

NYC Nutrition Education Network

April 24th, 2015

Let's Get Physical: Promoting Active Lifestyles in The Concrete Jungle

Speakers:

- Introduction by Shannon Morris, MS, RD, CDN
Director of Sports and Wellness, Sports & Arts in Schools Foundation
- Kendra Koch, MPH
Physical Activity Coordinator, New York City Parks and Recreation
- Simone Berry
NYC Coordinator BOKS Build on Our Kids' Success
- Sarah Wolf, MPH, RD
Active Design Manager, New York City Department of Health

Shannon Morris: RD and Crossfit coach

- The power couple – nutrition and fitness
- What are the barriers? Economics, culture, environment, etc.
- We need to help clients to overcome barriers by referring them to the right places
- How to be active in a safe environment?

Kendra Koch – physical activity coordinator at NYC Parks

NYC Parks: Creating opportunities for physical activity

- Why? Weight control, health benefits, stress and depression, enjoyment, increased energy, self-esteem, social activity
- Weight Control: 1000 calories for health, 75 minutes for post weight-loss
- Common barriers: lack of motivation, can't afford a gym membership or classes, fear of injury, family obligations, etc.
- Adherence is difficult: 50% of new exercisers stop within 6 months, 75% within 3yrs
- 38% of population is completely sedentary, 25% in New York

Shape Up NYC: <http://www.nycgovparks.org/programs/recreation/shape-up-nyc>

- Two main sponsors: Empire BlueCross BlueShield and Equinox Fitness Clubs
- Have about 3000 participants per week
- Trying to get up to 500 classes available per week
- Strategies to overcome Barriers:
 - Convenience: offering a variety of times and locations
 - Support: great group energy from instructors and participants
 - Welcoming non-competitive environment
 - Instructors from neighborhood reflect the community they're serving, making up every demographic of the city
 - No RSVP required "Just Show Up and Shape Up"
- Now available in a wide variety of locations: schools, libraries, hospitals, religious centers, as well as parks and recreation centers
- "Want to take away the fear of working out. Begin in your community and take it from there." –ads featuring instructors
- Offer classes for everyone – beginners to high intensity
- Training program: 10wk program, 6months of volunteer teaching

- Next round of applications are going to be available online in August and training will begin in October
- Community Parks Initiative (CPI)
 - Study comparing parks receiving no investments and parks in low income neighborhoods
 - These two maps overlapped, so there will be \$130mill to provide resources to these parks
 - CPI Zones: Shape up locations do overlap pretty well but also showed areas for improvement
- Always looking for new host sites – space for 20-25 ppl open to public with sound system and someone to check ppl in. Looking for places beginning in June-July

Recreation division at NYC parks: oversees rec centers and programming; offer free and low-cost activities

- Sports-for kids and adults. Non-traditional sports as well as common such as soccer
- Offer adaptable sports programs such as wheel-chair basketball
- Serve a large number of youth – offer snacks, homework help, fitness, nutrition education
- Kids in Motion Program – getting kids outdoors to play
- Aquatics program – learn to swim programs (free), senior hours at outdoor pools (early morning, seniors only), summer lap swim (sign up for time slot and go swim)
 - Recreation Centers: under 18 membership is free, YAs and seniors \$25 for year, \$100 (\$150 with pool) for adults

Simone Berry: NYC area coordinator for BOKS, of Reebok foundation

Physical activity break led by Simone

Shape-up volunteering got her into fitness teaching as a career

- Our bodies are made to move, our brain works better when we move, but we live sedentary lifestyles which take us away from this movement
- Why don't we move more? Barriers.
- Exercise is crucial for kids, they're still developing, but NYC makes it more difficult than most areas, so BOKS attempts to improve movement by giving people the knowledge they need to move in a safe manner, in a safe place
 - BOKS-Build Our Kids
 - Funded by the Reebok foundation
 - Physical activity is not a class, it's a part of life
 - Driven by 5 main things:
 - Move – functional things we do every day, making them more physical and more fun
 - Empower
 - Connect – build empowerment through the community, having people from a community who are passionate about the people they are serving because if they care they will stay
 - Prove – evidence based research showing how physical activity positively affects people
 - Grow – officially began in 2010, so the main mission is to grow
- Their theories and inspiration is from the book *Spark* – Dr. John Ratey discusses the science behind exercise – he demonstrated the improved health and brain activity that comes with daily physical education
- 3.8% of elementary school children receive physical activity every day
- What can we do? Programs like BOKS, a before-school activity program, can be part of the solution

