PHYSICAL ACTIVITY: THE WONDER DRUG

Sheree Vodicka
NC Alliance of YMCAs
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OBJECTIVES

1. Review the latest data on the health benefits of and recommendations for physical activity.
2. Describe recommended interventions to encourage and promote physical activity in North Carolina.
3. Discuss strategies lifestyle coaches can use with participants to help them move more.
PHYSICAL ACTIVITY RECOMMENDATIONS

Adults need at least:

- 150 Minutes every week moderate-intensity aerobic activity
- 75 Minutes every week vigorous-intensity aerobic jogging or running
- Muscle-strengthening activities on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders and arms)

- All adults should avoid inactivity. Some physical activity is better than none, and adults who participate in any amount of physical activity gain some health benefits.
- Aerobic activity should be performed in episodes of at least 10 minutes, and preferably, it should be spread throughout the week.

REDUCES THE RISK OF CHRONIC DISEASE

5 WAYS SITTING IS KILLING YOU

Why sitting is the new smoking and what you can do about it
THE RISK OF DYING PREMATURELY DECLINES AS PEOPLE BECOME MORE ACTIVE

The most dramatic difference in risk is seen between those who are inactive (30 minutes a week) and those with low levels of activity (90 minutes or 1 hour and 30 minutes a week).

Approximately 30% lower risk of early death.

AND YET…

BRFSS 2015: Adults that participated in 150 minutes (or vigorous equivalent minutes) of physical activity per week (CDC calculated variable)
“A lot of people want to play it safe by engaging in some kind of physical activity every now and then. Not me, though. I live for the rush.”

Those are the words of sedentary thrill-seeker Daniel Erickson who risks his life every day through a strict regimen of sitting at his computer, watching television, and playing with his smartphone in bed.

“I’m skating on thin ice living my life like this, but chasing after those extreme risks is just in my blood,” said Erickson, who noted that spending the vast majority of his time in a slumped or fully recumbent position is all part of the nonstop game of chance that he thrives on.
PHYSICAL ACTIVITY

150 minutes a week = 22 minutes a day
Most Common Types of Activity Reported by Adults Engaged in Physical Activity, NC BRFSS 2015

*Asked only of those who reported any exercise in the past month.
NOTE: There are 69 exercise categories available for this question. The four categories featured in this table had highest frequency of any single category.
WHAT WORKS?
NORTH CAROLINA’S PLAN TO ADDRESS OBESITY: HEALTHY WEIGHT AND HEALTHY COMMUNITIES 2013-2020

Settings
• Health care
• Child care
• Schools
• Colleges and universities
• Work sites
• Faith-based organizations and other community organizations
• Local government
• Food and beverage industry

EatSmartMoveMoreNC.com
CORE BEHAVIORS

Core Behaviors to Address Overweight and Obesity

**Increase physical activity**

Physical activity is critical for lifelong weight management. Physical activity burns calories both during and after activity. Physical activity must consist of not only aerobic activities that get the heart pumping, such as walking or bicycling, but also activities that strengthen muscles and bones and increase flexibility. Adults should do at least 150 minutes of moderate-intensity aerobic activity per week and muscle-strengthening activities that are moderate or high intensity and involve all major muscle groups on 2 or more days a week. Children and adolescents should do 60 minutes or more of physical activity daily. As part of their 60 or more minutes of daily physical activity, children and adolescents should include muscle-strengthening and bone-strengthening physical activity on at least 3 days of the week.

**Increase consumption of fruits and vegetables**

Fruits and vegetables in their natural state are low in calories and high in vitamins and minerals. For people who eat a diet rich in fruits and vegetables, it is relatively easy to eat more food volume while consuming fewer calories. According to the Centers for Disease Control and Prevention, the consumption of low-calorie foods such as fruits and vegetables is associated with better weight management. The federal Dietary Guidelines for Americans recommend eating 2 cups of fruit and 2½ cups of vegetables each day, whether fresh, frozen, canned or dried. The guidelines stress the importance of choosing a variety of colors, with an emphasis on deep green and orange fruits and vegetables, such as spinach, kale, cantaloupe, and carrots.

