

# **DEVELOPING COST EFFECTIVE COMMUNITY HEALTH AND FITNESS PROGRAMS THROUGH THE INTEGRATION OF EDUCATIONAL RESOURCES**

**Gaining Health and Education through Practical Experience Programs**

**Mr. James Simpson, CPT, CSN, CGI**  
**Executive Director – THE BODY BRIGADE**

**Ms. Laurie Dichiara, CPT, CSN, CGI**  
**Managing Director – THE BODY BRIGADE**

# **WHY DO COMMUNITY HEALTH AND FITNESS PROGRAMS NEED TO BE DEVELOPED ?**

**A clear and present world epidemic exists in which non-communicable chronic diseases (such as cardio-vascular disease, stroke and diabetes) have become the leading cause of death.**

**The costs of medical attention has increased rapidly, while the availability of medical care has become an issue in most countries**

**Practical Community Health and Fitness Programs assist in the reduction of communicable and non-communicable diseases, thereby reducing morbidity and mortality rates**

**Practical Community Health and Fitness Programs create awareness and adherence to beneficial health and fitness practices, reducing medical costs**

# TYPES OF DEVELOPMENTAL PROGRAMS FOR THE BENEFIT OF THE COMMUNITY

**Health Care Programs** : emergency health care services, such as hospitals, private doctors' offices, and community clinics.

**Community-At-Large Development** (efforts that impact the social and built environments) : walkways, parks, bike trails, educational information on tobacco use and exposure, or personal safety.

**Work Site Development** : places of employment, such as private offices, restaurants, retail establishments, and government offices.

**Community Institution/Organization Sector** (provide a broad range services) : childcare settings, faith-based organizations, senior centers, youth organizations, etc.

**School Sector Programs** : all primary and secondary learning institutions (e.g., elementary, middle, and high schools, whether private, public, or parochial). Colleges and Universities also comprise the school sector programming.

# COMPARING COSTS OF COMMUNITY HEALTH AND FITNESS PROGRAMS

## **Health Care Programs**

**effective detection and treatment options, high governmental /community investment and continued maintenance costs**

## **Community-At-Large**

**modest educational and marketing value, moderate governmental / community investment and maintenance costs**

## **Work Site Development**

**high practical application, low to no governmental/ community investment and maintenance costs**

## **Community Institution/Organization Sector**

**effective educational and concrete programming, variable governmental/ community investment**

## **School Sector Programs**

**high educational and practical application, high governmental / community investment**

# **CREATING PROGRAMS WITH LITTLE INVESTMENT AND LARGER RETURN**

**Practical Community Health and Fitness Programs are a combination of an educational and interactive format in order to produce tangible results that can achieve a greater form of personal wellness.**

**Time sensitive interactive programs, like Instant Recess, allow groups to perform fitness routines which encourages greater potential resistance to chronic illnesses**

**The My Plate Challenge, an interactive educational program, challenges individuals to eat more nutritious foods and educates them about the foods they consume.**

# **HOW EDUCATIONAL INSTITUTIONS CAN HELP DEVELOP HEALTH AND FITNESS PROGRAMS**

**Educational Institutions can affect the greatest impact on the development of health and fitness programs through practical experience programs**

**Practical Experience Programs, or Practicums, allow for “hands-on” interactive development of concepts within a structured format**

**The interactive experience gives students the ability to apply the concepts and skills learned in a lecture situation to real life experience, thereby adding to the edification and understanding of their profession**

**Communities gain on-going programs to assist in the health and wellness of the community – providing them with ‘no-cost’ programs**

# SO FIT – SUNY ORANGE

## FUNCTIONAL INDIVIDUALIZED TRAINING

### AN EDUCATIONAL AND COMMUNITY PROGRAM



# **DEVELOPING EDUCATIONAL / COMMUNITY PROGRAMS TO ENHANCE HEALTH AND FITNESS**

**State University of New York – Orange Functional Individualized Training (SO FIT) program is an educational practicum program developed in September 2012 through the efforts of SUNY Movement Science Department Chairperson, Sheila Stepp, Body Brigade Executive Director, James Simpson and SUNY students – Ms. Rebecca Yntema, Mr. Richard Heins and Mr. John Jonas**

**The program was developed to become a format of practical exercise science application to assist in the development of health and fitness in the college community and surrounding neighborhoods. The goal of the program was to create an interactive format in which students obtained practical experience in fitness assessment, exercise prescription and community program integration.**



# **DEVELOPING EDUCATIONAL / COMMUNITY PROGRAMS TO ENHANCE HEALTH AND FITNESS**

**In developing the prototype program it was key to develop and follow a series of suitable guidelines concerning the actions and measures used in the program.**

