



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

PROGRAMS AND POLICIES TO GET KIDS ACTIVE OUTSIDE OF SCHOOL TIME

DIALOGUE4HEALTH WEB FORUM

August 8, 2012



AGENDA

- Background about the Y
- Healthier Communities Initiatives
- Healthy Eating and Physical Activity Standards

SOME THINGS TO KNOW ABOUT THE Y



There is no other nonprofit quite like the Y.

- In 10,000 neighborhoods across the nation, we have the presence and partnerships to not just promise, but to deliver, lasting **personal and social change**.

- The Y is community centered. For more than 160 years, we've been **listening and responding** to our communities.

- The Y **brings people together**. We connect people of all ages and backgrounds to bridge the gaps in community needs.

- The Y nurtures potential. We believe that everyone should have the opportunity to **learn, grow and thrive**.

- The Y has **local presence and national reach**. We mobilize local communities to effect lasting, meaningful change.

FACTS & FIGURES

With approximately 20,000 fulltime staff and 500,000 volunteers the Y engages **9 million youth** and 12 million adults in 10,000 communities across the U.S.

Worldwide, the Y serves more than 45 million people **in 124 countries**. Ys across the U.S. play an integral role in strengthening the leadership and youth programs of the Y around the world.

The Y offers programs, services and initiatives focused on **youth development, healthy living and social responsibility**, according to the unique needs of the communities it engages.

The Y is **accessible to all people**.

STRENGTHENING COMMUNITY IS OUR CAUSE



④ **YOUTH DEVELOPMENT:** Nurturing the potential of every child and teen.



④ **HEALTHY LIVING:** Improving the nation's health and well-being.



④ **SOCIAL RESPONSIBILITY:** Giving back and providing support to our neighbors.

Childhood Obesity

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HEALTHIER COMMUNITIES INITIATIVES



Four Initiatives

- Pioneering Healthier Communities (PHC) – Centers for Disease Control & Prevention (2004)
- Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE) Centers for Disease Control & Prevention (2008)
- Statewide Pioneering Healthier Communities Robert Wood Johnson Foundation (2009)
- Community Transformation Grants (CTG) Centers for Disease Control & Prevention (2012)



LEADING PRACTICES

Start With a Shared Vision & Spirit of Inquiry

- Vision Builds Energy and Alignment
- Realize Bold Visions through Policy & Environmental Change
- Move Forward With a Spirit of Inquiry

Adapt to Emerging Opportunities

- The Right Starting Point Will Emerge
- Get Behind Existing Assets
- Produce Results to Create Opportunities

Borrow from Others and Build Your Own

- Success Stories Sell
- This is Not a Cookbook
- Think Like a Social Entrepreneur



LEADING PRACTICES



Engage Cross Boundary Leaders Who Care

- Bring the “Right” People to the Table
- Turn the Group Into a Team
- It’s Personal!

Serve in Multiple Roles

- Discover the Best Role for Every Situation
- Discover the Art of Collaborative Advocacy
- Maintain a Flexible but Insistent Focus on Results

