Captivate – Educate - Activate

Donna Hardie
Sanfordfit.org
Physical Activity per Week
moderate - adults

60 min

**Arm Circles**
With arms straight out to your side, raise them to shoulder height and move them in circles for 1 to 2 minutes. You can make small or big circles, and go forward or backward. Mix it up and have fun! *(Keep your arms in line with your shoulders.)*

150 min

**Hula Hoop**
Pretend you have a hula hoop and move your hips in circles for 1 to 2 minutes. You can make your hula hoop go in big or small circles, fast or slow! For more of a challenge, add arm circles.

265 min

**Overhead Reaches**
Bring one arm over your head and lean with your body as you step out. Alternate to the other side. Repeat for 1 to 2 minutes. Your heart rate will go up the faster you move!
6 excuses people give for NOT exercising

WebMD
Excuse No. 1: 'I Don't Have Time.'
Excuse No. 2: 'I'm Too Tired.'
Excuse No. 3: 'I Don't Get a Break From Family.'
Excuse No. 4: 'Exercise Is Boring.'
Excuse No. 5: 'I Just Don't Like to Move.'
Excuse No. 6: 'I've Tried Before.'
"I'm Too Tired."

'Exercise Is Boring.'

'I Just Don't Like to'

'I Don't Have Time.'

'I DON'T WANT TO.'

'I've Tried Before.'

Situational Influence

ENERGY

ATTITUDE

PHYSICAL ACTIVITY
Situational Impact

Less than 25% of adults get recommended amount of physical activity.

Nearly 75% of adults binge-watch videos including a staggering 90% of millennials. 38% of millennials also said they binge-watch ~every week.

Approximate 40% of adults do NOT get recommended amount of sleep.

Adults in the United States devote nearly 11 hours each day to consuming media.

Only 25% of youth engage in mod-to-vig physical activity for 60 min/day

Preschoolers spend ~4.6 hours per day and 8 to 18 year-olds >7 hours per day using screen media.

Created by Sanford Health
Habitual Influence

\[
\text{ENERGY} \quad \text{ATTITUDE} = \text{BEHAVIOR CHANGE}
\]
Habitual Impact

Since 1980, childhood obesity rates (ages 2 to 19) have tripled. 60% of overweight children, ages 5-10, have at least one risk for heart disease.

The CDC projects that 1-in-3 adults could have diabetes by 2050. Nearly 40% of adults are obese.

Only 25% of youth engage in mod-to-vig physical activity for 60 mins/day. Preschoolers spend ~4.6 hours per day and 8 to 18 year-olds >7 hours per day using screen media.
Your Excuse?

**Energy**
I can’t

**Attitude**
I won’t

**Motivation**
I can’t

**Lunges**
Stand, then take a step forward until your back leg’s knee almost touches the floor. Return to a standing position and repeat with other leg. Alternate for 1 to 2 minutes. (Make sure front knee is in line with ankle. You want to be able to see your toes.)

**Squats**
Spread your feet shoulder width apart and squat down like you are sitting on an imaginary chair. Once you are “sitting,” stand back up. Repeat for 1 to 2 minutes. (Try to keep your knees over your ankles. You should be able to see your toes.)

**Run in Place**
Run while staying in the same place. Get your arms moving with your legs! Change the pace from slow to fast and in between. Continue for 1 to 2 minutes.

exhausted, too tired
I hate to workout, the cold, the gym
I don’t feel like it, maybe tomorrow

Created by Sanford Health
ATTITUDE
I Will.....
**Triceps Stretch**
Raise one arm straight up. Bend that arm until you touch your back and hold for 30 seconds to 1 minute. You should feel a stretch in the back of your upper arm. Repeat with the other arm.

**Quadriceps Stretch**
In a standing position, bend your knee and reach behind you. Grab your foot and hold until you feel a stretch in the front of your thigh. Hold for 30 seconds and repeat on the other side. *(If you struggle to balance, use a desk, chair, or wall for support.)*

**Arm Across Chest**
Bring one arm across your chest and hold for 30 seconds to 1 minute. You should feel a stretch in your upper arm/shoulder area. Repeat with the other arm.
Health Instruction Models
Captivate

get their attention

Interesting and Relatable
Educate
provide a little information

ENERGY
Situational

ATTITUDE
Habitual

Understandable and Useful
Activate

inspire them to go do something

EXCUSE BUSTER

I Will....

