



Healthy Lifestyles For A Healthy Future

Lighten Up Calloway Challenge Series
Stand Up & Move - Summer 2019 Toolkit



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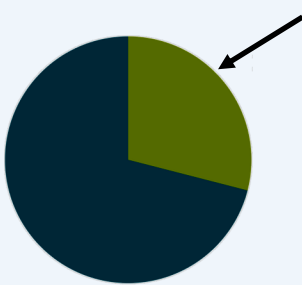


Obesity Epidemic

»ADULTS

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

Adult obesity has been on the rise. Kentucky's obesity rate is ranked 8th in the nation. As obesity percentages increase, so do the related health issues such as **high blood Pressure, diabetes, cancer, stroke, depression, anxiety, sleep apnea, etc.**



32% of Calloway County's Adult Population is *considered obese*.

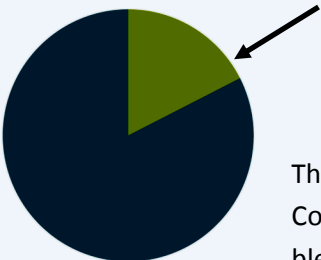
What does this mean for Calloway County? Without intervention, at least 32% of our adult population is at a much higher risk for developing obesity-related chronic diseases, experiencing a *lower health-related quality of life*, in addition to the development of psychosocial problems such as depression.

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!



20% of Calloway County's high school youth 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 20% of our children already have double the risk for developing devastating, chronic diseases such as diabetes!

Kentucky has the **third highest obesity rate for youth ages 10 to 17**. 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 our Kentucky youth are at risk for not being able to *reach their full potential*.

Challenge Overview

»COMMUNITY-WIDE HEALTH CHALLENGE

Lighten Up Calloway
is launching a community-wide health challenge to educate the community on the harmful effects of too much leisure time spent sitting and encouraging alternative options.

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

The challenge will begin on July 1, 2019

Challenge Objectives:

1. Increase the community's knowledge of the high rate of leisure time spent sitting 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 leisure time spent sitting.
3. "De-Normalize" excessive sitting.
4. Decrease overall 'Red' leisure time spent sitting through individual participation in the challenge.

The 'Stand Up & Move' challenge will encourage participants to challenge themselves (for at least four weeks) to cut back/eliminate the amount of sitting time in the day. If community participants would like to include incen-

Challenge Plan

»STEP-BY-STEP ACTION PLAN FOR EMPLOYERS

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 sitting time divided into colored levels.
- Reduce Your Sitting 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 TIME SPENT SITTING

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

Why reduce your leisure time spent sitting?

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

Why focus specifically on leisure time spent sitting?

The “Sitting Disease” is becoming an increasingly large concern in relation to the obesity epidemic in children and adults. The challenge is based on the updated Physical Activity Guidelines and research that shows an association between time spent sitting and mortality.

What counts as leisure time?

Time spent outside of work and school.

What counts as an alternative to sitting time?

What you substitute your sitting time with is up to you! Some ideas to replace sitting time can include playing sports, going for a walk, standing instead of sitting on the couch, etc.

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

If you are already meeting the recommended guidelines, congratulations! Encourage others around you and support them in their journey to reduce their leisure time spent sitting and increase physical activity!



CHALLENGE MATERIALS



Challenge

»HOW DOES IT WORK?

1. Track how much RED, YELLOW, and GREEN leisure time you spend sitting for a week.

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

2. Set a goal for the program.

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

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

Find other activities as alternatives for sitting time.



MORE THAN 6 HOURS PER
DAY

4-6 HOURS PER
DAY



LESS THAN 3 HOURS PER
DAY

»WHAT TO SAY TO YOUR EMPLOYEES

Part 1: Obesity in Kentucky and Calloway County

- Kentucky ranks as the 8th most obese state in the United States for adults and the 3rd highest obese state in ages 10-17.
- In Calloway County 20% of high school youth are considered obese, and 32% 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.
- This means 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

- Current research shows the risk of all-cause mortality decreases as time spent sitting decreases.
- The Physical Activity Guidelines state most people would benefit from both increasing moderate-to-vigorous physical activity and reducing time spent sitting.
- Inactive people can achieve substantial health gains by increasing their activity level even if they do not reach the target range.
- The Stand Up and Move challenge is simple to follow and is set up in an easy to use stoplight format.

RED represents spending more than 6 hours sitting during your leisure time and increased risk for cardiovascular disease.

YELLOW indicates sitting more than 3 hours per day but less than 6.

GREEN is the number of hours that you should aim for: less than 3 hours per day.

Promotional Templates

»EMAIL

Event Announcement Email:



Did you know that sitting less than 3 hours per day decreases your risk for cardiovascular disease, Type 2 diabetes, and some cancers? We didn't either, and now that we do we want to raise awareness by participating in the Lighten Up Calloway's Stand Up and Move Challenge this Summer 2019.



Reducing sitting time and replacing it with physical activity reduces your risk for chronic health problems. Inactive people can achieve substantial health gains by increasing their activity level even if they do not reach the target range. Even a brief episode of physical activity like climbing up a few flights of stairs or standing instead of sitting can be beneficial.

By participating in the community wide Stand Up and Move challenge, [INSERT COMPANY/ORGANIZATION NAME] will take a small, but significant step together to help create a healthier environment for everyone.

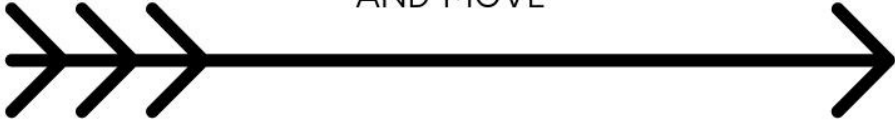
Join the Stand Up and Move Challenge Summer 2019 as a step to improve your personal health and to help in the community initiative to Lighten Up Calloway!