Use Data to Guide Not Drive the Effort

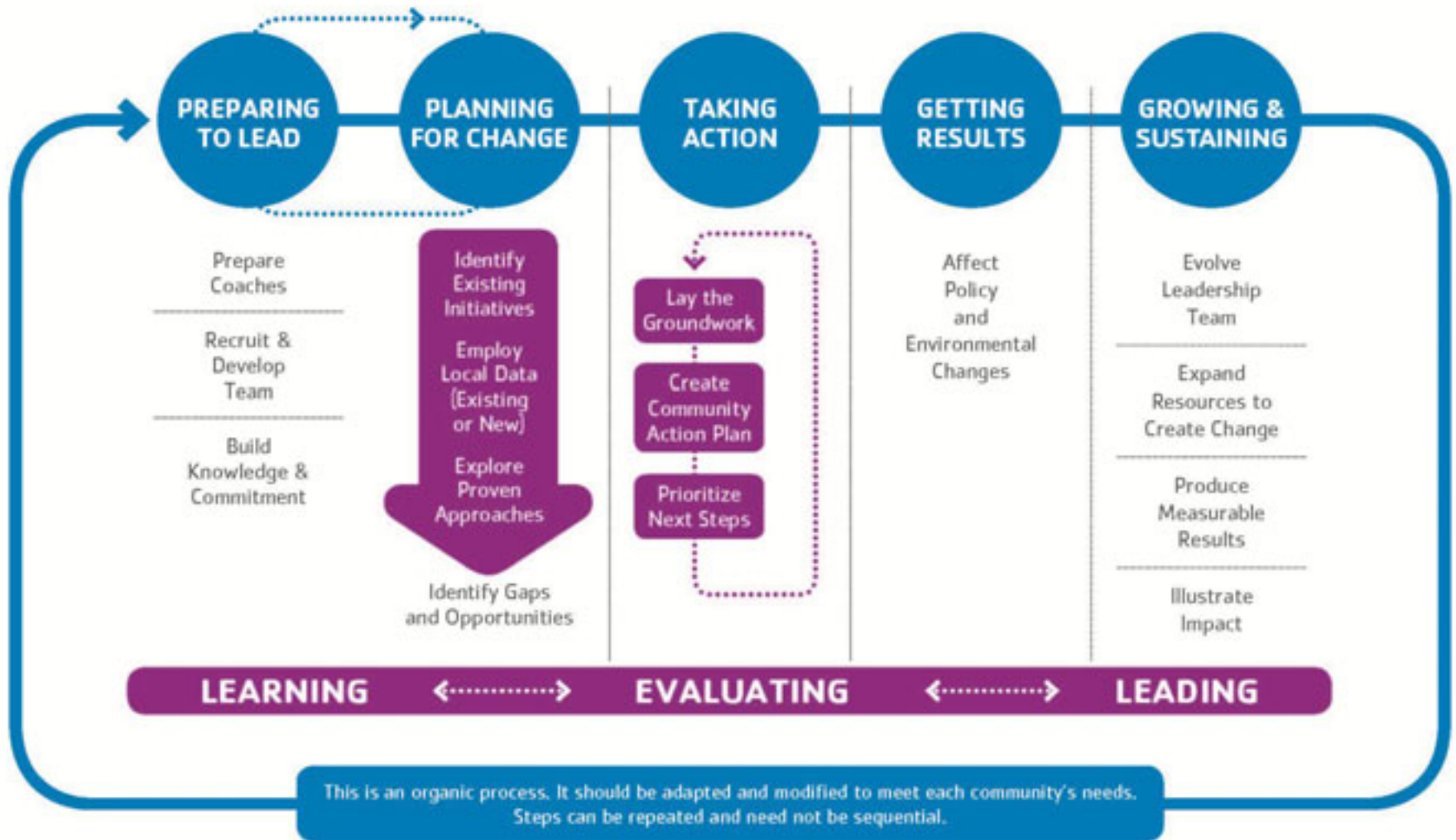
- Data Can Be Powerful
- Avoid Focusing on Getting All of the Data Before Moving Forward
- Be Strategic and Utilization-Focused