Actionable and Adoptable
Captivate – Educate - Activate
Excuses, Excuses!
I cannot come outside to play, because my unicorn wants to play video games.
Excuses, Excuses!
I wanted to eat my broccoli,
but the lollipops told me not to.
Excuses, Excuses!
I would like to help my mom rake leaves, but a bird bear flew away with my tennis shoes.
What's Your Excuse?

All excuses are silly...some more than others! Either way, excuses keep us from making *fit* choices.

- My dog ate my basketball, so I can't go play outside today.
- Really? Well my cat took off on my bicycle.
How 'Bout that Excuse?

Work with a friend to create silly excuses. See who can come up with the silliest one. Then think of a *fit* choice to make instead!

![Excuse Table](image)
Challenge week of Excuses, Excuses
Captivate – Educate - Activate
Health Instruction Models

#1 – fit Behavior Theory
Why create *fit*?

Because health conditions need to improve

1. Since 1980, childhood obesity rates (ages 2 to 19) have tripped.
2. Since 2011, rates of youth depression have almost doubled.
3. 60% of overweight children, ages 5-10, have at least one risk for heart disease.
4. Nearly 38% of adults are obese.
5. Adult diabetes rates have nearly doubled in the past 20 years.
6. More than 29 million American adults have diabetes and another 86 million have pre-diabetes.
7. The CDC projects that 1-in-3 adults could have diabetes by 2050.
8. 1-in-3 adults have high blood pressure, which is a leading cause of stroke.
Why create *fit*?

Because health behaviors need to improve

1. Typical diets **exceed** recommended intake levels or limits calories from solid fats and added sugars; refined grains; sodium; and saturated fat.

2. Americans eat **less than the recommended** amounts of vegetables, fruits, whole-grains, dairy products, and oils.

3. **Only 25%** of youth engage in mod-to-vig physical activity for 60 mins/day.

4. Preschoolers spend **~4.6 hours per day** and 8 to 18 year-olds **>7 hours per day** using screen media.

5. Preschoolers deprived of sleep (**~3hrs**), in one day, **consume more** calories(+20%), sugar(+25%) and carbohydrates(+26%), than usual.

6. One hour less of weekday sleep for teens is associated with **greater odds** of feeling hopeless, considering suicide, suicide attempts, and substance use.
Why create *fit*?

Because health efforts need to shift to do more to prevent disease and not just treat disease.

Healthy Students are Better Learners

Healthier students are better on all levels of academic achievement:

- **Academic performance**
  - grades
  - standardized tests
  - graduation rates

- **Education behavior**
  - attendance
  - dropout rates
  - behavioral problems at schools

- **Cognitive skills and attitudes**
  - concentration
  - memory
  - mood

Schools and education are here to develop the whole child.
minimize potential onset of diabetes, hypertension, and other chronic diseases

help maintain a healthy body and mind

establish and sustain healthy habits

make healthy choices

situational  habitual
Influencers

Emotions and Attitudes

Rest and Energy levels

Choices

Nutritional choices

Activity levels
Precontemplation
No recognition of need for or interest in change.

Contemplation
Planning for change.

Preparation
Adopting new habits.

Action
Ongoing practice of new, healthier behavior.

Maintenance
WILL DO IT

DID IT!
I won’t to I will

thinking not tracking

I can’t to I can

moments not minutes

Created by Sanford Health
situational

- Improve attitude and motivation
- Develop healthy response to emotions
- Control what influences our choices
- Improve quality of sleep and rest
- Use healthy ways to increase energy

- Decrease sugar
- Increase fruit and vegetable consumption
- Improve snack and drink choices
- Increase daily physical activity
- Decrease screen time

Created by Sanford Health
### fit4Schools Program At-A-Glance

Develop skills and behaviors for a lifetime of healthy habits with fit4Schools. Core content and concepts come to life through engaging lesson topics and healthy challenges.

