



Physical Activity Encouragement Programs

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Why Encouragement Programs?

- Recommended: Creation of or Enhanced Access to Places for PA combined with Informational Outreach Activities



What is Move More?

- FREE program for people who want to be more active, improve their nutrition choices and reduce their risk for chronic disease.

Elements of Move More

- **Movers** – Lay Health Educator/Champion
- **Enrollee Packets**
- **Move More Website**
- **Incentives**
- **Trail/Route Development**

Elements of Move More – cont.

- **Chronic Disease Self-Management Program (Living Well)**
 - Building capacity for teaching CDSM program
- **Special pilots or focus on sub-populations**
- **Referral to Move More by PCPs**
- **Advocacy**

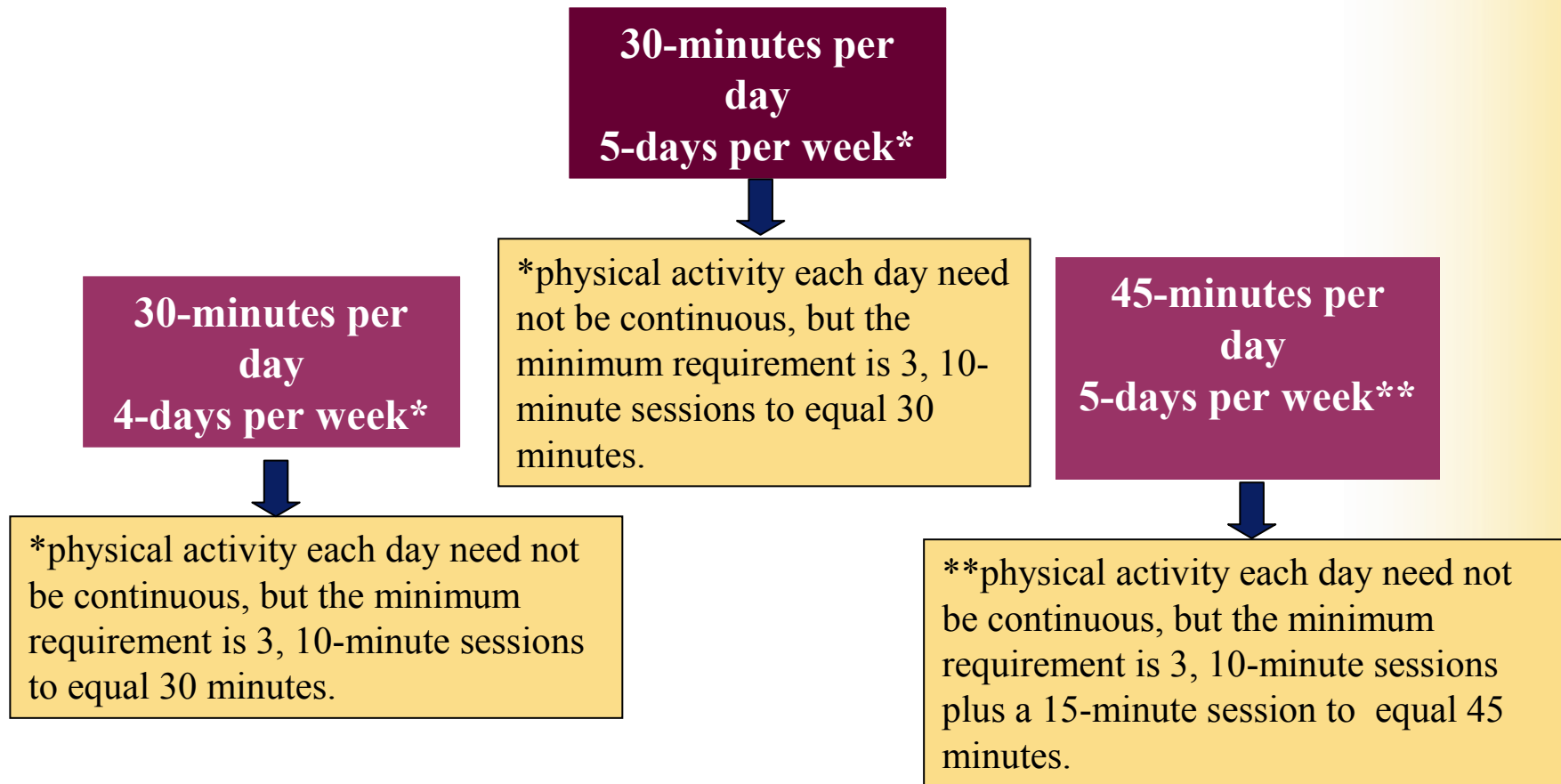


EMHS move and improve! SM

TOGETHER We're Stronger

2010 Program Goals

We encourage participants to engage in moderate physical activity for each week of the 12-week program. In order to be eligible for prizes, you must be active for a minimum eight of the 12 weeks. The three goals are listed below and remember, you can change the goal option at any time during the program.





EMHS move and improve...

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Physical Activity
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Move and Improve of EMHS is a community-based program designed to encourage and empower individuals to engage in a healthier lifestyle through physical activity. Move and Improve provides a supportive environment focused on promoting the benefits of physical activity as a way to combat health risks linked to chronic disease and obesity. Move and Improve is a 12-week program designed to encourage participants to increase the amount of physical activity that is engaged in on a daily/weekly basis.

