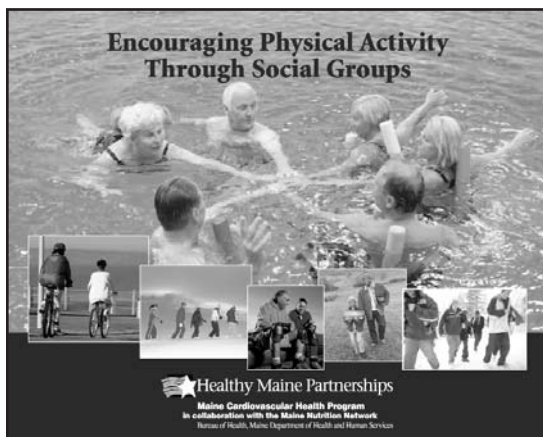




Presentation Script

This presentation script is designed to be used when giving the accompanying PowerPoint slideshow. The script may be read verbatim or you can edit, as necessary, to provide your audience with applicable local information.



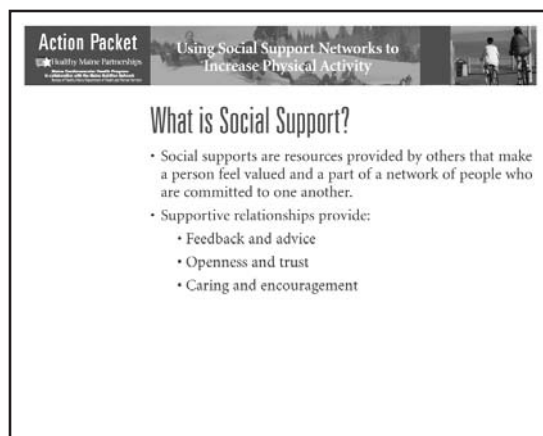
Slide 1

Hello and welcome. My name is _____. I am from _____. Thank you all for coming today to learn more about how to encourage physical activity through social groups. I invite you to participate in a discussion at the end of the slideshow.



Slide 2

The presentation today will cover the following components: Defining Social Support, How Social Support Increases Physical Activity, Why is This Important?, How Much Physical Activity Do We Need?, What Can You Do?, and Next Steps.



Slide 3

Social supports are resources provided by others that can make a person feel valued and a part of a network of people who are committed to one another. Socially supportive relationships provide some form of openness, trust, caring, and encouragement. Social support networks already exist in your community in places where there are groups of people: at the workplace, in schools, in housing facilities, in the community, and more. Obvious examples of social support networks include walking and biking clubs. Less obvious examples include church groups, social clubs, worksites, and more.



Presentation Script (continued)

Action Packet Using Social Support Networks to Increase Physical Activity

Healthy Maine Partnerships
Maine Cardiovascular Health Program
in collaboration with the Maine Nutrition Network
Maine Department of Health and Human Services
Maine Center for Disease Control and Prevention

How Social Support Increases Physical Activity

- Helps to set goals
- Fits physical activity into daily routines
- Provides encouragement and reinforcement
- Provides incentive through group commitment

Slide 4

You may be asking yourself how social support networks can increase physical activity. Social support helps promote physical activity by helping participants set and adhere to goals and find ways to fit activity into daily routines. A social support network can provide the encouragement and reinforcement that helps sustain physical activity efforts. Socially supportive relationships also provide incentive to sustaining physical activity by making individuals in a group committed to one another.

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Why is This Important?

- 61% of Maine adults are overweight or obese.¹
- Increasing physical activity can help prevent obesity and chronic disease.
- 21.5% of Maine adults are completely sedentary.¹
- 36% of Maine youth don't get enough exercise.²

Slide 5

Sixty-one percent (61%) of Maine adults are overweight or obese (Maine Behavioral Risk Factor Surveillance System, 2004). Increasing physical activity can help prevent excess weight and obesity, as well as decrease the risk of chronic diseases including cardiovascular disease, diabetes, cancer, and osteoporosis. Unfortunately, 21.5% of Maine adults are completely sedentary (Maine Behavioral Risk Factor Surveillance System, 2004), and 36% of Maine youth do not participate in vigorous physical activity on three or more days per week (Maine Youth Risk Behavior Survey, 2003). These behaviors increase the likelihood of obesity and poor health in Maine people.

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How Much Physical Activity Do We Need?

- Adults³
 - For health—30 minutes daily
 - To maintain weight—60 minutes dailyModerate intensity
- Children and Adolescents⁴
 - 60 minutes daily of moderate intensity

Slide 6

For adults, engaging in at least 30 minutes of daily moderate-intensity physical activity is recommended to reduce the risk of chronic disease. Engaging in 60 minutes of daily moderate- to vigorous-intensity physical activity is recommended to maintain a healthy weight. (Dietary Guidelines for Americans, 2005). Children and adolescents should participate in at least 60 minutes of moderate physical activity daily. (Strong WB, et al. Evidence-Based Physical Activity for School-based Youth. *Journal of Pediatrics*, 2005; 146: 732-737.)



Presentation Script (continued)

Action Packet Using Social Support Networks to Increase Physical Activity

What Can You Do?

