

Get Moving Calloway!

OCTOBER 2016

Exercise is optional; movement is essential.





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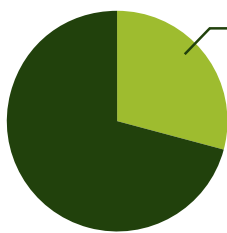


Obesity Epidemic

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*.

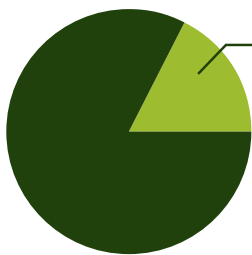
What does this mean for Calloway County? Without intervention, at least 29% of our adult population is at a much higher risk for developing obesity-related chronic diseases, experiencing a *lower health-related quality of life*, in addition to the development of psychosocial problems such as depression.

Obesity is now classified as a nation-wide epidemic. Obesity has negative implications for personal health, the economy, 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 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 are already 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 Plan

It's easy to participate using this guide, our educational resources and health information.

Step-by-Step Action Plan:

Step 1: Get management to sign off.

Secure approval to participate in this community-wide physical activity challenge.

Step 2: Choose a starting date.

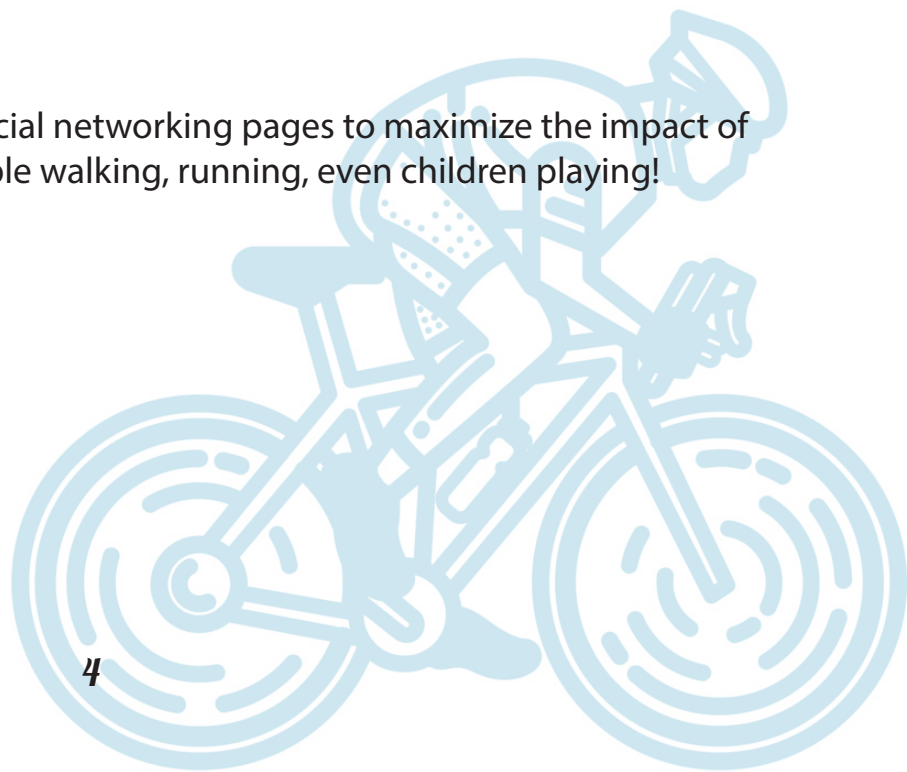
We recommend you start the first week of October, but if that isn't convenient, choose a different start date and end 4 weeks later.

Step 3: Spread the word.

Date set? Start promoting Get Moving Calloway! Use our easy to print flyers. Display the health information we've provided in applicable places such as: meeting rooms, public areas, rest rooms, etc. to build momentum.

Step 4: Get Moving Calloway!

Make sure to share this event on your social networking pages to maximize the impact of your participation. Take pictures of people walking, running, even children playing!





Questions and Answers

The following are common questions related to the Get Moving Calloway Campaign that you may encounter.

Why Get Moving Calloway?

