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Katie: Hello everyone and welcome to this webinar, Supporting Physical Activity Strategies for Healthy Start Programs. My name is Katie DeAngelis, I'm with the Healthy Start EPIC Center. And on behalf of the EPIC Center and the division of Healthy Start and Perinatal Services, as well as the planning committee for this webinar, we welcome you to today's event. This webinar is the third webinar in our Healthy Start Healthy Living Initiative webinar series, which we'll talk a little bit more about in a minute. We have approximately ninety minutes set aside for today's webinar. The webinar is being recorded, and the recording along with the transcription slides will be posted to the EPIC Center website following the webinar.

Before I introduce your speakers for today, I have a couple of announcements. We do want your participation, so at any point if you have questions or comments, please chat them in the bottom left of your screen. We will only be taking questions via chat today, and we do have some time set aside at the end of today's webinar to answer those questions. Also we do want your feedback on today's events, so please after the webinar ends, you'll have a pop up box with an evaluation and we strongly encourage you to fill out that evaluation and let us know what you thought of today's webinar.

I will be starting off the webinar today, and we are delighted to be joined by three other speakers including Ms. Rochelle Culp, who's the project director for Mississippi Tobacco-Free Coalition of Madison, Yazoo and Holmes Counties. Delores Passmore, the program director at Greater Harlem Healthy Start, and Christina Lottie from the division of Healthy Start and Perinatal Services. And with that, let's get started.

So as I mentioned, this is the third webinar in our Healthy Living Series. And the purpose of this Healthy Living Initiative is to help Healthy Start grantees to support participants and staff to be healthy in all areas of their life both physically, mentally and emotionally. And when we say Healthy Living, we're referring specifically to healthy eating, physical activity and stress management. The goals of this Healthy Start healthy living initiative are to explore the importance of healthy eating, active living and stress management as it relates to maternal and child health, explore how our surroundings impact our ability to live healthy, to offer some appropriate messaging and language regarding healthy living so we can all talk about healthy living in appropriate way, and to offer specific and concrete and hopefully relevant examples and strategies for you all to support staff and participants in their efforts to be healthy.

The first webinar in the Healthy Living Series on June 22 was the foundational webinar about how to approach healthy living concept, and also got into how important the surroundings are in our ability to be healthy and participate in healthy behaviors. Our second webinar which was last month, took place on October 17th, discussed strategies to support healthy eating. And of course today we're in our webinar, talking about physical activity. We hope that if you haven't already had a chance to look at our first webinars, you do go to Healthy Start EPIC Center website and check out the recordings.

The last webinar in this series will be on December 5th, and we'll discuss strategies to support stress reduction. And again the purpose of these content-specific webinars that we're talking about today and are in the process of is really to provide concrete and specific ideas and examples for how you can support healthy living at your program site. So briefly, why are we talking about healthy living in Healthy Start? We all know that these healthy living topics, healthy eating, physical activity and stress management are important. And in fact, healthy eating, physical activity and stress reduction are all associated with reduced risk of poor maternal and infant health outcomes, outcomes that are particularly important for us in Healthy Start.

What about physical activity specifically? Well, physical activity, which refers to really any activity to get the body moving. Physical activity, we recommend you are physically active for 115 minutes per week and at that level you have a reduced risk of heart disease and high blood sugar and also improved emotional health and overall well being. So clearly this is important for all participants. But particularly for our Healthy Start participants in their perinatal phases, physical activity is very important. For women who are pregnant, physical activity helps reduce the risk of poor maternal infant health outcomes such as low birth weight and premature birth. For pre-conception women, having a healthy lifestyle can help ensure a healthy pregnancy. And for parents, being a good role model help their kids grow up with healthy behaviors. So these topics are really important for everyone.

And one thing that we spend a lot of time talking about in our first webinar and we just want to keep in mind today is the role of our surroundings in our ability to be healthy. At the individual level, it's kind of that purple circle there at the bottom, we observe behaviors. But we have to continually ask ourselves what are driving those behaviors. The same way that we recognize that having a safe place to live can influence health, we need to recognize that places that encourage

health make it easier to be healthy. So places that encourage walking or biking can help make it easier to be active and be healthier. So being physically active is a result both of our individual choices and also our access to safe, accessible and movement-friendly places. And similarly, if we spend a lot of time...with the places that we spend a lot of time, if they're healthy, then it's easier for us to be healthy and that's that organizational level, that blue in the middle. And if people around us, kind of at that interpersonal level there, if people around us support us to be healthy, then that makes it easier.

So all these things can help make it easier for us to be healthy or can make it more difficult for us to be healthy. And just something to keep in mind as we observe individual behaviors, keeping in mind that context and what the kind of overarching picture is, that helps understand why an individual is making the behaviors that they're making. And this also means that there's opportunity to change to and make improvements at each of these levels. To support staff and participants to be healthy we have to not think only about what we tell participants and kind of working at that individual level, but also what our program culture is and what community assets exists that we can leverage. A comprehensive approach is much more meaningful and effective than a narrower approach that might only focus on individuals.

So that brings us to our focus on physical activity today. And before we get too much further, we just kind of want to do a quick pulse on where we're starting from. So we have two questions for you, and to be clear, we don't expect you know the answer of these already because that is what we will be talking about during the webinar. So don't worry if you're not sure if you're...in fact we've assumed you probably won't know the answer. But our first question, and again we'll be talking about this later, is fill in the blank. "Motivating people to be active simple as ABC which stands for accountability, attitude and action, and belief and encourage behavior and change or belief and consistency." And again, you know, one of the things we're gonna be talking about later today is how to make the message around physical activity simple and something that is easier to communicate to participants. So we don't expect you to know already the answer because we wanna convince you that we can make this message easy for you and simple for you during the rest of today's webinar. We will come back to this at the end too, so we can circle back and see what we are finishing from.

