last 15 years, Kentucky's adult obesity rate has more than doubled. The state of Kentucky now has the **fifth highest adult obesity rate in the nation**. What does this mean for Kentucky? As obesity percentages increase, so do the related health issues such as **high blood Pressure, diabetes, cancer, stroke, depression, anxiety, sleep apnea, etc.**



29% of Calloway County's Adult Population is *considered obese*.

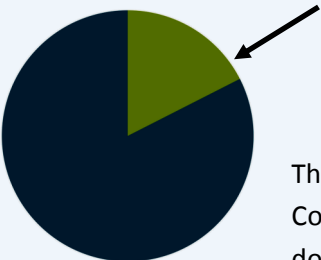
What does this mean for Calloway County? Without intervention, at least 29% of our adult population is at a much higher risk for developing obesity-related chronic diseases, experiencing a *lower health-related quality of life*, in addition to the development of psychosocial problems such as depression.

Obesity is now classified as a nation-wide epidemic. Obesity has negative implications for personal health, the economy and health care as well as business productivity. It is **our responsibility** to change our culture to change our future.

»OUR CHILDREN

We have encountered our first generation of children whose life expectancy is *less than their parent's generation*!

Early childhood obesity has **more than doubled in children** and **quadrupled in adolescents** in the past 30 years. What does this mean? More and more of our children are now facing a future of battling **obesity-related chronic diseases**, such as high blood pressure and diabetes that were once considered to be "adult diseases". As a result, we have encountered our first generation of children whose life expectancy is less than their parent's generation!



17.5% of Calloway County's children between the ages of 2 and 4 are *considered obese*.

This is **higher than** both the **state and national averages**. What does this mean for Calloway County? If we do not intervene as a community, at least 17.5% of our children already have double the risk for developing devastating, chronic diseases such as diabetes!

18% of Kentucky Adolescents are *considered obese*. What does this mean for Kentucky? New research indicates that obese kids have nearly **twice the risk** of having three physical, mental, or developmental problems compared to normal-weight children. Meaning 18% of our Kentucky kids are at risk for not being able to *fulfill their full potential*.

Challenge Overview

»COMMUNITY-WIDE HEALTH CHALLENGE

The Murray Calloway County Wellness Consortium/Lighten Up Calloway is launching a community-wide health challenge to educate the community on the harmful effects of too much screen time, and encouraging alternative options.

Lighten Up Calloway is asking employers, hospitals, health care institutions, schools, churches, non-profit organizations etc. to host an Unplug & Move challenge and help Lighten Up Calloway.

The challenge will begin on October 16th.

Challenge Objectives:

1. Increase the community's knowledge of the high rate of screen time and the associated health concerns.
2. Educate stakeholders and community partners about available strategies to decrease obesity rates, chronic disease, and health care cost through reduction of recreational screen time.
3. "De-Normalize" overuse of screen time.
4. Decrease overall 'Red' screen time through individual participation in the challenge.

The 'Unplug & Move' challenge will encourage participants to challenge themselves (for at least four weeks) to cut back/eliminate the amount of screen time in the day. If community participants would like to include incentives for a challenge 'winner'-we encourage them to do so.

Challenge Plan

»STEP-BY-STEP ACTION PLAN

Step 1: Obtain approval from your management team.

Step 2: Establish “Champions” within your organization. A ‘champion’ should be someone that will commit to implementing the challenge in your organization.

Step 3: Determine the best way to conduct the challenge intrinsically in your business, school, organization, etc.

Step 4: Spreading the Word

»To build momentum and encourage participation, use the emails and display the health information we’ve provided in applicable spaces: meeting rooms, public areas, restrooms etc.

Step 5: Conduct the Challenge

»Provide challenge information to participants.

- Stoplight information sheet with screen time divided into colored levels.
- Reduce Your Screen Time Recording Tool
- Educational handouts
- Pledge Card

Step 6: Have fun with the challenge and join in the efforts to help Lighten Up Calloway. Lighten Up Calloway encourages each business, church, school, organization etc. to be creative when conducting the challenge. Some worksites may want to supply incentives to encourage participation.

Questions & Answers

»REDUCE YOUR SCREENTIME

The following are common questions related to the Unplug & Move Campaign that you may encounter.

Why Reduce Your Screen time?

The Unplug and Move campaign/challenge is designed to educate the community about the need to decrease screen time in our everyday lives. By decreasing the screen time we can lower our risk of obesity, type 2 diabetes, and some types of cancer. Also by decreasing screen time in school age children it promotes language skills, emotional development, and increased physical activity.

Why focus on screen time alone?