SEARCH OUR SITE:


Login / Register


Newsletter


Important Dates


Health Library

MESSAGE FROM THE COORDINATOR

Welcome to week eleven of Move and Improve. As we enter the final two weeks of the program, keep your focus and keep moving to improve to achieve your goals. This week the focus is on stretching. All too often, when we begin to think about physical activity, we think about cardiovascular exercise or strength training (both of which are critical to physical activity). However, [more](#)

TUTORIALS

DOWNLOADS

Question of the week :

Did the Winter Olympics inspire you to be more physically active?

M & I News | **Events**

[Move and Improve Training Sessions 2010](#)
01/11/2010 - Move and Improve is offering site coordinator training sessions. If you are...

[Physical Activity Opportunities](#)
09/23/2009 - Hello Move and Improvers, In an effort

TOGETHER We're Stronger

TOGETHER We're Stronger



Get “ME” Active with *Maine in Motion*



A program of the Maine Governor's Council
on Physical Activity



What is

Get “*ME*” Active with *Maine in Motion*

- ✓ A statewide program encouraging Maine people to develop healthy lifestyles.
- ✓ Promotion of increased regular physical activity in a fun, practical program with pedometers and activity logs.
- ✓ Participants resolve to improve their health and wellness by being role models, partners, and physical activity buddies.



March Into May

- *Free* ten week physical activity improvement program
- In 2009, 123 organizations participated in March into May reaching over 3,700 participants.

March Into May

- 2010: March into May (MIM) celebrates twelve successful years!
- 2010: First ever March into May 5K

Winter Kids

Helps children develop
healthy lifelong habits through fun
outdoor winter activity



Fran Mullin
Executive Director



Winter Kids

Winter Kids Passport

- **ALL Maine 5th, 6th, and 7th graders**
- **Cross-country and alpine skiing, snowboarding, ice skating, snowshoeing, snow tubing, and even dog sledding**
- **A full season of FREE and discounted tickets, lessons, and rentals**
- **Over 50 areas**



Winter Kids

Winter Kids FunPass

- **ALL Maine Preschool – 4th graders**
- **Cross-country skiing**
- **Snowshoeing**
- **Three FREE tickets at 20+ areas**
- **Families can play outside together**
- **Free application on-line at**

www.winterkids.org



Winter Kids

Welcome to Winter

An active outreach program designed to:

Reach special populations

- Immigrant and refugee communities
- People new to winter

Help children and families

- Be healthy, safe and warm in cold weather
- Have fun outdoors in the winter



Winter Kids

Healthy Androscoggin's



Get Fit & Win

Physical Activity Promotion Program





Get Fit & Win 2010

Program Overview



Goals:

- Encourage community members to increase their physical activity over the 10 week program
- Introduce community members to resources that help them get active, including exercise ideas, places, buddies that can be sustained beyond the 10 weeks



Get Fit & Win 2010

Program Format

- 10 Week Program: May 26th – August 4th, 2010
- Participants register, choose one of three **activity goals** and select a **buddy** (choosing a buddy is optional)
- Participants receive bi-weekly mailings (electronic or paper)
- Participants return their log to Healthy Androscoggin
- Then all gather for Final Celebration and raffle awards





Get Fit & Win 2010

Introduce participants to new activities



Nordic Walking Group 2009



Rewards of Establishing an After School Bike Club **ACCESS Health, a Local Healthy Maine Partnership, Brunswick, Maine** **Amanda E. Hopkins, Partnership Director, (207) 373-6925**

GOAL Increase after school physical activity opportunities.

BACKGROUND ACCESS Health partnered with the Bicycle Coalition of Maine (BCM) and Mt. Ararat Middle School to offer a 6 week after school bike club, including bike safety education and a 5-10 mile ride each week. The first club ran in spring 2009 with 13 students and 4 adult volunteers. The second club ran in fall 2009 with upwards of 20 students. Inadequate adult volunteer coverage in the fall prompted a review of the model.



SUSTAINABILITY In winter 2009-2010, a group of past bike club volunteers and MSAD 75's School Health Coordinator met to discuss reinvigorating the club using the following sustainable approaches: (1) recruit Bowdoin College students through the McKeen Center for Common Good to staff rides; (2) secure funding for a Ride Coordinator, someone with bike mechanic skills and group-riding experience to coordinate the program and assist with mechanical issues; (3) engage MSAD 75 to ID school liaison/volunteers who know school policies and procedures; and, (4) encourage continued support from local volunteers to help staff rides as needed.

RESULTS (1) BCM provided the club with bicycle education support materials, technical assistance, and bike safety training; (2) working with BCM and MaineDOT, funding was secured to hire a Ride Coordinator; (3) Bowdoin College agreed to promote the bike club as a volunteer opportunity and identified a student leader who recruited other interested Bowdoin students to attend the weekly sessions; (4) the supportive MSAD 75 School Health Coordinator assisted with recruiting school staff volunteers and student participants; and, (5) local enthusiasts, representing area bike clubs and shops, remained engaged and active in developing this sustainable plan and volunteering their time to staff the club rides. Through these strong collaborations, we can now offer energetic middle school cyclists a regular bike club in the fall and spring months ahead.



Mid Coast Hospital is the lead agency for ACCESS Health



Promoting Your Facilities

- Get on resource lists
- Provide information for emails, newsletters and other publications
- Host events
- Partner to advocate for new and/or improved physical activity facilities



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