This campaign/challenge is designed to educate the community about the need for physical activity in our everyday lives. Physical activity can reduce the risk of stroke, high blood pressure and type 2 diabetes, as well as some types of cancer.

What types of physical activity count toward my goal of 150 minutes per week?

ALL types! From walking to gardening to cleaning house to group fitness classes!

I don't currently do any physical activity, how do I get started?

Start slow. Work up to 150 minutes of physical activity per week. Start with walking short periods of time and increasing the time period each day. It is better to exercise for shorter periods of time over several days.

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

Great! Simply record number of minutes of your exercise. We still want to know what you are doing even if you do not need to change anything to meet the guidelines.



Presenting: *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 for adults.
- In Calloway County 17.5% of our children between the ages of 2-4 years old are considered obese.
- In Kentucky 18% of 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 30 years.
- What does that 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: We are not getting enough physical activity.

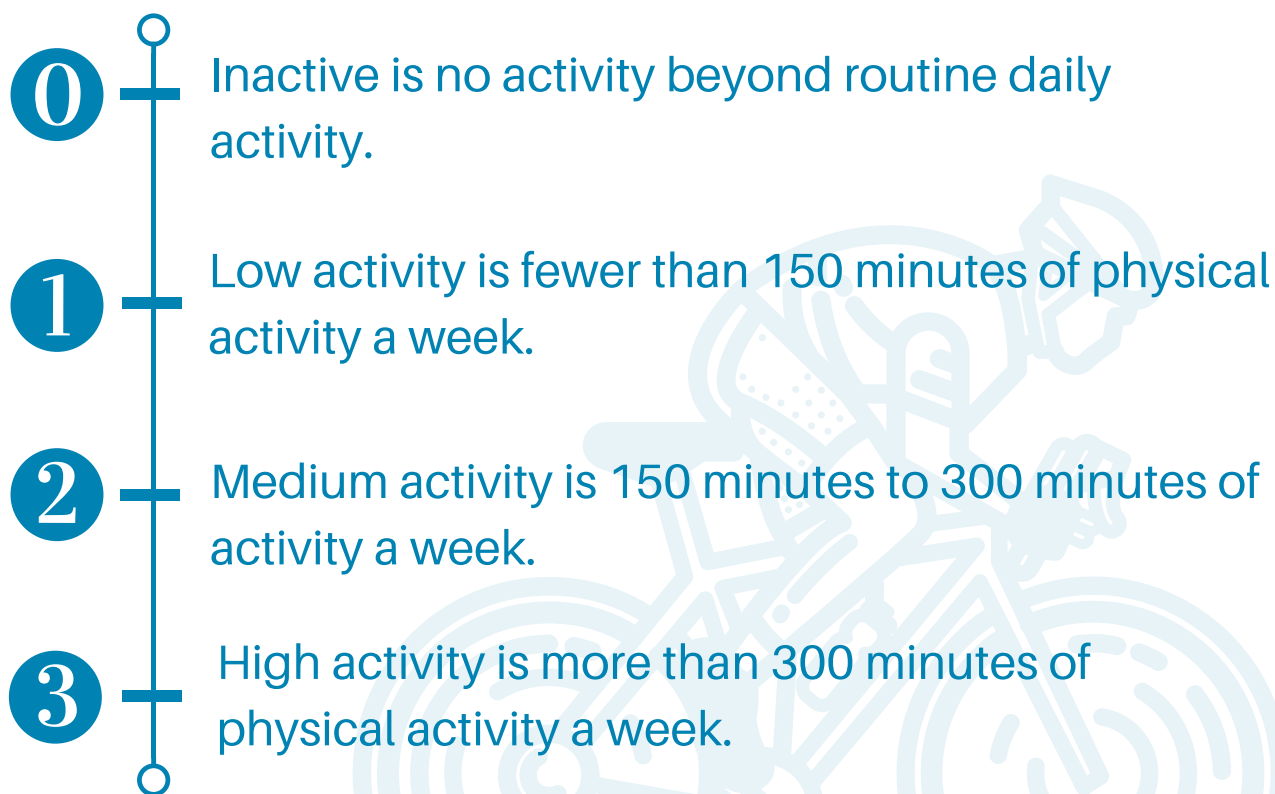
- The Center for Disease Control recommends that adults and older adults get 150 minutes of physical activity a week.
- Children and adolescents are recommended to get 60 minutes of physical activity a day.
- People gain some health benefits even when they do as little as 60 minutes a week of moderate-intensity aerobic physical activity.
- The health benefits of physical activity are generally independent of body weight. The good news for people needing to lose weight is that regular physical activity provides major health benefits, no matter how their weight changes over time.