**Decrease consumption of sugar-sweetened beverages**

According to the United States Department of Agriculture, per capita soft drink consumption has increased almost 500 percent over the past fifty years. According to the National Health and Nutrition Examination Survey (2005–2008), calories from regular soft drinks (not diet) account for an estimated 200 dietary calories per day for 25 percent of Americans and 200 to 600 dietary calories per day for another 20 percent of Americans. Therefore, reducing the number of sugar-sweetened beverages, e.g., soda, sweet tea, energy drinks and sports drinks, that Americans drink each day will cut calories and lead to weight loss.
Core Behaviors to Address Overweight and Obesity, continued

Reduce consumption of energy-dense foods

Foods that are energy-dense contain a large number of calories, mostly from fat and sugar. Foods and drinks can also be high in calories because of large portion sizes. Today Americans consume an average of 250 more calories per day than they did in the 1970s, mostly in the form of starches and sugars (men consume 168 more calories per day; women 335). Eating fewer calories by decreasing the number of calorie-rich foods consumed and/or decreasing the portion sizes of those foods are two evidence-based strategies for managing weight.

Decrease television viewing and screen time

On average, American adults spend half their leisure time in front of a television screen. Kids now spend seven and a half hours every day in front of some type of screen, television or otherwise—often two or more screens at the same time. Studies show that adults who watch more than two hours of television a day tend to weigh more than people who watch less than that. Children who watch more television have higher body weights than children who watch less. Watching less television allows more time for physical activity, and it reduces exposure to food advertisements for foods that are high in fat and sugar.

Increase breastfeeding initiation, duration, and exclusivity

The health effects of breastfeeding infants are well documented. Breastfeeding decreases many risks, including childhood overweight and obesity. Children who are not breastfed are more likely to be overweight and obese than those who are breastfed. The duration (length of time an infant is breastfed) and exclusivity (not feeding other foods or drinks while breastfeeding) of breastfeeding are both associated with lower rates of overweight and obesity.
Health care can help individuals achieve and maintain a healthy weight and can support environments and policies that enable individuals to carry out their personal health prescriptions. Clinicians and other health care professionals can screen for and diagnose overweight and obesity, provide treatment plans, and increase awareness of the health risks of obesity. They can advocate for time spent to counsel overweight and obese patients, and they can refer appropriately to community-based resources. Clinicians and health care professionals can work for the creation of healthy environments, including vending, in health care work sites (e.g., hospitals, clinics). They can promote and advocate for breastfeeding. Health care professionals can be powerful advocates for healthy eating and physical activity environments across all sectors of their communities.

State level policies

- Enact policies and regulations to support insurance coverage at no cost-sharing for counseling and behavioral interventions for those identified as obese.44

Counsel caregivers about risk factors for obesity, such as children’s weight-for-length, body mass index (BMI), rate of weight gain, and parental weight status.42

Practice healthy lifestyle behaviors, be role models for patients, and participate in community coalitions.43

For treatment of people with severe mental illness who are at risk for overweight or obesity, consider medications that are more weight-neutral, and emphasize behaviors to minimize weight gain.4

Establish policies and practices to offer counseling and behavioral interventions for adults identified as obese.9,45

Use terms that are appropriate for families and children to define healthy weight and BMI, and explain how to achieve this goal.9

Promote effective prenatal counseling about maternal weight gain and the relationship between obesity and diabetes.4

Assess and record information on patients’ dietary patterns.4

Implement a practice policy to require measurement of weight and length or height in a standardized way and plotting of information on World Health Organization or Centers for Disease Control and Prevention growth charts as part of every well-child doctor visit.4

Establish policies and practices to train and educate health professionals to increase children’s healthy eating, and counsel parents or caregivers about their children’s diet.4,45

Limit advertisements of less healthy foods and beverages in health care settings.4

Implement and maintain baby-friendly hospital initiatives.6

Promote exclusive breastfeeding for six months after birth and continuation of breastfeeding in conjunction with complementary food for one year or more.4,44

Promote physical activity for all patients, record patients’ physical activity levels, and stress the importance of consistent exercise and daily physical activity.4,44

Provide point-of-decision prompts to encourage use of stairs in clinical settings.4

Advise caregivers of children ages two to five years to limit screen time to less than two hours per day, including discouraging the placement of televisions, computers, or other digital media devices in children’s bedrooms or other sleeping areas.42
Community organizations, including faith-based organizations, have powerful influence over whether policies and environments support healthy weight. Faith-based and community organization members can start with their own members by making healthy choices available at events and gatherings. Faith and community leaders can encourage members to take action in changing the local environment to support physical activity and healthy eating, if an organization has assets such as playgrounds or walking trails. It can share them during off hours with the community at large.

