



## Presentation Script

This presentation script is designed to use when giving the accompanying PowerPoint slideshow. The script may be read verbatim or you can edit as necessary to provide your audience with applicable local information.



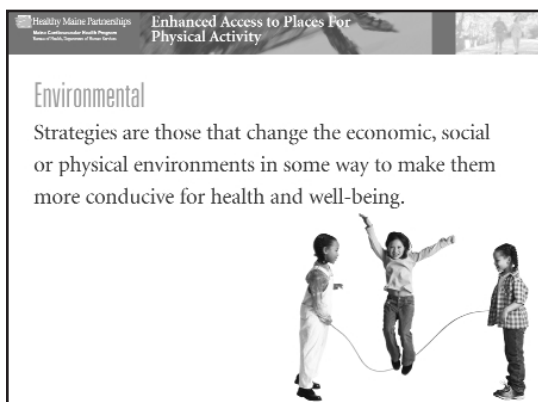
### Slide 1

Hello and welcome. My name is \_\_\_\_\_. I'm from \_\_\_\_\_. Thank you all for coming today to this presentation on Enhanced Access to Places for Physical Activity. I invite you to participate in a discussion at the end of the slides.



### Slide 2

The presentation today will cover the following components: policy and environmental change strategies; if you open it, they will come; why is this important?; what can you do? and next steps.



### Slide 3

Public health experts recommend interventions that attempt to change the local environment to create opportunities for physical activity. Access to places for physical activity can be created or enhanced both by building trails or facilities and by reducing barriers (e.g., reducing fees or changing operating hours of facilities). By enhancing access to places for people of all age groups to engage in physical activity, the active choice can also become the easy choice.



## Presentation Script (continued)

Healthy Maine Partnerships  
 Maine Cardiovascular Health Program  
 In collaboration with the Maine Nutrition Network  
 Bureau of Health, Department of Human Services

Enhanced Access to Places For Physical Activity

### Policy

Strategies include laws, regulations and rules (both formal and informal) that are adopted to guide behavior.

### Slide 4

Policies include written laws, regulations and rules that have the power to guide behavior. Policies and local regulations that provide for use of buildings, parks, schools and school grounds, recreation centers and other places ensure that opportunities exist for everyone to be active.

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Enhanced Access to Places For Physical Activity

### If you open it, they will come.

- 26% of Americans engage in no leisure-time physical activity.
- Increasing access to facilities and open places, such as parks, indoor gyms and walking tracks makes it easier for people to be physically active in their daily lives.
- Using places that are familiar to community members encourages people to be more physically active because it is comfortable and accessible.

### Slide 5

The Surgeon General recommends 30 minutes of moderate physical activity on most, or preferably all, days of the week. (Physical Activity and Health: A Report of the US Surgeon General, 1996). For children, 60 minutes a day to several hours of vigorous activity, including active play, is recommended. Twenty-six percent of Maine adults have a completely sedentary lifestyle, defined as leisure-time physical activity of less than 20 minutes per day, less than three days per week (Maine Behavioral Risk Factor Surveillance Survey, 2002). Thirty-nine percent of Maine youth do not participate in vigorous physical activity on three days or more per week (Maine Youth Risk Behavior Survey, 2003). In Maine, many roads do not have paved shoulders or sidewalks, making them unsafe for walking and biking. As we all know, Maine has a lengthy winter, but we can continue to promote being physically active by opening up school gymnasiums or hallways for walking and/or the use of fitness center equipment and resources for all age groups. By opening buildings, parks, schools, fields and recreation centers, we provide opportunities for all people to be active at low or no cost to them, which is our goal.

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Enhanced Access to Places For Physical Activity

### Why is this important?

- Nearly 60% of Maine adults are overweight or obese <sup>(1)</sup>.
- Physical inactivity accounts for 15% of the US healthcare budget <sup>(2)</sup>.
- By enhancing access to places for physical activity, the active choice also becomes the convenient choice.
- Moderate physical activity can help make the heart healthier, manage weight, increase productivity at work or home and helps people cope with stress better.

### Slide 6

There is a national obesity epidemic, which includes Maine. Almost 60% (58.6%) of Mainers are considered overweight or obese (Maine Behavioral Risk Factor Surveillance System, 2002). Increasing physical activity can prevent and control this epidemic, as well as decrease the risk of chronic diseases including cardiovascular disease, diabetes, cancer and osteoporosis. Physical inactivity accounts for 15% of the \$1.3 billion US healthcare budget (Cost and Consequences of Sedentary Living: New Battleground for an Old Enemy, President's Council on Physical Fitness and Sports Research Digest. Series 3, No. 16, March 2002).