Overconsumption of screen time in children and adults is becoming an increasingly large concern in relation to the obesity epidemic. The challenge is based on the 5-2 -1-0 campaign which encourages consuming 5 or more fruits & vegetables, 2 hours or less of recreational screen time, 1 or more hours of physical activity, and 0 sugary drinks each day. Lighten Up Calloway has already addressed the 5, 1 and 0. Now its time to reduce screen time.

What counts as screen time?

Recreational screen time includes screen time which is used for non-educational purposes. Screen time involves any activity performed on a television, computer, video game, tablet, or smart phone.

What counts as an alternative to screen time?

What you substitute your screen time with is up to you! Some ideas to replace screen time can include a family game night, playing outside, reading, board games, community events, etc.

I am currently already doing the recommendation guidelines. What now?

If you are already doing the recommended guidelines then that is great! Encourage others around you and support them in their journey to reduce their screen time!





CHALLENGE MATERIALS



Challenge

»HOW DOES IT WORK?

1. Track how much RED, YELLOW, and GREEN screen time you consume for a week.

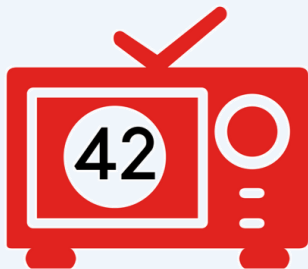
This will give you an idea of the average number of hours of screen time you currently get and help you write a goal for the next 3 weeks. See the key at the bottom on the page for screen time categories.

2. Set a goal for the program.

Aim to cut your total RED and YELLOW screen time by half over the next three weeks. If you are in the GREEN, try and maintain that level.

3. Continue tracking your screen time over the next three weeks.

Find other activities as alternatives for screen time.



42 HOURS OR MORE



15-41 HOURS



14 HOURS OR LESS

»WHAT TO SAY TO YOUR EMPLOYEES

Part 1: Obesity in Kentucky/Calloway County

- Kentucky ranks as the 7th most obese state in the United States for children and the 5th highest obese state in adults.
- In Calloway County 17.5% of our children between the ages of 2-4 years old are considered obese.
- In Kentucky 18% of Kentucky adolescents are considered obese.
- In Calloway County 29% of our adult population is considered obese.

Part 2: The problem with obesity.

- Early childhood obesity has more than doubled in children and quadrupled in adolescents in the past thirty years.
- What does this mean? More and more of our children are now facing a future of battling obesity-related chronic diseases, such as high blood pressure and diabetes that were once considered “adult diseases.”
- We have encountered our first generation of children whose life expectancy is less than their parent’s generation!
- Obesity is linked to many life-threatening chronic diseases like heart disease and type 2 diabetes.

Part 3: Making healthier choices

- Our Unplug and Move challenge is simple to follow and is set up in an easy to use stoplight format.
RED is for the amount of screen time you should consume rarely or not at all.
Yellow indicates the amount of screen time you should have occasionally.
Green is for the amount that you should aim for: less than 2 hours per day/14 hours per week.



Promotional Templates

»EMAIL

Event Announcement Email:

Did you know children that have more than 2 hours of screen time per day are 2x more likely to be obese than children who watch less than one hour per day? We didn't either, and now that we do we want to raise awareness by participating in the Lighten Up Calloway's county wide Unplug and Move Challenge in October 2017.


Reducing screen time can improve health outcomes by reducing your risk for obesity, sleeping problems, type 2 diabetes and other chronic health problems. We will take a small, but significant step together by participating in the community wide Unplug and Move challenge to help [INSERT COMPANY/ORGANIZATION NAME] become a healthier environment for everyone.

Join the Unplug and Move challenge October 2017 in a step to improve your personal health and to help in the community initiative to Lighten Up Calloway!



Promotional Items

»PLEDGE CARD: FRONT



MY PROMISE TO REDUCE MY SCREENTIME

☐ I promise to REDUCE my SCREENTIME

☐ I promise to keep my family healthy by helping them to REDUCE their SCREENTIME.

Signature

Date

»PLEDGE CARD: BACK

TIPS TO REDUCE SCREENTIME

Have a family game night!

Turn the TV off during meals!

Go on a walk!

Check out a community event!


Pick up a book!

Create a viewing calendar for your must watch TV programs and then shut off the TV

Promotional Items

»TRACKING TOOL: FRONT

UNPLUG & MOVE TRACKING TOOL





Red: More than 42 hours of recreational screen time per week


Yellow: Between 15-41 hours of recreational screen time per week

Green: 14 hours or less of recreational screen time per week

























































Don't forget to check out our calendar of events for ideas of what to do instead of looking at a screen!