- Join our team!
- Identify and contact key players.
- Share your ideas and resources.
- Look for groups who have or could have social support networks.
- Use the Action Packet to start your own initiative!

Action Packet Using Social Support Networks to Increase Physical Activity

Next Steps

- Use the Action Packet—Using Social Support Networks to Increase Physical Activity.
- Do we have your support?
- What recommendations do you have?
- Who else should be involved?
- Will you be active on the project? How?

Action Packet Using Social Support Networks to Increase Physical Activity

References

1. Maine Behavioral Risk Factor Surveillance System, 2004. National Center for Health Statistics/CDC.
2. Maine Youth Risk Behavior Survey, 2003.
3. U.S. Department of Health and Human Services and U.S. Department of Agriculture. *Dietary Guidelines for Americans, 2005*. 6th Edition, Washington, DC: U.S. Government Printing Office, January 2005.
4. Strong WB, et al. Evidence-Based Physical Activity for School-Based Youth. *Journal of Pediatrics*, 2005; 146: 732-737.

Slide 7

Our plan is to identify individuals interested in finding ways within our community to identify existing groups and create new groups using social support networks to increase physical activity. We need to assess the current environment and identify a clear goal for this project. We have an Action Packet specifically designed to help guide our process.

Slide 8

We plan to use the Action Packet from the very beginning to the end of this project. The first step is to gather interested parties. That's why we're here. We would like to hear your reaction to this idea of encouraging physical activity through social groups. Our next step is to set up a meeting of interested partners to begin the planning process.

Note to presenter: At this time, prompt the audience by asking the questions one by one on slide 8. Be patient. Allow people to be silent for a while at first, often they are still thinking. Circulate a copy of the partner sign-up sheet from Step 1 of the Action Steps. Your goal should be to have a meeting date and time set with these newly identified partners before leaving the presentation.

Slide 9

References.



Fact Sheet

How Active Do We Need To Be?

- For adults, engaging in at least 30 minutes of daily moderate-intensity physical activity is recommended to reduce the risk of chronic disease. Engaging in 60 minutes of daily moderate to vigorous-intensity physical activity is recommended to maintain healthy weight.¹
- Children and adolescents should participate in at least 60 minutes of moderate physical activity daily.^{2,3}
- In the United States, women, people with less education, and people in low-income groups are less physically active than men, more highly educated people, and people in higher income groups⁴

Are Maine People Active Enough?

- 21.5% of Maine adults have a completely sedentary lifestyle, defined as leisure-time physical activity of less than 20 minutes per day on fewer than three days per week.⁵
- More than 36% of Maine youth do not participate in vigorous physical activity on three days or more per week.⁶
- 92% of Maine high school students do not attend daily physical education classes.⁶

How About the Rest of the Country?

- Nationally, one in four adults engage in little or no regular physical activity.⁴
- 62% of youth age 9–13 do not participate in organized physical activity led by a coach, instructor, or other leader.⁷

How Does Using Social Support Networks Increase Physical Activity?

- Socially supportive relationships provide some form of incentive to continue healthy behaviors by giving feedback, advice, or genuine expressions of openness, trust, caring, and encouragement.⁸
- Providing community members with relationship-building skills and implementing team-building programs can help them obtain the social support they need to stay physically active.⁹
- This type of support helps promote physical activity by helping members set goals; finding ways to fit activity into daily routines; providing encouragement, reinforcement, and problem-solving; and helping to sustain progress.¹⁰
- A supportive environment provides the resources that promote the understanding, action, and maintenance of good physical activity behaviors. These include political, material, and human resources.¹¹



References

1. U.S. Department of Health and Human Services and U.S. Department of Agriculture. *Dietary Guidelines for Americans, 2005*. 6th Edition, Washington, DC: U.S. Government Printing Office, January 2005.
2. Strong WB, et al. Evidence-based Physical Activity for School-based Youth. *Journal of Pediatrics*, 2005; 146: 732-737.
3. American Cancer Society, Nutrition and Physical Activity Guidelines for Cancer Prevention, 2002.
4. Barnes PM, Schoenborn, CA. *Physical activity among adults: United States, 2000*. Advanced data from vital and health statistics; No. 333. Hyattsville, Maryland: National Center for Health Statistics, 2003.
5. Maine Behavioral Risk Factor Surveillance System, 2004. National Center for Health Statistics/CDC.
6. Maine Youth Risk Behavior Surveillance System, Maine Department of Education 2003.
7. Physical Activity Levels Among Children Aged 9–13 Years—United States, 2002. *Morbidity and Mortality Weekly Report*. 2003 52(33);785-788.
8. Heaney CA, Israel BA. Social networks and social support. *Health Behavior and Health Education: Theory, Research and Practice*. 1997.
9. Edwards P., *Evidence-Based Strategies for Increasing Participation In Physical Activity in Community Recreation, Fitness, and Sport*. 2000.
10. Kahn EB, Ramsey LT, Brownson R, et al. Task Force on Community Preventive Services. *The Effectiveness of Interventions to Increase Physical Activity*. *American Journal of Preventive Medicine* 2002;22(4S):73-107
11. U.S. Department of Health and Human Services and Centers for Disease Control and Prevention. *Promoting Physical Activity: A Guide for Community Action*. Champaign, IL: Human Kinetics, 1999.