Presenting: *What to say to your employees*

Part 4: Making healthier choices

- Our Get Moving Calloway challenge is easy to follow. Record the number of minutes on our easy to follow calendar, add up your total minutes each week to see which category you fall into.
- Inactive adults, or those who don't yet do 150 minutes of physical activity a week, should work gradually toward this goal. The initial amount of activity should be at a light or moderate intensity, for short periods of time, with the sessions spread throughout the week. The good news is that "some is better than none."



Challenge Materials

Exercise is optional; movement is essential.





Recording Tool

Exercise is optional; movement is essential.

Get Moving Calloway!
TRACKING CALENDAR
OCTOBER 2016

Name: _____
Email: _____

| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---|
| Week 1 | | | | | | | 1 Weekly Total Minutes 0 1 2 3 (circle one) Minutes |
| Week 2 | 2 ____ Minutes | 3 ____ Minutes | 4 ____ Minutes | 5 ____ Minutes | 6 ____ Minutes | 7 ____ Minutes | 8 Weekly Total Minutes 0 1 2 3 (circle one) Minutes |
| Week 3 | 9 ____ Minutes | 10 ____ Minutes | 11 ____ Minutes | 12 ____ Minutes | 13 ____ Minutes | 14 ____ Minutes | 15 Weekly Total Minutes 0 1 2 3 (circle one) Minutes |
| Week 4 | 16 ____ Minutes | 17 ____ Minutes | 18 ____ Minutes | 19 ____ Minutes | 20 ____ Minutes | 21 ____ Minutes | 22 Weekly Total Minutes 0 1 2 3 (circle one) Minutes |
| Week 5 | 23 ____ Minutes | 24 ____ Minutes | 25 ____ Minutes | 26 ____ Minutes | 27 ____ Minutes | 28 ____ Minutes | 29 Weekly Total Minutes 0 1 2 3 (circle one) Minutes |
| Week 6 | 30 ____ Minutes | 31 ____ Minutes | | | | | |

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Get Moving Calloway!


Let's Get Moving!

What is it?
Everyone in Calloway County is invited to participate in a four-week physical activity challenge during the month of October.

Why join the challenge?
It's a fun and easy way to feel energized, get healthy and reduce stress with your family, friends and community.

How to join:
1. Dance, run, swim, walk or just Get Moving!
2. Track your physical activity minutes one of two ways:


lightenupcalloway.org


 Paper tracking tool.

What's YOUR Number?

- 0 Inactive is no activity beyond routine daily activity.
- 1 Low activity is fewer than 150 minutes of physical activity a week.
- 2 Medium activity is 150 minutes to 300 minutes of activity a week.
- 3 High activity is more than 300 minutes of physical activity a week.



**STOP.
RETHINK
YOUR
DRINK.
GO ON
GREEN.**



Email Template

Email Text:

Get Moving Calloway!

Are you getting enough physical activity?

The Centers for Disease Control (CDC) recommends every adult get at least 150 minutes of exercise per week. Children and adolescents should be active for at least 60 minutes each day.

(INSERT COMPANY/ORGANIZATION NAME) is participating in the community wide Get Moving Calloway challenge to help our employees take a small, but significant step toward meeting the CDC recommendations.

In October, we encourage each of you to set a goal of attaining at least 150 minutes of some type of physical activity per week - ***that's only 30 minutes each day!***

By accepting this challenge, you will be taking an important step in improving your personal health by lowering your risks of developing chronic diseases such as high blood pressure, type 2 diabetes and depression, as well as some cancers.