 [Facebook.com/obesityworkgroup](https://www.facebook.com/obesityworkgroup)





»TRACKING TOOL: BACK

| | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Totals: | Activity instead of Screen Time |
|-----------------------------|---|---|---|---|---|---|--|---|---------------------------------|
| WEEK 1 (baseline) |  |  |  |  |  |  |  | <div style="display: flex; align-items: center;"><div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div></div> | |
| DATE: |  |  |  |  |  |  |  | <div style="display: flex; align-items: center;"><div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div></div> | |
| | Other _____ | Other _____ | Other _____ | Other _____ | Other _____ | Other _____ | Other _____ | <div style="display: flex; align-items: center;"><div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div></div> | |
| WEEK 2 |  |  |  |  |  |  |  | <div style="display: flex; align-items: center;"><div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div></div> | |
| DATE: |  |  |  |  |  |  |  | <div style="display: flex; align-items: center;"><div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div></div> | |
| | Other _____ | Other _____ | Other _____ | Other _____ | Other _____ | Other _____ | Other _____ | <div style="display: flex; align-items: center;"><div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div></div> | |
| WEEK 3 |  |  |  |  |  |  |  | <div style="display: flex; align-items: center;"><div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div></div> | |
| DATE: |  |  |  |  |  |  |  | <div style="display: flex; align-items: center;"><div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div></div> | |
| | Other _____ | Other _____ | Other _____ | Other _____ | Other _____ | Other _____ | Other _____ | <div style="display: flex; align-items: center;"><div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div></div> | |
| WEEK 4 |  |  |  |  |  |  |  | <div style="display: flex; align-items: center;"><div style="width: 10px; height: 10px; background-color: red; border-radius: 50%;"></div></div> | |
| DATE: |  |  |  |  |  |  |  | <div style="display: flex; align-items: center;"><div style="width: 10px; height: 10px; background-color: yellow; border-radius: 50%;"></div></div> | |
| | Other _____ | Other _____ | Other _____ | Other _____ | Other _____ | Other _____ | Other _____ | <div style="display: flex; align-items: center;"><div style="width: 10px; height: 10px; background-color: green; border-radius: 50%;"></div></div> | |

Promotional Items

»Unplug and Move Flyer



The flyer features a vertical traffic light on the left with its red, yellow, and green lights illuminated. To the right of the traffic light, the title "Unplug & Move Challenge" is written in red and black. Below the title is a green icon of a television set. Further down, the text "GO ON GREEN!" and "14 HOURS OR LESS VIEWING YOUR SCREEN!" is displayed in green. At the bottom, there is a disclaimer about weekly subtotals, contact information for "Our Culture", and logos for "UP CALLOWAY" and "MURRAY & CALLOWAY CO wellness Consortium". A Facebook link is also provided.

Unplug & Move Challenge

GO ON GREEN!

14 HOURS OR LESS VIEWING YOUR SCREEN!

Hours are based off a weekly subtotal; daily amounts may vary.
To Help Change *Our Culture* CALL 270.762.1837

UP CALLOWAY

MURRAY & CALLOWAY CO wellness Consortium

f [Facebook.com/obesityworkgroup](https://www.facebook.com/obesityworkgroup)

Promotional Items

»REDUCE your SCREEN TIME POSTER

UNPLUG

&

MOVE

Step Away from The Screen and into The Scene

STOP ON RED
42 HOURS OR MORE
YOU'RE IN OVER YOUR HEAD!

CAUTION ON YELLOW
BETWEEN 15-41 HOURS
THE SCREEN IS NOT YOUR FELLOW!

GO ON GREEN!
14 HOURS OR LESS
VIEWING YOUR SCREEN!

Hours are based off a weekly subtotal; daily amounts may vary.
To Help Change Your Lifestyle CALL: 270.762.5837

LIGHTEN UP
CALLOWAY

WELLNESS
CONSORTIUM

Facebook.com/obesityworkgroup



Would you rather remember the days at
the park or the year looking at your
phone?

BE HEALTHY, make the smart choice.



Facebook.com/obesityworkgroup

To Help Change **Our Culture** CALL 270.762.1837

References

Adair, L.S., Boone, J.E., Gordon-Larsen, Penny, Popkin, B.M. (2007). Screen time and physical activity during adolescence: longitudinal effects on obesity in young adulthood, *BMC Public Health*, 4:26.

Anderson, S.E., Economos, C.D., Must, A. (2008). Active play and screen time in US children aged 4 to 11 years in relation to sociodemographic and weight status characteristics: a nationally representative cross-Sectional analysis, *BMC Public Health*, 8:366.

Kentucky Cabinet for Health and Family Services (2015). Healthy Numbers for Kentucky Families. Retrieved from <http://chfs.ky.gov/>