So we go ahead and close this one. And okay. So it looks like most people think that the keys to success here are behavior and change. So

very interesting and we will again talk about what we think can make the message easier around communicating physical activity a little bit later. Our second question is, "You can see the biggest benefit from being physically active once or twice per week, three to five times a week or every day." So again, don't expect to you know the answer yet, but let us know what you think, what your gut says right now, and we'll come back to this at the end of our webinar and hopefully clarify or share with you what our thoughts are around where you see the biggest benefit from, what the data says you'll see where the biggest benefit from. Okay. And we can close that. And it looks like most people think every day with about two thirds of you are saying biggest benefit comes from being physically active every day, and about a third of think more than that. Very interesting. Okay, well, we look forward to circling back to this at the end of today's webinar, and thank you for participating in those pre-check questions.

Okay, so that brings us to our goals for today's webinar. We're gonna spend a fair amount of time talking about strategies. You can see that in second two your objectives for today. We hope that you leave today's webinar with feeling like you have at least one strategy that you can adopt at your program, and one strategy that can help you interact in your interactions with participants. But before we do that, we wanna spend a little bit of time on this first objective, and hoping that by the end of today you will feel more confident in your ability to describe physical activity and talk about physical activity.

Why do we think this is a good place to start? Well, perhaps logically, you know, we know that words have a lot of power, and the way we talk about things can help either bring people on board and get people excited or can potentially turn people off or turn people away from what we're talking about. And also words have different meanings, so we just wanna make sure we are kind of coming from the same place and talking about the same thing when we're talking about physical activity. So according to the CDC, physical activity refers to any bodily movement that increases energy expenditure above a basal level. And this generally refers to just any physical activity that enhances health, so pretty general.

Exercise kind of is a subcategory of physical activity, and that is planned, structured, repetitive activity that has the purpose of physical fitness. So for example if you're going to the gym or you're going to a class where your intention is to work out and be more fit, that kind of falls into the category of exercise. And we start with this because there's

just a subtle but important difference between these two concepts. Physical activity really refers to lifestyle, and the lifestyle changes that you have that gets you moving throughout the day, things like taking the stairs at work or walking the town rather than driving from point to point. Part of, you know, part of your daily routine where you're moving and being active versus exercise which is again structured and repetitive and has that ultimate goal of fitness.

And so, when we're talking about healthy living and really trying to drive the point home of obtaining an active lifestyle or being active as part of your daily routine, we want to try to use the concept and use the words of physical activity or for kids talking about active play, which is a similar concept. And we choose these words because...as a recommendation really of Voices for Healthy Kids, which is an initiative funded by the American Heart Association and the Robert Wood Johnson Foundation. They've done a lot of research on words and what words resonate and they really recommend talking about physical activity when referring to these lifestyle changes and lifestyle improvements. And so different words can be good and be useful in different concepts. You know, exercise can be the right word when you're talking about exactly what exercise is and depending on what you're referring to. But it can also be sometimes a little bit intimidating as a request, especially kind of depending on where participants are starting from. And so, you know, as part of the Healthy Living Initiative here our goal is really a lifestyle that is active rather than something separate or planned. And so, again kind of when talking about that active lifestyle, encourage the use of physical activity as the word that we're using.

We're gonna be talking quite a bit today about how to keep this message simple around physical activity. And just to kind of start that conversation, and Rochelle will be picking that up with some additional messages that can really help keep it simple. A couple things to keep in mind, you know, minutes and type of physical activity which are often kind of float around are certainly important. But when it comes down to it, kind of when we're thinking about how to keep the message simple, there are really two things that matter. The first is that anything counts, everything counts and little things can add up. So taking the stairs rather than...walking rather than driving, taking a small break at lunch to walk for 20 minutes, all of these things can add up. And I think, you know, we often hear 10 minutes at a time and it's really true, 10 minutes at a time can get you there. And again, everything counts. And also the second, kind of second key point of this keeping the message simple is that in order for physical activity to become routine, it's really important that we

try to find things that we love to do and that get you moving, kind of in both of the categories. So it's less important and we shouldn't worry so much about what other people like to do. May or may not work for you, but explore what does work for you and go from there.

I like this infographic which shows just how many opportunities there really are for being physically active during just the typical day. And this message of an active lifestyle for overall health really applies at all stages of life. So this is an infographic on physical activity for pregnant women, and you can see how they highlight here activities that can be done while you're home, during leisure time or when you're out and about. And similarly, this infographic is about physical activity for the early years, birth to five years. And just wanted to kind of make a point and drive home that physical activity for kids is really important. Physical activity help kids develop brains and learning, improve sleep, build relationships and social skills, maintain a healthy weight, develop muscle and bones, encourage coordination, it's really, really important. And just the way physical activity for adults, everything counts. For kids, every movement counts, everything from tummy time to messy play, which are two of the activities on this infographic.

And when we're thinking about working with participants, it's really important that parents understand just how important physical activity is for their kids. There is overwhelming data that shows that active kids learn better. Active kids do better in school, get better grades and are more able to focus in the classroom. And when families can be active together, kids get a chance to thrive.

So the brain scan here is one of my favorite pictures of all time. And it shows how much more active kids' brains are after they've been walking for 20 minutes, that's on the right, versus sitting for 20 minutes which is on the left, where that red is fired up, active brains. And just kind of consider the implications for this as a kid is sitting down to take a test, you know, how ready they are and how fired up their brain is to perform well on a test. This infographic by the way is also available in Spanish. It's from Active Living Research. So with that, I'm now gonna turn it over to Ms. Rochelle Culp. Ms. Culp is the project director at the Mississippi Tobacco-Free Coalition of Madison, Yazoo and Holmes County. She's gonna talk a little bit more about meeting people where they are for sustainable lifestyle changes, and again the messages that we can use to help participants make these lifestyle changes. Rochelle?