Promotional Items

»PLEDGE CARD: FRONT



MY PLEDGE TO STAND
UP
AND MOVE



☐ I pledge to be physically active at least 1 hour per day this summer!

☐ I pledge to help my family be healthy by encouraging them to be physically active this summer!

Signature

Date

»PLEDGE CARD: BACK

TIPS TO BE MORE ACTIVE



Go for a family bike ride!
Organize a neighborhood game!
Help in the garden!
Visit a park!
Walk around the block!
Go to the Farmer's Market!



Promotional Items

»TRACKING TOOL: FRONT

STAND UP AND MOVE TRACKING TOOL



RED: MORE THAN 6 HOURS PER DAY
TRY TO INCREASE YOUR PHYSICAL ACTIVITY EACH DAY!



YELLOW: 4-6 HOURS PER DAY
TRY TO REDUCE THE TIME YOU SIT EACH DAY!



GREEN: LESS THAN 3 HOURS PER DAY
THIS IS THE AMOUNT YOU SHOULD STRIVE FOR!

Log your hours spent sitting each day on the back.



»TRACKING TOOL: BACK

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		ACTIVITY INSTEAD OF SITTING
<input type="checkbox"/>								<input type="checkbox"/>	
WEEK 1 DATE								TOTALS	
								<div><div></div><div></div><div></div></div>	
WEEK 2 DATE								TOTALS	
								<div><div></div><div></div><div></div></div>	
WEEK 3 DATE								TOTALS	
								<div><div></div><div></div><div></div></div>	
WEEK 4 DATE								TOTALS	
								<div><div></div><div></div><div></div></div>	

Promotional Items

»Stand up and Move Flyer

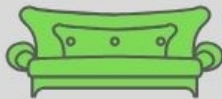
TAKE THE CHALLENGE: STAND UP AND MOVE!



RED: MORE THAN 6 HOURS PER DAY
TRY TO INCREASE YOUR PHYSICAL ACTIVITY
EACH DAY!



YELLOW: 4-6 HOURS PER DAY
TRY TO REDUCE THE TIME YOU SIT EACH
DAY!



GREEN: LESS THAN 3 HOURS PER DAY
THIS IS THE AMOUNT YOU SHOULD
STRIVE FOR!



Promotional Items

»REDUCE your SITTING TIME POSTER

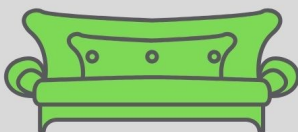
TAKE THE CHALLENGE: STAND UP AND MOVE!



STOP ON RED: MORE THAN 6 HOURS PER DAY
TRY TO INCREASE YOUR PHYSICAL ACTIVITY
EACH DAY!

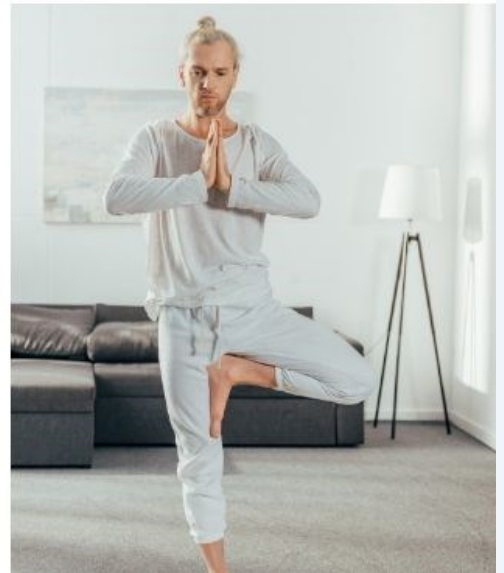
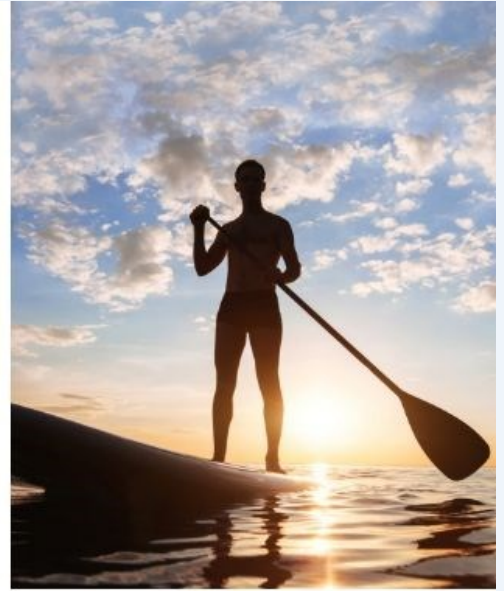


CAUTION ON YELLOW: 4-6 HOURS PER DAY
TRY TO REDUCE THE TIME YOU SIT EACH
DAY!



GO ON GREEN: LESS THAN 3 HOURS PER
DAY
THIS IS THE AMOUNT YOU SHOULD
STRIVE FOR!





Add life to your years! Increase your physical activity in little ways each day!

BE HEALTHY, make the smart choice.



Facebook.com/obesityworkgroup

To help change our **FUTURE**, call 270-762-1837

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<https://www.stateofobesity.org/states/ky/>

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rankings/calloway/county/outcomes/overall/snapshot](http://www.countyhealthrankings.org/app/kentucky/2019/rankings/calloway/county/outcomes/overall/snapshot)