Develop Leadership Structures That Distribute Ownership & Action

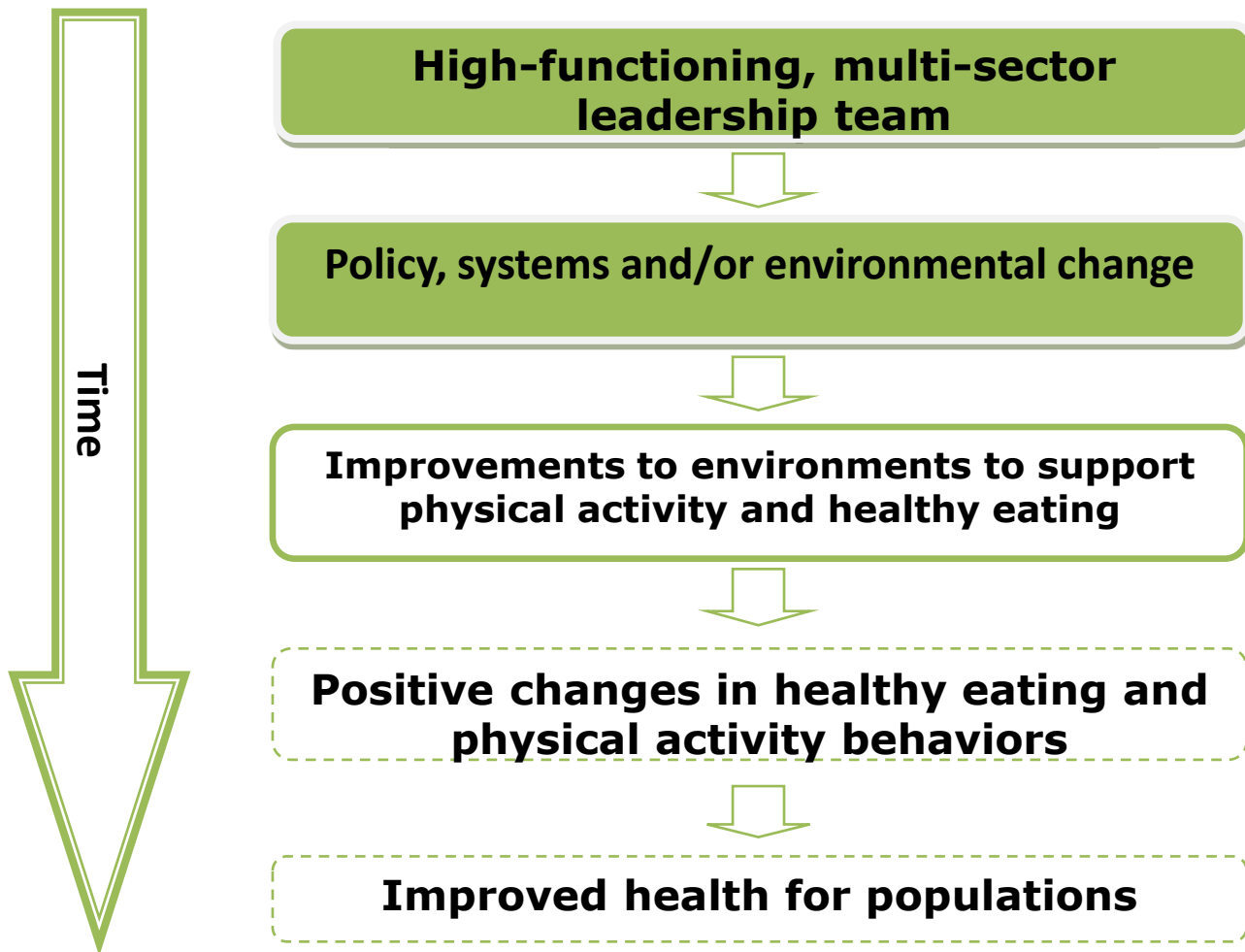
- Create Just Enough Structure
- Utilize Good Facilitative Processes
- Share the Load (and Credit)

HEALTHIER COMMUNITIES INITIATIVES

Process Map



EXPECTED ORDER OF CHANGES IN COMMUNITIES AS A RESULT OF HCI PARTICIPATION



WHAT COMMUNITIES HAVE OR ARE WORKING ON

Putting Physical Education back in schools or providing other opportunities for activity before/after school



Impacting city master planning and using complete streets policies

Developing new trails and sidewalks



Y CONVENEED TEAMS OF LOCAL LEADERS ADVANCED 26,749 CHANGES IMPACTING UP TO 46 MILLION LIVES*

- **2,500** changes in schools that have helped incorporate more physical activity - including time, intensity, or duration - before, during and after the school day
- **4,422** changes that have helped incorporate more physical activity before, during and after the school day in early childhood or afterschool programs
- **683** encouraged changes in the built environments of neighborhoods to provide greater access to physical activity

** As of February 8, 2012 ; data from 153 of 196 sites*



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PROMOTING WELLNESS: Y'S COMMITMENT TO THE FIRST LADY

The Y is adopting new early childhood and afterschool standards that are estimated to impact 700,000+ children and youth



9,000,000 children a year will be exposed to messages consistent with 9 other national youth-serving partners.