Rochelle: Hello everyone. It's great to be with you on this afternoon. And

all the things Katie has talked about is so awesome. Those tips can definitely give a better understanding of physical activity and getting moving. Over the years, I have trained, coached, instructed thousands of individuals on getting moving. And today I want to share with you some practical ways that I have used to motivate others to move. As Katie stated, everyone is different. You know, we are old, young, female, male, race, cultures and at different stages in their readiness to take on improving their health. So when talking about lifestyle changes, no matter the age, the gender or the culture we tend to think of that little four letter dirty word, fear. Because with change, we are fearful of what we tend to think about were going to lose versus what we can gain. And I always share with the program participants the benefit of what they're gaining by being active. Applaud the small efforts. As Katie mentioned earlier, walking, you know, 10 minutes a day and moving from there, and always congratulate, you know, and even congratulate maybe taking on some challenges like moving some things off of their bucket list like running a 5K and always have a suggestion for, "no, I can't," because you will begin to hear that a lot where you suggest people start to change to active living. And you have to be the constant cheerleader for yourself as well as the program participant.

So as we begin to talk about lifestyle changes, one thing we can talk about is what we all have in common and that would be habit. So we all have acquired behavior patterns regularly followed until it becomes almost involuntary. So the habit of looking both ways when you cross the street, you know, a customary practice like a daily American habit of taking a bath. I hope everyone, you know, engaged in that habit. A particular practice of a habit of shaking hands. And so, you know, we have good habits, we have bad habits and we work hard to try to break our bad habits. We should really work as equally hard to maintain our good habits. And there is a myth out there, it takes 21 days for something to become a habit. But in actuality, it is when that trait becomes normal to you. So that could be days, months or even years for some people.

So always reinforce positive messages that Katie spoke about earlier. And yourself and those programming participants to really start thinking about start a new habit of active living. To make sure your team is successful, realize that each person will progress at their own pace with continued encouragement from you. You and your team's new habit may start slow. Having some fitness fun maybe two days a week which may easily turn into three or four days a week. The benefit's with each workout, you are making it more of a habit. That's the benefit you

receive with every time you begin to move. And I know some staff may be stressed about how I can do this and encourages other staff members and our program participants to do the same.

This is after making that decision to start your active living habit, things are as easy then as ABC. The so let's look at those ABC. So accountable, being accountable is a personal journey as I discussed before. Each person is accountable for their own self. And we have to be honest with ourselves, especially as public health advocates. I've worked with a ton of public health advocates that just are in denial about their own health. It's kinda like the car mechanic cars always broke down or the lawn man's yard always needs maintaining. So we have to practice what we preach. And some ways to make sure that your staff is more accountable and to get engaged in awareness effort, you may have heard some of these but, you know, allow exercise breaks. Allow one 15 minute exercise break per day for your staff. Encourage staff to stand up. You know, there's an app called Stand Up. You need to download that app and it will...you can set your own preferences and it will encourage you just to stand up. And believe it or not when you stand up you may actually move, which is going to get you active.

Start a [inaudible 00:21:58] doing good program with rewards. We today love to be reward and feed incentive. So when you see a staff member doing something good, something healthy, something that is getting them actively and physically involved, start a doing good program. Start an exercise challenge. With my church, we track minutes of exercise for a length of time. And at the end, we had a winner. Of course it was on the honor system and it was with my church, and so hopefully everyone was honest. But it was a great way to get people up and moving. And than staff meetings with movement activity. Always have a movement activity in a staff meeting.

And one program that's great to start now is a maintain, don't gain program throughout the holidays. And you can maintain your weight which, even though you may be consuming a little extra calories, just with physical activity and walk from office to office to discuss projects versus text or email. I have so many individuals in my office, will send the email for a simple question they could have easily walked to my office and discussed with me. And the office celebrate monthly health holidays as well as wellness activities, a social media that challenge talking about the activity, a motivational office decorating contest like maybe decorating your office in some type of physical fitness way with sports that you like to engage in. Brainstorm on new challenges each

quarter.

And as staff members, you know again, we must continue to practice what we preach. So keep workout attire in your vehicle and always pack fitness gear when you're going to travel. It is a must that you stay in a hotel with an exercise room so that you can stay physically active. Take up a sports related hobby and incentive, incentive, incentives. We just love to win prizes. And I know that Doris is going to talk a little more about incentives during her presentation. And you can use all of these tips in the staff as well as with your clients and your program participants.

And then the next A is attitude. Think positive. Again, we tend to let that fear word come up and we begin to think healthy as negative. So when you hear these phrases, add a positive twist to it. When you hear these negative phrases in the staff, with the program participants, add a positive twist to it. Like if someone say, "how did I get so out of shape?" Think how you can change that what can I do to make me healthier than I was yesterday. Or, "why can't I stick to it?" Think about what is a better option for me now. Or, "I don't know where to start." What can I fit into my lifestyle today? And always I have individual ask me, "what is the best exercise program for me?" And I always encourage them and tell them the best exercise program is the program that you will do. So the best exercise program for you is the program that you will do.

Also too, I know that there are a lot of people that as part of the program that live in rural areas may feel as if they might have to go to a family fitness center to engage in active living. And we so often hear, "I don't have time, I don't have a place to be active nearby, I don't like to exercise, I don't like to sweat." And if you have program participants that the doctor has suggested that they add some exercise into their lifestyle, there's only a few things they need to make sure of. Number one is that they have proper footwear and for the ladies is that we have proper chest support based upon activity that we may engage in, because no matter where you live you can get active even in the rural areas. And a couple things that you can tell those participants that live in the rural areas is to make your yard an obstacle course. Yeah, play like a kid. Get the entire family involved. If you used to jump rope as a kid, you can still jump rope today. So get the entire family involved.

Start a rural walking club. Research shows that individuals are more likely to succeed when they have a partner and support or even find a social media partner. Start an exercise program at your church or civic

organization. Even in the rural areas, we have some of those organizations in places that we can start exercise programs. Engage in outdoor chores like raking the leaves, picking up logs, clearing the yard. Create a workout space in your home. Check out FitTV or the Refit [SP] is an excellent way to get the entire family engaged. Buy outdoors or inexpensive outdoor sports equipment like a basketball goal or soccer or a frisbee. If you have pets, you know, walk the dog. Start walking the dog, then run with the dog. You know, keep engaging in that physical activity and increasing your fitness level to one day of the dog just might actually be running. Ride bikes, play in the park, you know, get on the swing. Swing with your children and start an active living challenge with your neighbors.