Join us in making our workplace and community a healthier environment by accepting the challenge to change our culture to change our future. Look for more information to come.

For more information contact (INSERT NAME HERE).



Key Guidelines for Children and Adolescents

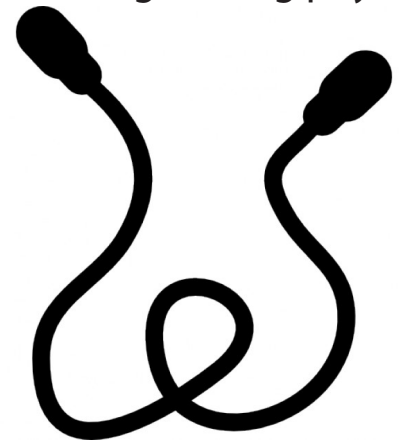


Children and adolescents should do 60 minutes (1 hour) or more of physical activity daily.

Aerobic: Most of the 60 or more minutes a day should be either moderate or vigorous intensity aerobic physical activity, and should include vigorous-intensity physical activity at least 3 days a week. For example: bicycle riding and hiking.

Muscle-strengthening: As part of their 60 or more minutes of daily physical activity, children and adolescents should include muscle-strengthening physical activity on at least 3 days of the week. For example: swinging on monkey bars, tree climbing and tug-of-war. **Note: lifting weights is not appropriate for children and young adolescents.**

Bone-strengthening: As part of their 60 or more minutes of daily physical activity, children and adolescents should include bone-strengthening physical activity on at least 3 days of the week. For example: hopscotch, jumping rope and basketball.



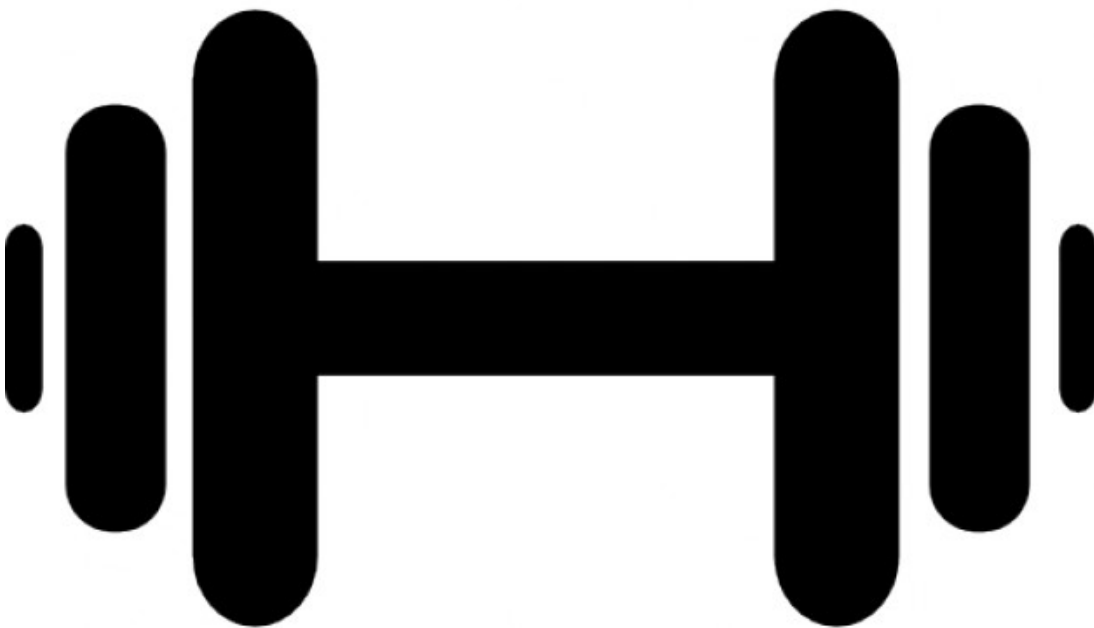
“It is important to encourage young people to participate in physical activities that are appropriate for their age, that are enjoyable, and that offer variety.”