PHA & YMCA: HOW THE Y'S COMMITMENT HELPS TO GET MORE KIDS ACTIVE OUTSIDE OF SCHOOL

INFLUENCE

- The Y serves as a model for other childcare providers due to its national presence
- With more than 10,000 programs, the Y is one of the nation's largest providers of early childhood and after school programs
- One of the largest non-profit providers of youth sports and camping in the country



PHA & YMCA: HOW THE Y'S COMMITMENT HELPS THE EFFORT



- Establish a minimum of expected physical activity for children of different ages enrolled in YMCA programs
- Provide fruits and vegetables as snack options
- Provide water as the primary beverage during snack times
- Limit screen time
- Encourage breastfeeding of infants in YMCA's care
- Educate parents about how to encourage healthy behaviors at home

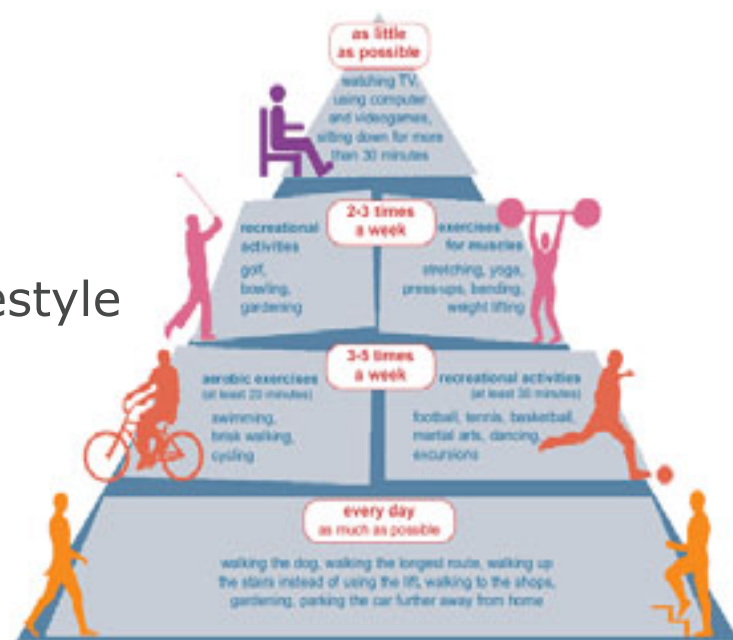
HEPA STANDARDS: PHYSICAL ACTIVITY

Benefits of physical activity are known:

- Helps control weight
- Builds muscle
- Decreases body fat
- Crucial component to living a healthy lifestyle

Despite this, physical activity is severely lacking:

- *Physical Activity Guidelines for Americans*: 60 minutes of exercise for children daily
- Current state: 42% of 6-11 year olds and 8 % of 12-19 year olds meet this standard



Y'S HEPA STANDARDS

	Early Childhood Programs	Afterschool Programs
Program for Parent and Child Care Providers	Implement an education program for parents and childcare providers with physical activity and nutritional information relevant to the health of their children.	Implement an education program for parents and childcare providers with physical activity and nutritional information relevant to the health of their children.
Physical Activity	<ul style="list-style-type: none"> • Provide opportunities for light, moderate, and vigorous physical for at least 15 minutes per hour while children are in care. • Play will take place outdoors whenever possible. <p>For Infants</p> <ul style="list-style-type: none"> • Provide daily opportunities to move freely under adult supervision to explore their indoor and outdoor environment and optimize infant-adult interactions. • Provide daily "tummy time" (time in the prone position) for infants less than 6 months of age. 	<ul style="list-style-type: none"> • Ensure that children engage in at least 60 minutes of physical activity per day (for full day programs), including a mixture of moderate and vigorous physical activities that promote bone and muscle strengthening. • Play will take place outdoors whenever possible.
Screen Time (tv, cell phone, or digital media)	<ul style="list-style-type: none"> • Limit screen time, for preschoolers (ages 2-5) to less than 30 minutes per day for children in half-day program or less than 60 minutes per day for those in full-day programs. • No screen time for children under 2 years old. 	<ul style="list-style-type: none"> • No access to television or movies. • Limit digital device time to less than one hour per day. Digital device use is limited to homework or programs that actively engage children in activity.



THANK YOU!

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