And, you know, I know I hear all the time that I don't have time. Today we're busier than we have been. And so, one thing that we need to do is to try to, I know it's hard to try to fit one more extra task in our schedule, but in my experience with clients you either have an early riser, a midday mover or a late evening owl. So whichever you are, that would be your peak time to get moving. So get 30 minutes, get up earlier, get up earlier 30 minutes and get engaged in physical activity, or engage in physical activity during your lunch hour, or directly after work engage in some activity, or right before you go to bed get you a 30 minute workout in. And I know most people say, "I work out, I won't be able to go to bed." I promise you you will sleep like a baby. And then moderate exercise 30 minutes three to five times a week can make a drastic change in your overall health. So you see it's about being accountable, you know, making sure that we keep a positive attitude and think positive.

And then we need to move on to some of those action items. So to be successful, you really need to take some action. So here, think about the top three reasons you're not active. Now ask yourself and your team to think about the top three reasons for not living a healthy lifestyle. And remember again, as public health advocates, we must be accountable here. Now make a plan to tackle those one at a time.

Again use those positive words that Katie spoke of earlier. One thing is I coach classes and I never call it a workout, it's always fitness fun. We're going to have fun regardless. You know exercise is the number one preventable cause of death and disease and we have to think about just encouraging people, being accountable, having a good attitude and taking some action. [inaudible 00:30:54] using, you know, cliches like a body in motion stays in motion. Other action steps that you can take

besides some of the ones that I talked about earlier was to think prevention. Think about what are some of the health problems that plague your family. Active living can ward off developing some of those same problems yourself. You know, recite healthy living cliches to further promote active living lifestyles like an ounce of prevention is worth a pound of cure and then too think about, we do not stop exercising because we grow old, we grow old because we stop exercising.

And then the other action item is think rest. A lot of individuals these days are not getting proper rest which can affect our overall well being. For most individuals it's six to seven hours of sleep each night and we know for our children it's even more for them. And so, I want to try to encourage your staff, your family, friends and program participants to think about getting proper rest. And three areas when you get ready for rest that you need to think about is the light, the temperature, and clear out the clutter. Because a lot of times we go to sleep, but we're not actually resting. And so, if the light in your sleeping environment isn't pleasant for you, you're not gonna sleep well. If the temperature isn't pleasant, you're not gonna sleep well. And we have got to start clearing out the clutter. Now I'm not talking about your spouse or significant other, that's not the clutter. But we will tend to put books, laptops, have all kinds of electronic devices in the bed with us. We have to move those things out, so that we can rest well.

Another action item is to think brain health. Include cognitive activities as a part of your active living lifestyle. Use these activities again in office staff meetings, encourage your team to incorporate these activities on the job, at family gatherings and social functions, at religious events. Research other cognitive activities. And every time you meet as team, make sure that you are including some brain health activity or tips. Some of those could be as easy as, you know, adult coloring books, puzzle words, word puzzle and games, and just even for yourself if you're right handed and you use your left hand, that is an excellent brain activity. So even if once day you just try to write your name with your opposite hand. Or when you travel home from work, travel the route unknown. So instead of going the same route all the time, try a different route home from work. That is going to stimulate brain activity. And then also too if you're one that loves to just travel with the radio blaring and blasting, completely turn the radio off. Also you know on our smartphone, we can download a lot of brain games and apps, but I also too want you to think about that to use just some traditional puzzles and coloring books and get your participants involved in those because

unfortunately our smartphones are really dumbing us down just a little bit. So as we move on again, A, easy as ABC. The A is accountable, attitude and action.

Let's move on to the B, believe. Believe you can start living a healthy living, an active living lifestyle. Believe you can do it. Believe that you are worthy to be healthy. Think about all those that are depending upon you. Believe in yourself. When you believe in yourself that's gonna radiate from inside out. And you are perfect just as we are. Unfortunately, and I had to learn this for myself, we allow ourselves, others and the society define our flaws, and that tend to crush our self-esteem. You are perfect. You are perfect. You are perfect. Your imperfections are just your B marks.

And always surround yourself with positive thinking people with like minded goals. Always surround yourself with positive thinking people with like minded goals. Make sure you include in staff meetings activities or even when you meet with your program participants, activities on self confidence and self-esteem, especially for the youth. Bring motivational poems to meetings, quotes and messages at staff meetings, send out messages via social media and in emails or you could even promote health holidays, send out healthy text messages each week. And at each meeting even if you're just meeting one on one with a client or if you are meeting as a staff or even sometimes at your own family time, take time to do some positive reflection at the end of each meeting or gathering. So take time always to do some positive reflection. Again, believe that you can do it. When you believe that you can do it, others will start to believe that they can do it as well.

Moving on to that C. Success really is consistency of all of the above which is going to include some behavior and change. Of course, in our accountability, the attitude, the action, and to believe, consistency is the key to change. I've been successful for the last 25 years because I have been consistent on my path to wellness. A lot of times we start, stop. Get in that stop start mode, and every time you stop it is so difficult to start back. And so, we just need to get off of that rollercoaster and start a new habit of active living. Remember others are watching you. To stay encouraged, ask yourself and ask your team, ask the program participant about the most important thing in your life or their lives. Think about what they're going to do if you're not here. Think about wanting to live the best quality of life while you're here.

And in all that you do, the accountability, the attitude, the action, the

belief, make it fun. People will be consistent when they are having fun. But also too we have to make all of our goals realistic because sometimes we get caught up in wanting the quick fix and you would see some people said do it this way, some people say do it that way, some people say buy this video when you're watching TV at 2:00 a.m. in the morning and you can have abs like this in five workouts or less. We have to move away from those type, nontraditional ways to get active. As Katie said before, everything counts. Small changes can make a big impact, so everything counts. And true enjoyment of life comes from the activity of the mind and exercise of the body. The two are ever united. And I believe at this time, we are going to view a video and I'm going to...I believe it's loading now, and I'm going to close out with saying thank you all so much for allowing me to present to you this afternoon.