## Presentation Script (continued)

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### Enhanced Access to Places For Physical Activity

#### What can you do?

- Join our partnership team.
- Identify and contact key players.
- Share your ideas and resources.
- Scan local area for potential sites.
- Use the Action Packet.

### Slide 7

Our plan is to identify those who are interested in enhancing access to places within our community to promote and provide physical activity for all age groups. We need to assess the current environment and identify a clear goal for this project. We have an Action Packet specifically designed to help guide our process.

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### Enhanced Access to Places For Physical Activity

#### Next Steps

- Use the Action Packet—*Enhanced Access to Places for Physical Activity*.
- Do we have your support?
- What recommendations do you have?
- Who else should be involved?
- Will you be active on this project? How?

### Slide 8

We plan to use the Action Packet from the very beginning to the end of this project. The first step is to gather interested parties. That's why we're here. We would like to hear your reaction and feedback to this idea of enhancing access to places for physical activity. Our next step is to set up a meeting of interested partners to begin the action planning process.

#### Note to presenter:

*At this time prompt the audience by asking one by one, the questions on slide 8. Be patient. Allow people to be silent for a while at first, often they are still thinking. Circulate a copy of the Sign-up Sheet from Step 1 called Identify Interested Partners to Work on the Project (p. 26). Your goal should be to have a meeting date and time set with these newly identified partners before leaving the presentation.*

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### Enhanced Access to Places For Physical Activity

#### References

- <sup>1</sup> Maine Behavior Risk Factor Surveillance Survey, 2002. National Center for Health Statistics/CDC.
- <sup>2</sup> Booth F.W., Chakravarthy, M.V. (2002) Cost and consequences of sedentary living: New battleground for an old enemy. *President's Council on Physical Fitness and Sports Research Digest*. Series 3 No. 16 March, 2002.

### Slide 9

References.







## Fact Sheet

### How Active Do We Need To Be?

- The Surgeon General recommends that all persons accumulate at least 30 minutes of moderate intensity physical activity on most, preferably all, days of the week (Physical Activity and Health: A Report of the US Surgeon General, 1996).
- The National Association for Sports and Physical Education encourages elementary school children to receive at least 60 minutes of moderate to vigorous physical activity daily (NASPE, 2001).
- The American Cancer Society recommends that children and teens be active for at least an hour each day (American Cancer Society Nutrition and Physical Activity Guidelines for Cancer Prevention, 2002).
- In the United States, women, people with less education and people in low-income groups are less physically active than men, more highly educated people and people in higher income groups (Barnes, PM; Schoenborn, CA. Physical activity among adults: United States, 2000. Advanced data from vital and health statistics; No. 333, Hyattsville, Maryland: National Center for Health Statistics, 2003).

### Are Maine Folks Active Enough?

- Twenty-six percent of Maine adults have a completely sedentary lifestyle, defined as leisure-time physical activity of less than 20 minutes per day, less than three days per week (Maine Behavioral Risk Factor Surveillance System, 2002).
- Thirty-nine percent of Maine youth do not participate in vigorous physical activity on three days or more per week (Maine Youth Risk Behavior Survey, 2003).
- Ninety-two percent of Maine high school students do not attend daily physical education classes (Maine Youth Risk Behavior Survey, 2003).

### How about the rest of the country?

- Nationally, one in four adults engage in little or no regular physical activity (Barnes, PM; Schoenborn, CA. Physical activity among adults: United States, 2000. Advanced data from vital and health statistics; No. 333, Hyattsville, Maryland: National Center for Health Statistics, 2003.)
- Sixty-two percent of youth age 9-13 do not participate in organized physical activity led by a coach, instructor or other leader (MMWR, 2003 52(33); 785-788).



## Fact Sheet (continued)

### How Can Places for Physical Activity Help?

- People who have greater access to community facilities, such as parks, indoor gyms and walking/biking trails or tracks are more likely to have higher levels of physical activity. (Brownson, R.C.; Baker, E.; Housemann, R. et al. Environmental and policy determinants of physical activity in the US. American Journal of Public Health 2001;91:1995-2003).
- People who report not having access to public outdoor facilities such as walking/running tracks, or basketball and tennis courts, within the community are more likely to be overweight. (Catlin, T.K.; Simoes, E.J.; Brownson, R.C. Environmental and Policy Factors Associated With Overweight Among Adults in Missouri, American Journal of Health Promotion March/April 2003, Vol 17, No. 4 249-258).
- When neighborhoods are perceived to be safe, physical activity rates increase greatly among older adults (National Blueprint: Increasing Physical Activity Among Adults Age 50 and Older. Sponsored by AARP, American College of Sports Medicine, American Geriatrics Society, The Centers for Disease Control and Prevention, The National Institute on Aging and The Robert Wood Johnson Foundation, 4/2001).

