

# Maine Governor's Council on Physical Activity



## 2007 Annual Report



Left to Right: Joan Benoit Samuelson, Governor John E. Baldacci, and Dr. Erik Steele. The Council was the recipient of the National Association of Health & Fitness' Gold Star Award as "State Council of the Year" in 2006. Ms. Samuelson and Dr. Steele serve as Co-Chairs of the Maine Governor's Council on Physical Activity.

# History

Maine's first Governor's Council on Physical Fitness and Sports was initiated by Governor John McKernon (1987-1995). The Council served during Governor McKernon's term, advising the Governor on a limited basis.

The Council was re-established by Governor Angus King by an Executive Order dated January 30, 1996. A part-time staff position was created to provide administrative support to the Council and Council activities, funded by federal block grant money through the Maine Center for Disease Control and Prevention (at that time known as the Maine Bureau of Health).

With a proclamation dated February 14, 2003, Governor John Baldacci declared a Governor's Council for his administration with 25 appointed members. This Council, now known as the Governor's Council on Physical Activity, works with the Governor towards a healthy and active future for Maine.

The Council is a member of the National Association for Health & Fitness (NAHF), the membership organization for state-level physical activity promotion programs across the country. In 2006, at the annual NAHF conference, the Maine Council was presented with the Goldstar "Council of the Year Award" for exemplary contributions to physical activity promotion.



# Mission Statement

*The mission of the Maine Governor's Council on Physical Activity is to promote wellness for Maine people through physical activity and other health policies and practices.*

## Our Purpose:

1. To increase the health and wellness of Maine citizens through advocacy for physical activity.
2. To make recommendations to the Governor's office and the legislature regarding policies to improve access to physical activity at the state level.
3. To promote expansion of professional, community, school, health institution, and worksite education resources in physical activity.
4. To collaborate with the Maine Cardiovascular Health Council, the Maine Center for Disease Control and Prevention, and other partners to achieve the Council's goals.

# Maine in Motion Program

The Council's signature physical activity program, *Maine in Motion*, is a statewide initiative that was launched in 2004 to increase the daily level of physical activity for Maine citizens of all ages. *Maine in Motion* provides a program that facilitates an increase in awareness of how physical activity can improve health across Maine while encouraging social interactions that support ongoing physical activity. The foundation is a free year-round program that uses goal setting, self-monitoring, and pedometer use as a strategy for motivating individuals to maintain active lifestyles. The program also encourages participants in setting realistic goals for physical activity, making healthy choices, and supports self-improvement and building self-esteem.

*Maine in Motion* encourages participants to follow one of its themed activities or Tours. The Tours are highlighted on the website and featured at certain times of the year, but participants can pick any of the current tours for benchmarking activities against real-life scenarios.

*Maine in Motion* targets schools, worksites, families and individuals. Through the use of motivators such as pedometers, a log, and other supporting materials, participants keep track of their daily activity levels by recording time spent being active or through the use of a pedometer to track number of steps walked. At the end of each session, participants who met their goal of increasing their daily physical activity level will be recognized.

*Maine in Motion* continues to be used in the school system, with Boothbay Region Elementary School taking part every year since the inception of the program. York Parks and Recreation Department also worked with the Council to provide a program for the youth in their summer program.



# Council Events

Throughout the year, the Maine Governor's Council on Physical Activity promotes various events throughout the state aimed at promoting physical activity and healthy lifestyles.

Following is a short summary of 2007 events.

## Legislative Wellness Day

Legislative Wellness Day was created as a day in which Council members and liaisons could interact with the Legislature and emphasize the importance of maintaining and improving health through physical activity and good nutrition. On February 13, 2007, the Council hosted its 7th Annual event. The event offered screenings for blood pressure and cholesterol, upper body muscle strength testing (grip strength), body composition assessment, a diabetes risk quiz, lower back flexibility, lung health, body fat analysis, heart rate, bone density, and body mass index. Over 418 screenings were provided to Legislators and State House Staff and incentive prizes were provided to those who took part in four or more of the provided screenings.



*Governor Baldacci measuring his heart rate during Legislative Wellness Day using a GameBike.*

## ACES Day

ACES Day (All Children Exercising Simultaneously) is a non-competitive international program where millions of school children around the globe exercise simultaneously in a symbolic gesture to promote the benefits of physical activity and healthy lifestyles. On May 2, 2007, the Governor's Council held its 11th annual ACES Day celebration with a total of 124 schools and one YMCA taking part with over 33,800 youth. Online registration and reporting were available for the event as well as a resource manual. Sites that returned participation forms after the event were entered into a drawing to win five sets of student Nordic Walking Poles with three lucky schools being chosen.