[00:40:22]

[Silence]

[00:43:58]

Katie: Thank you so much Rochelle. We love that video. It is awesome, so high energy. And we do wanna let everyone know that we will be sending that out to you afterwards. So as part of the follow up to this webinar you'll have that and hopefully you will bring it up before a meeting or just whenever during the day, just to get moving a little bit, get the heart pumping. Great. So next we're gonna hear from Delores Passmore, who is the program director of Greater Harlem Healthy Start program, and she's gonna be sharing how they are supporting healthy living and physical activity with their Thrive Initiative in Harlem. So take it away, Delores.

Delores: Hi. Greetings from Greater Harlem Healthy Start, located here in New York City. And today I'm here to talk to you about our Thrives Women's Health Program. This program came out of the healthy behaviors grant that we had where we developed our full curriculum for the program. It's a program that uses nutritional training, health education and physical exercise to develop healthy behavioral changes for women. Behavioral changes that include daily multi-vitamins with folic acid. And we recently partnered with Vitamin Angels, so in addition to participating in the program, women are able to get multi-vitamins. We provide them with knowledge about birth defects and low birth weight, pre-term birth and the prevalence of disparities in health risks that are associated with it, knowledge about what folic acid is and where you can get it, and the perceived benefits and importance for personal health and infant health.

We also talk about reproductive life planning, planning and timing and spacing of pregnancies, considering life development goals, such as relationships, education, employment, finances and health, developing and utilizing and planning and preparation and organizational and goal setting attainment skills. We talk about the benefits for your personal health and for your children's health. The perceived risks associated with unplanned pregnancies and the knowledge related to contraceptive methods. We also talk about pre-conception care, addressing and managing the risk factors, the perceived benefits and importance for personal health and for your children's health, knowledge of risk factors and the knowledge...and for the participants to gain a better knowledge of their family history and risk factor.

Another important part is the engagement and stress management activities. We talk about developing problem solving and coping skills, time management skills, getting proper sleep, stress reduction techniques and improving your self-image and engaging in a social support. Another aspect is weight reduction, knowledge and the benefits associated with weight and personal health and pregnancy outcomes. The goal of the program is to get participants to stay motivated to exercise regularly, achieve healthy weight, reduce stress and take more control over their reproductive health. Using the group modality, participants develop a network of support encouraging and learning from each other. They develop a bond with each other that's like a family, sharing their successes and challenges as they make healthy behavioral changes. The program's important because women in Harlem and in general continue to face an elevated risk for poor health outcomes like high blood pressure, overweight and obesity, type 2 diabetes and pre-term birth. Too often women's health is neglected outside of pregnancy. Women's health is not only important during pregnancy.

This program works under the principle that women must take time out for themselves now to improve the health and well-being. Eating well, achieving a healthy weight, reduces stress and strengthening their support network are just a few ways that they can start. Thrive aims to help empower women to go beyond just surviving to thriving by achieving their personal wellness goals. With healthy women, we can have healthier families and a more thriving community. What does Thrive offer? We offer a safe place for the women to come together, talk, vent and engage in fun activities during a free two hour workshop once a week for 10 weeks in a row to learn more about healthy eating, where small changes can make a big difference.

We also do fitness. We have free zumba and yoga classes along with jump rope, belly dancing, aerobics, we do walking clubs which include stroller walks. We provide them with access to our fitness room. We also do referrals to the New York City Department of Parks and Recreations where they can sign up for additional exercise classes and have access to swimming pools and recreational facilities at low or no cost and also to join our other partner agency, Harlem Children's Zone, where they can join the Healthy Harlem Initiative. Stress reduction is a big part of the program. And we do a lot of health education on stress reduction strategies. As I stated, we do a lot of work with reproductive health planning and family planning where we help them to work through smart goals to develop their own reproductive health plans.

We do life skill training where we do things like goal setting and financial savvy. Each session opens with the participants weighing in and doing blood pressure checks and having their measurements taken. They move on to a nutritional class with one of our partner agencies, [inaudible 00:50:06]. But we also have several staff who are trained trainers for nutritional class and demonstrations. In the nutrition class, they learn how to make healthy snacks such as trail mix, smoothies, salsa and other healthy alternative snacks. They learn about critical eating and how to use nutritional labels. This is then followed with a health education class where they go through topics such as smart goal setting focused on health and exercise, healthy and budget friendly grocery shopping, physical activities and stress management .

The program also looks at vitamin usage, reproductive life planning, accessing pre-conception care to address and manage risk factors that can affect both outcomes and as stated earlier, stress management activities and weight reduction to achieve and maintain a healthy weight. The session ends with an exercise group where we do a variety of physical activities. We try to expose participants to many different physical activities to help the participants find something that they will like and hopefully incorporate into their lives.

One of the ways we keep people involved is incentives, incentives, incentives. While changing a behavior to achieve a more healthy lifestyle is an incentive in and of itself, we do provide incentives at the end of our workshops for the most weight loss, most inches loss, attendance, we do water challenges to encourage people to drink appropriate amounts of water. We provide them with jump ropes. We do bubbles for stress, we provides them with bubbles. We have personal

infusion water bottles so that people can start utilizing the fruit in the water. We provide them with journal so they can start journaling. We do T-shirts, healthy snacks and other items.

We also provide participants with health bucks that they can use at the local farmer's markets to purchase fruits and vegetables. We, and as stated, we provide them with access to our state of the art fitness room where they're exposed to various gym equipment without incurring the cost of a gym membership. The program originally only served women who were not pregnant because of the exercise component. But we've been able to connect with a fitness leader who's trained to work with pregnant women and have incorporated yoga for pregnant women as well as other physical activities.

