



Let's Get Physical: Promoting Active Lifestyles in The Concrete Jungle
Friday, April 24, 2015
9:00am-12:00pm
Hunter College, 2180 Third Avenue, New York, New York

Goals

To discuss the importance of engaging in regular physical activity, while addressing the challenges populations face in New York City when trying to be active. Showcase successful physical activity based programs in New York City.

Objectives

After this session, participants will:

- 1) Understand the importance of physical activity
- 2) Address physical activity barriers
- 3) Describe physical activity programs and initiatives in New York City
- 4) Access resources and tools to implement physical activity programs

8:30 – 9:00	Registration and Networking
9:00 – 9:10	Welcome and Introduction Shanon Morris, MS, RD, CDN Director of Sports and Wellness, Sports & Arts in Schools Foundation
9:10-9:40	Kendra Koch, MPH Physical Activity Coordinator, New York City Parks and Recreation
9:40-9:45	Physical Activity Break
9:45-10:05	Simone Berry NYC Coordinator BOKS Build on Our Kids' Success
10:05-10:10	Physical Activity Break
10:10-10:40	Sarah Wolf, MPH, RD Active Design Manager, New York City Department of Health
10:40-11:00	Question and Answer Panel
11:00 – 12:00	Resource Fair & Networking

NYCNEN thanks the Program in Nutrition at Teachers College Columbia University for their ongoing support.

Co-sponsor: The Program in Nutrition at the CUNY School of Public Health

Kendra Koch is the Physical Activity Programming Coordinator at NYC Parks. She is responsible for coordinating fitness programming for the Agency, including Shape Up NYC and Kids in Motion, both of which provide free fitness opportunities to New Yorkers of all ages. In this capacity, Ms. Koch manages all aspects of the fitness programs from staffing and scheduling to marketing campaigns and program evaluation. Since 2010, Ms. Koch has helped the Agency attract more than \$1.25 million in private funding for fitness initiatives.

Prior to her work with NYC Parks, Ms. Koch served as an Agriculture Program Analyst at the Millennium Challenge Corporation in Washington, DC, a Federal agency focused on reducing international poverty through economic growth.

Ms. Koch graduated from New York University with a Masters of Public Health (MPH) in 2010. She also holds a BA in Political Science – International Relations from Ohio University. Ms. Koch is fluent in Spanish.

An exercise enthusiast, she enjoys walking, tennis and group fitness classes, and remains dedicated to the sports teams in her hometown of Cleveland, OH.

Simone Berry is the New York City Area Coordinator for BOKS. She is a fitness professional who joined BOKS as the New York Area Coordinator in the spring of 2014. BOKS, an initiative of the Reebok Foundation, is a FREE before-school physical activity program that gives kids the brain boost they need to start their day. As an active trainer and group fitness instructor in New York City, Simone goals are to improve the life of other through physical activity, health, and wellness. Prior to BOKS, she worked at the leading sports-based youth development coalition, UP2US, served as the Assistant Varsity Basketball coach at the Hewitt School, volunteered with Shape-Up NYC, and was a contributing writer for several health and wellness publications.

As a lifelong athlete, Simone has always had a deep connection to health and fitness. She played Division 1 basketball at Howard University, where she received her Bachelors of the Arts in Journalism. She also is an ACSM Certified personal trainer and AFAA group fitness instructor.

Sarah Wolf, MPH, RD is the Active Design Manager for the NYC Department of Health and Mental Hygiene's Active Living Program. She convenes partnerships with and provides training and technical assistance to affordable housing organizations, developers, and community leaders and school communities to implement Active Design strategies in low-income neighborhoods. Wolf was part of the New York City team that produced the award winning *Active Design Guidelines: Promoting Physical Activity and Health in Design* and the *Active Design Supplement: Promoting Safety* and led the development of the *Active Design Guide for Community Groups*.