- Ensure participation of organization leaders and members in community coalitions or partnerships to address obesity.15-16
- Implement budgets that provide community grants to promote physical activity and healthy eating.15
- Offer BMI screening, counseling, and behavioral interventions for adults identified as obese.16
- Implement healthier food and beverage choice policies and practices.16
- Provide access to affordable healthy foods.16
- Institute policies and practices to provide options for smaller portion sizes.17
- Train lay leaders to increase children's physical activity, decrease children's sedentary behavior, and advise parents or caregivers about their children's physical activity.18
- Promote and support exclusive breastfeeding for six months and continuation of breastfeeding in conjunction with complementary food for one year or more.19
- Implement policies and practices to improve the availability of locally grown foods by expanding farmers markets and farm stands.20
- Provide incentives for the production, distribution, and procurement of foods from local farms.20
- Implement policies ensuring that the amount of time toddlers and preschoolers spend sitting or standing still is minimized by limiting the use of equipment that restricts movement.21
- Implement the Move More North Carolina: Recommended Standards for After-School Physical Activity in all after school programs.22
- Strengthen programs that provide mother-mother support and peer counseling.5
- Increase point-of-decision prompts to encourage use of stairs.1
- Enhance infrastructure to support bicycling, walking, and wheeling.31
- Adopt practices that enhance personal safety in areas where people are or could be physically active.36
- Adopt practices that enhance traffic safety in areas where people are or could be physically active.36
- Allow community members to use facilities (e.g., outdoor space, meeting rooms, playgrounds) for physical activity.34-35
- Give all children opportunities to be physically active throughout the day.54
- Advocate for implementation of comprehensive local plans for land use and transportation.52
- Discourage consumption of sugar-sweetened beverages, and encourage drinking water.58
- Advise adults to limit screen time to less than two hours per day for all children.11

State-level policies

- Fund a sustained social marketing program that gives pregnant women and caregivers consistent, practical information about the risk factors and prevention strategies for obesity.46
- Adopt budgets that fund communitywide Eat Smart, Move More NC obesity prevention plans.23

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North Carolina’s Plan to Address Obesity: Healthy Weight and Healthy Communities 2013–2020
Research shows:

• Destinations within .5 mile = how far people will walk on average

• Public transit = additional 21 minutes a day of walking

• More access to green environments (e.g., parks) = more walking

Emerging evidence:
When parks add more signs and conduct outreach activity, the physical activity of park users increases

STEP IT UP! THE SURGEON GENERAL’S CALL TO ACTION TO PROMOTE WALKING AND WALKABLE COMMUNITIES

Calls on us to increase walking by working together to increase access to safe and convenient places to walk and wheelchair roll, and create a culture that supports walking for Americans of all ages and abilities.

WALKING ADS

I WILL MOVE MORE!
MOVE MORE. CONNECT MORE.

For Healthy Tips, Visit: MyEatSmartMoveMore.com

¡VOY A CAMINAR MÁS!
CAMINAR MÁS. CONECTARME MÁS.

Has que sea divertido, has que suceda – ¡puedes hacerlo!

Todos sabemos que caminar es una de las mejores maneras para mantenerse saludable. También es una de las mejores maneras de conectarnos con los demás. Nunca parece ser suficiente el tiempo para disfrutar con los amigos y la familia. Al caminar juntos, podemos pasear al aire libre y refrescar nuestras mentes, además de recibir beneficios físicos. Invita a tu vecino o a tu pareja a caminar después de cenar, haz las diligencias de fin de semana a pie con tu familia o inicia un grupo ocasional de caminatas con tus colegas. En el camino construirás fuertes lazos y recuerdos. Camina más y comienza a sentir los beneficios hoy.

Para más consejos de estar y mantenerte activo, visita: MyEatSmartMoveMore.com
WALKING ADS

- Feature tested messaging from Every Body Walk! that emphasizes the opportunity to build stronger relationships and human connections by walking with others

- Support the Surgeon General’s Call to Action to Promote Walking and Walkable Communities

- Can be co-branded

- Available in both English and Spanish

- Formats: print, billboard, internet, TV, radio
WALKING ADS
WHAT IS THE Y DOING?
“Local boards of education may make outdoor property available to the public for recreational purposes subject to any terms and conditions each board deems appropriate, (i) when not otherwise being used for school purposes and (ii) so long as such use is consistent with the proper preservation and care of the outdoor school property. No liability shall attach to any board of education or to any individual board member for personal injury suffered by reason of the use of such school property.”
OPEN USE TOOLKIT

• Relevant North Carolina Law
• Check List for Developing Open Use Policies
• Resources
MAKING PHYSICAL ACTIVITY THE EASY CHOICE

www.pedbikeimages.org/LauraSandt
HEALTH SEEKERS
RELATIONSHIPS
FIND THE “WHY?”
FUN!
WHAT ABOUT YOU?
QUESTIONS?
THANK YOU!

Sheree Vodicka
Sheree.Vodicka@ymcatriangle.org