We utilize the life course perspective in our health education session. We look at activities before, during and after pregnancy, and how and why women should involve themselves in incorporating these activities into their lives. Two excellent resources for these are exercise during pregnancy from the March of Dimes and exercise after pregnancy from the American Congress of Obstetricians and Gynecologists. We found the program to be fun and enjoyable program for participants and staff. Any time you have good people, food and activities, you have the component for a fun and enjoyable environment.

While we do provide incentives as stated before for weight loss and inches loss, we do also provide it for things like attendance and other items that are not so competitive. We also stress that this is to develop a more healthy behaviors, which takes time. And it's not about a competition but it's about life choices and it should be fun. We have participants at all levels, and through peer to peer mentoring those that are more active help those who are just getting into exercise. Participants state that they love the support they get from each other, the camaraderie and the knowledge and encouragement they get from the facilitators.

The staff, in addition to referring participants in their caseloads, also participate in program implementation. We rotate in doing the logins where we take the participants measurements, blood pressure and weight. The staff assist with childcare. We provide childcare for participants while they're in the sessions. We have childcare providers and staff work along with them. Staff also sit in on the sessions and participate in the exercise sessions. Of course, the staff enjoy the food demonstrations and food tastings. The staff look at this as an

opportunity to not just do something for our clients, but also do things alongside our clients. And they also have the opportunity to develop healthy behaviors for themselves. And from our participant exit surveys, we know that they love the program because they say they learned new skills and knowledge, that they use the recipes and activities outside of the classroom and share them with their friends or families. We had a lot of inquiries from people who are not in our Healthy Start program who wanna become part of our Thrive program.

Like I said, we have a full curriculum and would be happy to share it with any Healthy Start program that would be thinking about incorporating something such as our Thrive program into their program and you can reach out and contact me if you want to. And I enjoyed sharing with you today.

Katie: Thanks, Delores. I think we have a couple of pictures too that you had shared which are great. I'll just quickly flip through those. We've got your participants doing yoga and your staff being involved with the registration desk there. So thank you for sharing and thanks for sharing those pictures. And next we were going to hear from Christina Lottie from the division for...with some tips about how to get involved at other levels beyond working with participants. So, Christina?

Christina: Thank you Katie and thank you to the Delores and Rochelle for sharing those great tips and great ideas on how to engage participants, to get them up and moving, to get them thinking about how to have fun. I think I pulled out two important key points, fun and everything counts. I don't know about you guys, but that's what I pulled out from both of them. And also to help them, you know, help the participants where they are, I think that's really key. So thank you for providing such great tips and great ideas. And again, in this initiative we will take a comprehensive approach to supporting healthy living. We just heard some great tips for working at these lower level that you see on your image, on the screen, and the individual and interpersonal levels particularly.

So let's quickly take a look back at the strategies at the organizational in the community level. So in a lot of communities, it can be a challenge to find safe and convenient places to be active. It is a challenge. And in these situations, it can be really challenging to be physically active. So we know that many CANS [SP] are leading or supporting initiatives to support healthy living in this area. So if you can take a moment, if you can chat in if your CAN is doing something in this area and particularly

to support the community to be more active, to be more livable, to be...maybe even have a more walkable space, you know, what are you doing in your CAN around this area? If you can chat in the box anything that you might be doing, that would be great. And if your CAN isn't already working in this area or if you're looking for some other ideas, it can be good to start with walkability audit which is what you see on your screen now. A walkability audit is pretty much what it sounds like, right? It's a group of people, ideally residents of the community, that walk around an area and identify how could it be more walkable or bike-able. This process can help to identify some projects that the community can work together on. For example making a sidewalk or an intersection safer, plus it can really bring the community together on this very important topic.

Another way to engage the community is making the neighborhood safer and more accessible to its residents. And also, you know, what areas can be improved. So some communities are using a tool called coUrbanize to collect their suggestions. So on this slide is an example of an interactive online map of Goshen, New York where the planning department is looking for suggestions from residents on what could be improved and residents log in to the map and make comments and suggestions or other markers on the map. For example they might say that the area of trail is particularly nice or needs some attention.

So in addition to interactive mapping, they also do text message campaigns. Now this is really cool. We recently heard of an example in New York City where the city posted signs for suggestions of what they could do with a vacant lot. How cool is that? Suggestions range from turn it into a playground to a park, host a pop up market, farmer's market, food stands etc. So these are some really cool ideas that you can tap into. Another tool that might you might wanna consider promoting is this KaBOOM! Map of Play. You can plug in your address and find all the nearby parks, playgrounds, and other areas to play for adults or even for families.

So we know many of you are offering health education classes which is really, really great. And if you aren't there may be other local programs that are offering other classes. For example, many local cooperative extension program or YMCAs offer classes including individual courses about the importance of physical activity or might even offer free classes in itself. So you might wanna check out some of these local programs.

Another strategy is to locate local classes of the Evidence-Based

Diabetes Prevention Program. And you can use the link on your screen to find local classes. These are really great ideas and really great tools that you can use it even do some research and searching. And I think Rochelle also highlighted some really cool tips and suggestions even to do within your own community or even to encourage the program participants to do within their own neighborhoods such as the rural walking club and, you know, creating even within the participants' yards their own obstacle course and that can be done by just simple things that they have around the house. So coming together and pulling together a program and encouraging your program participants on these ideas will be really great in terms of getting more active and having more fun.

So now I'm gonna turn this back to Katie and she's going to share more strategies for what you can do within your healthy start program.

Katie: Great. Thanks Christina. So Christina mentioned some local programs that you can potentially connect with if you haven't already. So now let's talk about what are some strategies that you can implement in your own program that can make a big difference in contributing to a culture of health in your organization. And I think this builds really nicely on what both Rochelle and Delores talked about of how to contribute to this culture of health and make that culture of health a part of our organizational culture. We just wanna consider how many hours a day you or your staff or your participants are coming in and out of your program. Chances are, it's probably a fair number of hours per week. You probably sponsor events for your participants and you have even more interaction with them at those events. These hours can really add up. And so, it's really important that our program settings are a good role model for our participants and for our staff and for ourselves. It's great that it's a place that we can come into work every day or that our participants are coming to, is a place that supports everyone to be healthy.