**Primary concerns focused on the skills necessary for the students to properly participate in each of the phases of the program's development.**

**Only those students who had successfully completed the conceptual components necessary to properly assess, prescribe and develop a health and fitness program, as determined by the Department Chair, were entitled to partake in the program.**

**Due to the interactive nature and potential complications, it was vital that the students had a detailed understanding of physical assessments, testing protocols, prescription structuring, format contraindications and progressive development.**

# **FORMATTING YOUR EDUCATIONAL PROGRAM TO ASSIST COMMUNITY HEALTH AND FITNESS**

- 1. Analyze the desires and needs of the community**
  - a. Online college survey**
  - b. Direct student interviews**
- 2. Define appropriate programs to meet the needs/desires**
- 3. Review the tools required to achieve the programs**
  - a. Protocols, documentations, disclosures**
- 4. Determine the availability of the tools necessary**
  - a. Cost constraints**
  - b. Functional constraints**

# **FORMATTING YOUR EDUCATIONAL PROGRAM TO ASSIST COMMUNITY HEALTH AND FITNESS**

- 5. Promote the introduction of the programs to the masses**
  - a. Public Service introductions**
  - b. Social Media exposure**
- 6. Obtain interest through marketing promotions**
  - a. Sign ups at community events**
- 7. Create a Kickoff - introduce the programs to the community**
  - a. Physical Assessments**
  - b. Documentations and disclosures**
  - c. Time specific duration**

# MONITORING THE PROGRAM'S EFFECTIVENESS

- 1. Pre and post program analysis of individual assessments**
  - a. Desired goals to goal achievement**
  - b. Health development and personal growth**
  - c. Lifestyle changes**
- 2. Pre and post development of student participation**
  - a. Ability to assess individual fitness via protocols**
  - b. Capacity to analyze changes and make recommendations**
  - c. Skill to effectively educate client in lifestyle changes**
  - d. Adaptability of student to client personal interactions**

# MONITORING THE PROGRAM'S EFFECTIVENESS

- 3. Quantitative analysis of program**
  - a. Number of initial participants**
  - b. Number of ending participants**
  - c. Adherence percentage**
  - d. Percentage of positive physiological changes**
- 4. Qualitative analysis of program**
  - a. Satisfaction of clients with protocols**
  - b. Satisfaction of clients with program interactions**
  - c. Client's perception of personal changes**
  - d. Client's suggestions and recommendations**

# MONITORING THE PROGRAM'S EFFECTIVENESS

- **In January 2012, the interactive educational concept - SO FIT is created.**
- **SUNY Orange SO FIT program is approved as a practicum study in Sept. 2012.**
- **In January 2013, its first classes / fitness programs began. 60 college participants began the 12 week program after an initial assessment process.**
- **5 different fitness programs were offered as part of the initial program, each program was run by a student under the supervision of a qualified mentor**
- **80% of the participants completed the volunteer program; with 5% having to drop out due to personal situations**
- **96% of the participants reported high degrees of satisfaction with the program.**
- **In September of 2013, the program will be opened up to all Orange County Community members as a part of a student/community practicum initiative.**

# **WHY SHOULD EDUCATIONAL INSTITUTES DEVELOP COMMUNITY HEALTH AND FITNESS PROGRAMS ?**

- ✓ **Educational development of Community Health and Fitness programs allows for practical application of educational theories and concepts.**
- ✓ **Communities gain low/no cost programs to help enhance their well-being.**
- ✓ **The programs are developed and monitored from an educational basis and creates a learning experience for both the student and the clients.**
- ✓ **Educational development of Community Health and Fitness programs allows for research opportunities into the effects of exercise, activity and nutrition on the human condition.**
- ✓ **The programs develop a 'win-win' situation for Educational Institution and for the Community at large.**

# QUESTIONS ?

## FOR ADDITIONAL INFORMATION

<http://www.cdc.gov/healthycommunitiesprogram/tools/change.htm>

<http://www.cdc.gov/healthycommunitiesprogram/tools/index.htm#ag>

[http://www.cdc.gov/healthycommunitiesprogram/success\\_stories/index.htm](http://www.cdc.gov/healthycommunitiesprogram/success_stories/index.htm)

<http://www.cdc.gov/healthycommunitiesprogram/evaluation-innovation/successes.htm>



# **DEVELOPING COST EFFECTIVE COMMUNITY HEALTH AND FITNESS PROGRAMS THROUGH THE INTEGRATION OF EDUCATIONAL RESOURCES**

**Gaining Health and Education through Practical Experience Programs**

**Mr. James Simpson, CPT, CSN, CGI**  
**Executive Director – THE BODY BRIGADE**

**Ms. Laurie Diciara, CPT, CSN, CGI**  
**Managing Director – THE BODY BRIGADE**