### How Can Places for Physical Activity Help Our Community-at-Large?

- People who use a facility, park, open area, school or other place for physical activity are more likely to visit nearby area businesses, boosting local economy.
- Designating places for physical activity creates settings where community members not only remain active, but also socialize and connect, strengthening community ties.
- Factors such as weather, lighting and air pollution affect physical activity levels regardless of individual motivation and desire to be physically active. Enhancing access to safe, comfortable and affordable physical activity options will address this barrier. (Kahn, E.B et al. and Task Force on Community Preventive Service: The Effectiveness of Interventions to Increase Physical Activity, a Systematic Review, American Journal of Preventive Medicine 2002;22(4s)., p. 73-102, Elsevier Science Inc.)
- The benefits of environmental changes reach beyond health. Community-based efforts, such as enhancing access to places for physical activity, can also increase community morale and involvement such as participation in local government. (Task Force on Community Preventive Service. Recommendations to Increase Physical Activity in Communities, American Journal of Preventive Medicine 2002;22(4s)., p. 67-72, Elsevier Science Inc.)



# Press Release Tips

**Below are some common sense tips for using a newspaper press release:**

- Know your audience, why you are writing the release and what you want them to learn by the time they have finished reading.
- Know which media your audience reads, keep accurate lists.
- Know each media's deadlines and follow them.
- When possible, include a black and white photo with your release. Including a photo often improves the likelihood that your release will be used.
- Sunday afternoon or evening is a great time to get your story to either a wire service or newspaper.
- When appropriate, piggyback your event with another physical activity event.

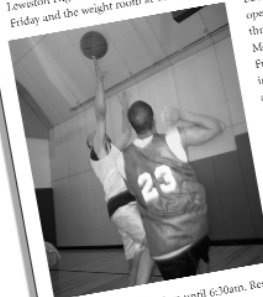
Refer to the sample  
 press release on page 52  
 for a real-life  
 example. Refer to  
 page 54 for a generic  
 press release as a  
 guide to write your  
 own press release.

## Community School Now Open

### Move to open Enhanced Access to Places for Physical Activity Lewiston High School and SAD #52 Team Up to "Open Doors" for Exercise

Soon there'll be a better option to bundling up for a brisk walk outdoors, thanks to a grant Healthy Androsoggin received from the Maine Nutrition Network. Turner, Leeds, and Greene Adult and Community Education and Lewiston High School are teaming up with Healthy Androsoggin to provide community members a warm, safe, and free area to get up and moving. Beginning in January 2004, these two facilities will be opening their doors to all residents of Androsoggin County to use their building for walking, jogging, jumping rope, and many other types of physical activities that get your blood moving and heart pumping.

Lewiston High School will be open from 6am-7am, Monday through Friday and the weight room at Turner, Leeds, and Greene Adult Education will be open from 6:30pm through 8:30pm, Monday through Friday. In Lewiston, interested individuals should park in the senior parking lot next to the gym and should enter through the gym lobby doors. Participants will be allowed to walk the hallways on the main and second floors. The gym will be open to use from 6am until 6:30am. Restrooms will be available in the Physical Education office.



The Open Doors initiative is just one way in which the Adult and Community Education Program in Turner, Leeds, and Greene reaches Restrooms will be available in the Physical Education office.

out to the community in a variety of ways in support of movement and positive physical activity. "We have offered gym walking when the roads are icy and narrow," says Bette J. Sweet-Thibault, Director of Adult and Community Education at Turner, Leeds and Greene Adult Education. "We will again be pleased to see people using their school to be fit and healthy. We hope to see many folks taking advantage this year."

Patrick H. O'Neil, principal of Lewiston High School who has recently taken on Aruban Blue Cross Blue Shield's Principal Challenge to make healthy lifestyle decisions is happy to be providing the community with a place to get physically active. While starting a new exercise program can seem overwhelming, he says, "Take charge and do it your heart, body, and mind a favor. It's simple once you get started!"

It is no secret that Mainers have a weight problem. Sixty percent of Maine adults are overweight or obese (Maine Behavioral Risk Factor Surveillance System, 2001). Twenty-nine percent of Maine Middle Schoolers and 25% of Maine High Schoolers are overweight or at risk of becoming overweight (Maine Youth Behavioral Risk Surveillance System, 2001). Research shows that even moderate exercise can help make the heart healthier, manage weight, increase productivity at work, and improve mental health. But in the cold and dark of Maine winters, it's not easy to face the harsh wind and elements to take that much needed walk or jog.