So here are some strategies and we've talked out several of them already that you can implement in your program. First, one option is if you have space to create a kind of an informal physical activity space in your program. And we've seen in some places a conference room during lunch hour or after the day ends kind of becomes transformed and can be a place where folks get together and have fun and are physically active together. As Rochelle was saying, you know, it's trying to fit it in when that kind of works for your schedule that's really important. So if people are motivated and can get it, fit in you know

either at lunch or at the end of the day and it can be done right in your work environment, then that's kind of a win-win for everyone.

Another option is to create a walking group. And I think at least one person chatted in, Karen from Greater Harlem says that this is something they're already doing in Harlem, which is great. I know of another place that has kind of a standard calendar appointment for Tuesdays and Thursdays at 10:00 a.m. for 15 minutes where everyone who's available to go and walk around the building if it's cold and they need to stay inside or outside in the months where it's nicer outside. So it can just be 15 minutes and maybe that's during lunch or at a standing time when there isn't a lot going on and we recognize it can be hard to fit it in during the day but it doesn't have to take that long. Fifteen minutes can make a big difference.

Another idea is to make participant events active, active and healthy. So, you know, if you're doing a reading night with parents and kids maybe it's an active listening and active reading rather than seated. We know many of you are offering yoga classes and that was one thing Delores mentioned and that functions great as a both physical activity opportunity and an opportunity for reducing stress and building social support networks.

And another thing is taking standing breaks or walking breaks during a meeting. And I loved Rochelle's idea of downloading the Stand Up app to set a reminder for you to stand up every half an hour or something during the day just to get moving a little bit. And not only is it good for our health, good for our hearts, but also it's good for our minds and it helps us refocus and get back to work in a more productive way.

And then finally, a strategy that has been shown to be really effective is to post those signs on the stairs, or on the elevator, sorry, that say to take the stairs. And these really simple cues can help remind people to go and take the stairs and get those couple extra minutes of physical activity during the day, which as we've talked about add up. And the one in my building actually which I love says caution, taking the stairs may increase your awesomeness. So if you're looking for ideas for what your sign you can say that's something you can use too.

So here's just a quick summary of those strategies. And there are a bunch of other strategies as well. These all came from the CDC work site health scorecard. And I did just wanna mention that these strategies, everything that we've talked about and the resources that

have been mentioned are all available on the Healthy Start EPIC Center's resource page for physical activities. So if you're looking for any of the links that we've talked about or more ideas, that's where these all live and hopefully are easy for you to find.

So we have about 10 minutes for questions. I know I've gotten a couple already. But if you haven't already thought of your question, please chat them in into this chat box in the bottom left corner of your screen. And the first question that we have is for Delores. And Delores, you had mentioned that you have your physical activity classes that are kind of change every week. Question is, where do you get the teachers or facilitators for those classes?

Delores: We get some of them from the New York City Department of Parks and Recreation. They do train physical fitness teachers, and as part of their training they have to do so many hours of classes. So a lot of times they will do classes for us for free. And we also have a network of yoga instructors and other trainers that we work with do classes for us for low cost.

Katie: Great. Thanks. Another question for you Delores while we have you, how many times per week do you encourage participants to be physically active?

Delores: Three to five times a week.

Katie: And is there a reason why? You wanna elaborate on that?

Delores: Well, that is according to the research, will give you optimal benefit for weight loss and for health benefits.

Katie: Great. Okay. Our next question is for Rochelle. Rochelle, we like the idea of playing the video at a staff meeting. How do you suggest we introduce that idea at a staff meeting?

Rochelle: You mean actually play that video at a staff meeting?

Katie: Yeah, I think so.

Rochelle: I think just, you know, if it's something that you all feel [inaudible 01:10:21] that you're going to be doing each staff meeting or every staff meeting, just tell them that you have a new idea that you're gonna start at that meeting with and that's an energizing icebreaker to

start the staff meeting and just get everyone engaged from there. I'm so sorry on the video you could not see my legs but I could not get my phone and all of that to work where I could show the lower extremities of my body. But I believe just, you know, letting the staff know that you're going to start doing some engaging activities like that in staff meetings is a good way to introduce it.

Katie: Great. Thank you. All right...

Rochelle: Also I want to just make note is that icebreaker, it works on balance. It's cognitive as well because you, with the switching and counting the odd numbers, you use cognitive skills there and is working on balance as well as physical active.

Katie: And I see a couple of chats coming in and definitely saying they, well first of all I saw a couple of chats during the video that said they loved getting moving right now and more coming in. Love the idea of getting, of moving during meetings, this stimulates endorphins. That's totally, totally true and it is a great way to get the blood flowing and get the brain moving before a meeting.

I do see another question and I think this goes back to towards the beginning of the session with some of the graphics that we had, the infographics that talked about physical activity for kids, for pregnant women and for adults generally. And the question is are those available to post on a waiting room wall or are they available, you know, beyond what we just shared. And I will say we did put the link in the slides so that if you are working for them of course you will get the slides as part of the follow up package with the recording for this webinar, and we'll make sure also to include those on that healthy living web page with physical activity related resources. They are from the...one of them is from the World Health Organization, another one is from the chief medical officer, the Office of the Chief Medical Officer of the United Kingdom. So both for all three are definitely available publicly. I'm not sure if you can order them but could certainly be printed potentially from that. They're all in the public domain. We can make sure to include those, add those to the web page if they're not already there.

All right. What other questions do folks have? We have about three, four more minutes for questions if anyone does have them, so time for maybe one or two more questions. And also too, you know I think Christina had mentioned we'd love to hear via chat if there were, you know, community initiative that you all are working in that should kind of

be added to this list of community efforts that we can promote and make sure that others are tapped into. So if there is a community initiative that you're aware of that, you know, slightly larger than maybe just your community but others should know about it and might be able to participate, that would be great to hear about as well. You chat in those ideas.