BOKS: <http://bokskids.org/>

- Model: moderate to vigorous activity, friendly non-competitive environment, volunteer basis only, recommended 2-3 times per week at 40 minutes a class, also talk about nutrition
- Very specific lesson plan provided, with warm-ups and running or walking related activity as well as the skill of the week (squat, plank, sit-up, something that has a functional purpose in everyday life) and end with a 5-minute game to keep them coming back. Work a nutrition component into every session
- If you can run the food under water and it doesn't dissolve, it's healthy (think apple vs pop-tart)
- What needs to happen? Find a school champion, meet with principal, sign BOKS pledge, get principal approval,
- Program started in 2009 by a mom who wanted her kids to get more physical activity
- 71 schools in NYC, and locations across USA, Canada and world-wide
- Parents, teachers and children have positive reviews regarding happiness and increased concentration
- Reebok is main funder but work with a variety of partners because they are open to collaboration and sharing information.

Sarah Wolf – Active design manager for NYC Dept of Health in active living program

Physical activity break led by Sarah Wolf

- How environment can promote physical activity
- Has been an interest of health dept for about 10 years
- The urban conditions in NYC 100 years ago: conditions that were an issue were water-borne illnesses and diseases spread due to overcrowding, so systems were put in place to keep the streets cleaner, windows and toilets were required in new apts, subways created to decrease crowding and infectious diseases plummeted
- Now chronic diseases play a much greater role, the obesity rates in the US have gone from around 10-15% to near 30% in all states in the past 20 years
- The benefits of physical activity go so far beyond weight, and the funness and happiness aspects are what we want to focus on. Even children who are overweight do significantly better when exercising. But only about 20% of children are “fit” or meeting physical activity requirements
- There is a real inequity by poverty in NYC in meeting activity requirements
- Physical Activity Barriers: do we have safe, attractive, engaging places to go. Is NYC designed to support social cohesion and mental health as well as physical activity?
- Chronic Diseases are “Diseases of Energy” or a disconnect between energy in and energy out
- Just 2 minutes of stair climbing per day (about 6 floors) burns enough calories to counteract the average annual weight gain in the average US adult
- Created Active Design Guidelines

Active Design Guidelines: <http://www.nyc.gov/html/doh/html/environmental/active-design.shtml>

- More on Active Design: <http://www.nyc.gov/html/ddc/html/home/home.shtml>
- Designed for architects and policy makers as well as health professionals
- They have realized they need to also speak with the users of the community, community members are the experts on their community, so they have developed the Active Design Guide for Community Groups
- Active Design for Affordable Housing
- Active Transportation – Working with DOT on many programs
 - DOT Plaza Program
 - DOT Curbside Seating
 - DOT is trying to advocate for pedestrians and bikers to improve activity and sustainability

- Slow Zone – slows speed limit to 20mph (speed bumps and street narrowing)
- Benches – older people, people with physical limitations, people carrying bags, people with children, benches are very important
- Sanitation – garbage and dog waste have been big barriers to walking according to community members
- Maximize variety, detail, beauty, interest when building new structures because when people enjoy the streets they are walking down
- Active Recreation
 - Recreation opportunities for children
 - Corecreation for parents and children, multigenerational fitness places
 - Play streets – community groups can apply to close streets to traffic
 - DOT has Weekend Walks Program
- Healthy Food Access
 - Supermarkets, farmers markets
 - Buildings provide spaces for cooking for demos within community buildings
 - Exposure to gardening: Grow to Learn in schools, Green Thumb in community gardens
 - Healthy Beverage access: grant to put in more public drinking fountains
- Active Buildings
 - Promoting bicycle use by increasing storage – all new buildings being built must have at least 1 storage unit per housing unit
 - Encouraging stair use by making them more accessible, beautiful
 - Universal accessibility: for elderly, disabled, etc.
- Also promoting:
 - Sustainability – more trees
 - Social equity and economic resiliency – bringing people together in a safe environment
- Working on...
 - Affordable Housing – training and technical assistance provided
 - Policy – Hold open law – magnetic hold to keep stair doors open
 - Codes related to limiting sedentary activity in daycare and increasing age when children are allowed to have juice
 - Training technical assistance in pre-k and schools. About to increase active design toolkit for schools.

***FitCity10: Promoting Physical Activity Through Design – May 11th 2015

http://nycxdesign.com/events/fit-city-10-promoting-physical-activity-through-design/#.VTv7V_nF_M8

<http://cfa.aiany.org/index.php?section=calendar&evtid=7996>