Environmental changes favoring physical activity make it easier for everyone to choose healthier options. By enhancing access to public places for physical activity, the active choice also becomes the convenient choice! "This is especially helpful for people who do not have access, or resources to join fitness centers or to participate in club sports," says Amy Root, of the Maine Nutrition Network, who is working on a project to promote these types of initiatives throughout the state. And the benefits of environmental change reach far beyond health. "Having designated places for exercising in the community also creates space for communities to socialize and connect which strengthens community ties and is just good for the heart," says Jessica Balkan of Healthy Androsoggin.

Healthy Androsoggin is a community coalition dedicated to promoting tobacco-free lifestyles, encouraging physical activity, and promoting healthy eating. For more information on this initiative and others, visit [www.healthyandrosoggin.org](http://www.healthyandrosoggin.org)



## Sample Press Release

FOR IMMEDIATE RELEASE:  
 December 22, 2003

PRESS CONTACT:  
 Jessica Balkun, 795-5990

### Lewiston High School and SAD #52 Team Up to “Open Doors” for Exercise

Soon there'll be a better option to bundling up for a brisk walk outdoors thanks to a grant Healthy Androscoggin received from the Maine Nutrition Network. Turner, Leeds, and Greene Adult and Community Education and



Lewiston High School are teaming up with Healthy Androscoggin to provide community members a warm, safe and free area to get up and moving. Beginning in January 2004, these two facilities will be opening their doors to all residents of Androscoggin County to use their building for walking, jogging, jumping rope and many other types of physical activities that get your blood moving and heart pumping.

Lewiston High School will be open from 6:00 am to 7:00 am, Monday through Friday and the weight room at Turner, Leeds, and Greene Adult Education will be open from 6:30 pm through 8:30 pm, Monday through Friday. In Lewiston, interested individuals should park in the senior parking lot next to the gym and should enter through the gym lobby doors. Participants will be allowed to walk the hallways on the main and second floors. The gym will be open to use from 6:00 am until 6:30 am. Restrooms will be available in the Physical Education office.

The Open Doors initiative is just one way in which the Adult and Community Education Program in Turner, Leeds, and Greene reaches out to the community in a variety of ways in support of movement and positive physical activity. “We have offered gym walking when the roads are icy and narrow,”

says Bette J. Swett-Thibeault, Director of Adult and Community Education at Turner, Leeds, and Greene Adult Education. “We will again be pleased to see people using their school to be fit and healthy. We hope to see many folks taking advantage this year.”

Patrick H. O’Neil, principal of Lewiston High School who has recently taken on Anthem Blue Cross Blue Shield’s Principal Challenge to make healthy lifestyle decisions, is happy to be providing the community with a place to get physically active. While starting a new exercise program can seem overwhelming, he says, “Take charge and do your heart, body and mind a favor—It’s simple once you get started!”



## Sample Press Release (continued)

It is no secret that Mainers have a weight problem. Sixty percent of Maine adults are overweight or obese (Maine Behavioral Risk Factor Surveillance System, 2001). Twenty-nine percent of Maine Middle Schoolers and 25% of Maine High Schoolers are overweight or at risk of becoming overweight (Maine Youth Behavioral Risk Surveillance System, 2001). Research shows that even moderate exercise can help make the heart healthier, manage weight, increase productivity at work and improve mental health. But in the cold and dark of Maine winters, it's not easy to face the harsh wind and elements to take that much needed walk or jog.

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## Generic Press Release

FOR IMMEDIATE RELEASE:  
(Date)

PRESS CONTACT:  
(Name, phone number)

### **(Community) opens its doors to new ways of getting healthy and *staying* healthy.**

(City, Maine, date)—(community leader) has announced the launch of a community-wide effort to promote physical activity in a new way. The (community) has opened its doors to all residents of (community/county) at the (location/facility) for walking, running and other types of physical activity. (These/this) (facilities/facility) will make it easier for all citizens, sedentary or not, to become more physically active. This is an important step in addressing the epidemic of chronic diseases associated with obesity and lack of physical activity, including heart disease, stroke, diabetes, osteoporosis and cancer.

[Insert local quote here —example below]

“Now that Maine winter is upon us, it’s not easy to participate in everyday outdoor activity,” says (source). “That’s why we decided to open the (facility) so that everyone can have a warm and safe place to get moving. Plus, opening this facility gives everyone the opportunity to make a healthy choice: walkers, joggers, seniors, children, people in wheelchairs or people pushing baby strollers.”

It took the dedication of many community members to get this project off the ground. These key partners include (list key partners).

Other local facilities that are open to the public for indoor physical activity are (list facilities and times).

This is a project of (local project). To receive more information or to get involved in the project, call (local project phone #).