All right, last call for questions. Okay. We are done with those. And you can continue if you are still thinking about that, we are gonna move into kind of wrapping up here. And the first thing that we're gonna do is circle back to a couple of the questions that we started with. So if you recall, this was our first question. Motivating people to be active can be as simple as ABC, which stands for accountability, attitude, action and now fill in the blank. Belief, encourage behavior and change or belief and consistency. And so again, this goes back to what Rochelle shared about how to motivate people to be active and keeping in mind ABCs which hopefully can kind of keep that message simple and easy to wrap your head around, and also good words for us all to keep in mind.

So I think we can take a couple more responses to that and then close the poll. And it looks like most of us are now, okay, I think before people were thinking it was mostly behavior and change. And now people are saying belief and consistency. And again we will make the slides available and we'll make sure that you have access to those. And just going back to what Rochelle has talked about, it is accountability, attitude, action, belief and consistency. And I would just encourage you to go back and look at her slides and her reminders about belief and believing in yourself and believing in your worth to be healthy and then also how to make physical activity a part of a consistent routine and how important both of those are to physical activity as part of a daily life and promoting overall health.

Great. So that brings us to our second question which is you can see the biggest benefit from being physically active once or twice per week, three to five times per week or every day. And as Delores has kind of alluded to that is, and I think we'll wait one more second and let people, and then we'll close the poll. I see we're conflicted. We're conflicted here. Of course being physically active I think, you know, upon looking at this question again and I had worded this question that I can see there are two possible answers. And so actually I think we're all right here in terms of being physically active from a sense of it's a routine and it's daily life, it's part of making it a part of your daily activities and that is certainly every day. And that makes sense there. And when we're

talking about it more from the side of exercise and more rigorous physical activity or vigorous activity, that's when the recommendation comes in to do it three to five times a week to give your body some time to rest.

So that being said, I think it was not a greatly worded question now that I'm looking at the results here, and I think there are definitely valid reasons for answering both ways. So I'm gonna say that we're all right there and definitely, you know, the idea of physical activity as part of a daily routine, making physical activity part of your everyday ritual is something that we're very supportive of and to and see why it would go that way as well.

All right. Oh, I clicked the back button there. Thank you. Okay. So as we're wrapping up here, thank you for participating in those polls. One final question for you is, you know, we hopefully shared and talked about a lot of ideas today and hope that maybe one of those piqued your interest and would love if you would chat in one strategy that we talked about today that you're interested in or are either considering or considering pursuing or maybe just interested in right now. And as you're chatting those in, we'll kind of continue to work through and share some of the follow up to today webinar, but would love just to hear what you all are excited about, and, you know, I'm seeing in the chat already the idea of moving during meetings is something that's exciting to people, walking meetings. Figuring out how to provide a yoga class, that's a great, great takeaway from the meeting, definitely hopeful that that is something that you can do. And different kinds of physical activity that we're sharing, including spelling my name with my body is something that someone is interested in. That's great. Lots of things that people are excited about and would love to have you keep chatting those in as we move forward and wrap up today's question.

So we are excited to announce, and I alluded to this already that we do have a Healthy Living web page on healthystartepic.org, and on this web page you will find a web page specifically about physical activity and that web page includes resources that are organized into whether you're working with participants, all participants, pregnant participants, postpartum or parenting participants and it again include all the resource that we talked about today among others and we will be continuing to add to that with additional resources as we learn about them and make sure that they're useful and relevant to you. If you click on the arrow on this healthy living web page of resources, it will expand the resources. And we did try very hard to really narrow the resources to tip sheets, fact

sheets, videos, easy to read information, really essential stuff working with participants. In addition to participants...in addition to resources for participants there are also resources about how to...what changes you can make in your program. Again we talked about some of those and include the links to those and some other ideas and also the community initiatives including the KaBOOM! Map of Play and coUrbanize and the walkability audit that we talked about. So there are links to those involved other community initiatives for you to hopefully check out and see if that's [inaudible 01:20:41] that you can get involved in.

So hopefully, these are the key points they you're taking away from today's webinar. These were our hopeful takeaways. And so really, kind of two things that we hope you're taking away from the webinar. First that the goal should be to support individuals to have a lifestyle that incorporates physical activity. And in order to be more, to support individuals really, participants but also staff or anyone, to support individuals to be more active. And it's important to meet participants where they are, use the ABC to help guide the conversation and also inform how you're supporting participants and staff and yourselves and your families to offer a supportive environment to explore, you know, what physical activity that you're interested in, that you like. Again kind of going back to that keeping the message simple at the beginning, that really the most important message that Rochelle reiterated that the most, the best kind of activity is the kind of activity you will do. The most important thing is to find things that you enjoy doing and to help make that part of the routine. Promoting a culture of health in our programs and also considering how the community can best support activities. So all of these together and considering all of these things together can help support individuals generally to be more active.

Our final Healthy Living Initiative webinar is December 5th. And that will be our managing stress, again focusing on strategies for Healthy Start programs. I think Rochelle got us started with some great tips today, concrete ideas for how to keep positive thinking and build reflection into the day. So we will be sharing those as well other tips for managing stress and how to, you know, make that as simple as possible. Obviously we know it's not a simple thing, but what are some easy and simple things that you can do to help everyone reduce their stress levels.

I do just wanna thank our Healthy Start Healthy Living Initiative working group, we've got representatives who I know are on today from Denver and Missouri bootheel, as well as two folks from the division and several

EPIC Center staff who've all played a really important role in providing input oversight into this initiative [inaudible 01:23:04] today's webinar. And I also want to thank again our speakers today, Rochelle, Delores and Christina for joining us and for providing a great and really upbeat and enthusiastic messages and things to share around supporting physical activity.

Finally, again we do really want your feedback on today's event so please take a moment following this webinar to complete the survey that will pop up immediately afterwards. We look forward to your feedback and we do really value what you have to say and it will inform our next webinar on December 5th on stress management. So that concludes today's webinar. Thank you all for joining us, and I hope you have a great rest of your day.