<table>
<thead>
<tr>
<th>Core Content</th>
<th>Application/Challenges</th>
<th>Lesson Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Motivate Your MOOD</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Develop a personal awareness of MOOD.</td>
<td>Check your MOOD.</td>
<td>2. Know Your MOOD</td>
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<td></td>
<td></td>
<td>6. Fit-Check</td>
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<tr>
<td></td>
<td></td>
<td>7. Motivate Your MOOD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12. Excuses, Excuses</td>
</tr>
<tr>
<td></td>
<td></td>
<td>17. Bust an &quot;I Won't&quot; MOOD</td>
</tr>
<tr>
<td>• Form healthy responses to emotions.</td>
<td>&quot;I Will&quot; make a fit choice.</td>
<td>1. Be a fit Kid</td>
</tr>
<tr>
<td>• Manage MOOD and motivation to make healthy choices.</td>
<td>Find your motivation.</td>
<td>11. Think Fit, Be Fit!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16. I Think I Can</td>
</tr>
<tr>
<td><strong>RECHARGE Your Energy</strong></td>
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<tr>
<td>• Sleep the recommended hours.</td>
<td>Get your sleep.</td>
<td>4. Energize!</td>
</tr>
<tr>
<td>- 3 to 5 years = 10-13 hours</td>
<td></td>
<td>9. Good Night</td>
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<tr>
<td>- 6 to 12 years = 9-12 hours</td>
<td></td>
<td>14. RECHARGE Daily</td>
</tr>
<tr>
<td>- 13 to 18 years = 8-10 hours</td>
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<td>19. Get Charged Up</td>
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<tr>
<td>• Increase unplugged relaxation daily.</td>
<td>Skip the screen.</td>
<td>6. fit-Check</td>
</tr>
<tr>
<td>• Form healthy responses to energy level.</td>
<td>&quot;I Will&quot; make a fit choice.</td>
<td>12. Motivation Matters</td>
</tr>
<tr>
<td><strong>Think Your FOOD</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Improve food and beverage choices.</td>
<td>Make fit FOOD choices.</td>
<td>18. Portion Savvy</td>
</tr>
<tr>
<td>• Reduce sugar consumption.</td>
<td>Shun the sugar.</td>
<td>23. Shake Up Your Wake Up</td>
</tr>
<tr>
<td>• Increase fruit and vegetable consumption.</td>
<td>Go for fruit and veggies.</td>
<td>3. FOOD is Fuel</td>
</tr>
<tr>
<td><strong>MOVE Your Body</strong></td>
<td></td>
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</tr>
<tr>
<td>• Be physically active throughout the day.</td>
<td>Be active!</td>
<td>10. Action Pack Your Day</td>
</tr>
<tr>
<td>- 60 minutes or more</td>
<td></td>
<td>15. Power Your Brain</td>
</tr>
<tr>
<td>• Increase intensity of physical activity.</td>
<td>Get moving!</td>
<td></td>
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<tr>
<td>• Limit screen time.</td>
<td>Swap the screen.</td>
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<td>5. MOVE Many Ways</td>
</tr>
</tbody>
</table>
patient activation

Level 1: Disengaged and overwhelmed
Individuals are passive and lack confidence. Knowledge is low, goal-orientation is weak, and adherence is poor. Their perspective: “My doctor is in charge of my health.”

Level 2: Becoming aware, but still struggling
Individuals have some knowledge, but large gaps remain. They believe health is largely out of their control, but can set simple goals. Their perspective: “I could be doing more.”

Level 3: Taking action
Individuals have the key facts and are building self-management skills. They strive for best practice behaviors, and are goal-oriented. Their perspective: “I’m part of my health care team.”

Level 4: Maintaining behaviors and pushing further
Individuals have adopted new behaviors, but may struggle in times of stress or change. Maintaining a healthy lifestyle is a key focus. Their perspective: “I’m my own advocate.”

Increasing Level of Activation

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health education
informing

health coaching
motivating

patient activation
empowering

marketing (health)
convincing

health activation
Less

More
Captivate  Educate  Activate
Captivate  Educate  Activate
Health Instruction Resources
fit offers free programs and resources that are used by influencers and activators across community settings.

- In daycares: In youth sports
- At Home: At community events
- In classrooms: After school and PE
- In health centers:
**fit4schools**

- Designed to equip K-6 educators with daily activities to promote health and learning
- Creates awareness and develops skills for healthy choices
- Aligned with health and core education standards

3 components:
1. daily calendar of fit tips
2. three minute fit Boost
3. weekly lessons

* Deployed nationally – used in all 50 states*
Each weekly lesson addresses individual topics such as “Sugar Counts,” “Good Night,” etc.