Key Guidelines for Adults

All adults should avoid inactivity. Some physical activity is better than none, and adults who participate in any amount of physical activity gain some health benefits.

- For substantial health benefits, adults should do at least 150 minutes a week of moderate intensity aerobic physical activity.
- Adults should also do muscle-strengthening activities that are moderate or high intensity and involve all major muscle groups on 2 or more days a week as these activities provide additional health benefits. Examples of moderate intensity muscle-strengthening activities include: sit-ups, push-ups, climbing rock walls and weight lifting.





Key Guidelines for Older Adults

The key guidelines for adults also apply to older adults. In addition, the following guidelines are just for older adults:

- When older adults cannot do 150 minutes of activity a week because of chronic conditions, they should be as physically active as their abilities and conditions allow.
- Older adults with chronic conditions should understand whether and how their conditions affect their ability to do regular physical activity safely.

Regular physical activity is essential for healthy aging. Adults aged 65 years and older gain substantial health benefits from regular physical activity, and these benefits continue to occur throughout their lives. Promoting physical activity for older adults is especially important because this population is the least physically active of any age group.



Older adults are a varied group. Most, but not all, have one or more chronic conditions, and these conditions vary in type and severity. All have experienced a loss of physical fitness with age, some more than others. This diversity means that some older adults can run several miles, while others struggle to walk several blocks.





What's Your Number? Flyer

What's YOUR Number?

- 
- 0** Inactive is no activity beyond routine daily activity.
 - 1** Low activity is fewer than 150 minutes of physical activity a week.
 - 2** Medium activity is 150 minutes to 300 minutes of activity a week.
 - 3** High activity is more than 300 minutes of physical activity a week.
- 

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Get Moving Calloway!





Pedometer



For adults who prefer walking as a form of aerobic activity, pedometers or step counters are useful in tracking progress toward personal goals.

One way to set a step goal is the following:

1. To determine usual daily steps from baseline activity, a person wears a pedometer to observe the number of steps taken on several ordinary days with no episodes of walking for exercise. Assume the average is about 5,000 steps a day.
2. While wearing the pedometer, the person measures the number of steps taken during 10 minutes of an exercise walk. Assume this is 1,000 steps. Then, for a goal of 40 minutes of walking for exercise, the total number of steps would be 4,000.
3. To calculate a daily step goal, add the usual daily steps (5,000) to the steps required for a 40-minute walk (4,000), to get the total steps per day ($5,000 + 4,000 = 9,000$).

Each week the person gradually increases the time walking for exercise until the step goal is reached. Rate of progression should be individualized. Some people who start out at 5,000 steps a day can add 500 steps per day each week. Others, who are less fit and starting out at a lower number of steps, should add a smaller number of steps each week.



References

Centers for Disease Control and Prevention (CDC):

- <http://www.cdc.gov/HomeandRecreationalSafety/Falls/index.html>

National Institutes of Health:

- <http://nihseniorhealth.gov/exerciseforolderadults/healthbenefits/01.html>

Office of the Surgeon General:

- <http://www.surgeongeneral.gov/initiatives/walking/index.html>

President's Council on Physical Fitness and Sports:

- <http://www.presidentschallenge.org>

Division of Adolescent and School Health, CDC:

- <http://www.cdc.gov/healthyyouth/npao/index.htm>

Administration on Aging (AoA):

- <http://www.aoa.gov>

Division of Nutrition, Physical Activity, and Obesity (DNPAO), CDC:

- <http://www.cdc.gov/nccdphp/dnpao/index.html>

Federal Highway Administration:

- http://www.fhwa.dot.gov/environment/bicycle_pedestrian/

Environmental Protection Agency:

- <http://www.epa.gov/aging/bhc/index.htm>

National Institutes of Health:

- <http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan>

National Park Service:

- http://www.nps.gov/ncrc/programs/rtca/helpfultools/ht_publications.html

U.S. Preventive Services Task Force (USPSTF):

- <http://www.uspreventiveservicestaskforce.org/>

Healthier Worksite Initiative, CDC:

- <http://www.cdc.gov/nccdphp/dnpa/hwi/index.htm>