Each weekly lesson is comprised of
  - five quick and easy 5-10 min. daily sessions
  - a simple week long challenge

Adaptable to various settings, school needs, and age groups
Tell Yourself “I Will”

Are there any reasons you should not do a fitBoost?

See what excuses you and your classmates can think of. Then bust those excuses and talk yourself into doing a fitBoost!

Captivate (example from Excuses, Excuses)
“I Won’t” and “I Will”

An “I Won’t” MOOD leads to lazy feelings. Those lazy feelings lead to excuses.

Educate (example from Excuses, Excuses)
Bust Your Excuses

What excuse do you use most often? How can you bust it?

Use this handout to remind yourself to turn your MOOD around and bust your excuses.

Activate (example from Excuses, Excuses)
Fun and easy way to add a 3-4 minute physically active Brain Boost

Physical activities that include: Warm-up – get the muscles loose, Move – get the blood pumping, Cool Down – relax and recover

Printed version and on-line app are available at www.Sanfordfit.org
**fitClub - after school**

Program combining activity and activation of healthy, fit choices

- Ten 50 minute sessions
- Teaches the importance of physical activity and healthy lifestyle choices through energetic, interactive lessons and games.
- Girls and boys versions to enhance engagement and learning
- Materials available on-line and Leader training is available
- Used in school and non-school based settings i.e. B&G Clubs, Wellness centers

* Deployed locally – ~3 dozen clubs*
26 day challenge (or any length you choose)

Do a different fit activity every day and mark off a block – i.e. Drink only water, Walk 1 mile, No electronics

Celebrate completion
An excellent resource for encouraging health and wellness within the classroom

I truly felt like I had hit a gold mine when I came across fit! I have been using the lessons with my 1st and 2nd grade students. I intend to use fit as the foundation for my curriculum next year.

fit4Schools gives students the best possible building block in life. It helps them take responsibility for their health and encourages every child to be physically fit.

I loved using the resources for teaching students how food and drink choices can effect how they feel and how they perform in school.

We used it all year and the kids loved it. We used fitBoost, the weekly lessons, the calendar and the fit Marathon. It is so easy to use and adapt.

I think that it is a great program that offers lots of excellent resources.
youth sports

Youth Sports are a great way for kids to be active and develop physically, socially and emotionally.

fit4 Youth Sports is a simple and free program that can be incorporated to engage kids in making healthy choices all season long.

• Coaches guide and Take-home letter
• Based on the 4 factors of being fit
• natural fit into (take no time away from) the typical training session
• easy to use, adapt and expand

* Piloted locally
fitCare an early childhood education, pediatric obesity prevention / intervention program

- Partnership with SD Dept of Health and Social Services
- Thousands of providers trained and kids connected
- Included in the SD State Plan for Nutrition and Physical Activity to Prevent Obesity and Chronic Disease (2015-20)

“fitCare has given me tools to educate the parents of children in my care about how serious the obesity epidemic is and teach them the steps we can take to try and prevent our children from becoming another statistic. And also how we can teach our children healthy habits to stay fit!”

* Deployed regionally – ~2K providers
Raising fit Kids and 3 Kid’s sites

- Designed for mobile optimization
- Hundreds of videos, games, slide shows, articles, quizzes, songs, etc.
- Used by all fit programs

* Deployed nationally – ~20M visitors
mobile apps

https://move2draw.com/
fitGames

Being fit can be fun! Use fitGames, developed by Sanford Health, to activate healthy lifestyle choices. fitGames can be used in multiple settings — soccer practice, after-school programs, recreation and club meetings, and at home.

Download the fitGames booklet to start activating health today!
fitGames Booklet

fit Family Night

Everything you need to start a fit Family Night in your own community!

coming soon!

fitSongs

In the works

- New school lessons
- fit Yoga
- Summer Camp
- Health Coach Workbook
Everything available on-line @ www.Sanfordfit.org
fitBoost
Take a few minutes to add MOVE and RECHARGE to your day.

- Click “Let’s Go!”
- Click “Warm Up” and follow the on-screen instructions.
- Repeat with “MOVE” and “Cool Down” activities.

Have fun!

Warm-Up
Jumping Jacks

Move
Let's Go!
Shoot Hoops

Cool Down
Butterfly Stretch