*Houlton Southside School taking part in ACES Day.*

## National Employee Health & Fitness Day

National Employee Health & Fitness Day (NEHF) is a national health observance created by the National Association for Health and Fitness to promote the benefits of physical activity for individuals through their worksite health promotion activities. Worksite health promotion programs are found to enhance overall health and productivity of organizations by enhancing employee productivity, improving health care costs, and decreasing rates of illness and injuries. Employees also benefit by having lower levels of stress, having increased physical fitness and increasing well-being, self image and self-esteem. May 16, 2007, was proclaimed “Employee Health and Fitness Day” in the State of Maine by Governor John E. Baldacci. Sixty organizations throughout Maine took part in the event, more than doubling last year’s participation.



## Contest for Communities

Contest for Communities recognizes Maine people who are involved in promoting physical activity and offers the opportunity for organizations, businesses, schools, civic groups, and individuals to feature their accomplishments in physical activity. The 9th Annual Award Celebration was held at the State House Hall of Flags on May 30, 2007. Awards were presented to the following:

Youth - School Category: Hartland Consolidated School

Youth - Community Category: “Fit for Kids Program,” Boothbay Region YMCA, St.

Andrews Hospital & Healthcare Center, and Dr. Steven Feder, Miles Medical Group Pediatrics

Special Populations Category: “3rd Annual Latino Soccer Tournament,” Minority Health Program, City of Portland

Adult Category: Fit for Life, Somerset Sports and Fitness, Skowhegan

Community Category: MDI Hospital Wellness Programs - “Spring & Fall Walking Series,” Bar Harbor

Lifetime Achievement: University of Maine and the Campus Recreation Department, Orono

Healthy Workplace - Medium Business Category: SeaCoast Management Company, Topsham AND Tom’s of Maine

Healthy Workplace - Large Business Category: MaineHealth Works on Wellness



*MaineHealth Works on Wellness receives Healthy Workplace - Large Business Category award.*

# PE4ME

In response to the 123rd Maine State Legislature Resolve, Chapter 102, "To Increase Physical Education for Elementary School Students," the Governor's Council on Physical Activity, along with the Commissioner of Education and the Commissioner of Health and Human Services were asked to form a Planning and Oversight Team known as "PE4ME." The Team consisted of individuals and representatives of agencies and associations with expertise in health, health promotion, elementary education and teacher certification in physical education. Eight appointed Council members were part of this team.

The Team's charge was to examine national guidelines for physical education for students in kindergarten to grade 8 and develop recommendations for each grade level including the minimum number of minutes of physical education per day or week and appropriate physical activities.

A preliminary report was sent to the Legislature on December 31, 2007 with the final report scheduled to follow in January 2008.

Preliminary recommendations included the following:

1. At least 30 minutes per day of moderate-to-vigorous physical activity, which must be structured and can include time spent active in PE classes.
2. At least 150 minutes per week of PE that is evidence-based, health-related, and teaches students the motor and behavioral skills needed to develop an active, physically fit lifestyle.
3. All PE classes are to be taught by certified and highly qualified PE teachers.

Additional recommendations were provided on teacher training, evaluation of PE in Maine schools, implementation, total funds needed to implement the recommendations, and potential funding sources. A seven-year timeline was also outlined.

The benefits of physical education and physical activity go well beyond obesity prevention and control. The value of the physical, mental, and social benefits cannot be understated. Students who get the recommended levels of physical activity are more confident, better learners, less likely to get chronic diseases, and more likely to avoid unhealthy behaviors like tobacco and drugs. Physical activity strengthens bones and joints, builds muscle, improves balance, improves blood pressure and cholesterol, can help control diabetes and helps relieve the symptoms of depression and anxiety.

# Programs Endorsed by the Council

**WinterKids** is a non-profit organization whose mission is to help Maine children develop life-long habits of health, education, and fitness through outdoor winter activities. ([www.winterkids.org](http://www.winterkids.org))

**Safe Routes to School** is a statewide effort among Maine communities to increase bicycling and walking to school by improving student transportation choices, safety and health. ([www.mainesaferoutes.org](http://www.mainesaferoutes.org))

**Healthy Maine Walks** is sponsored by a coalition of trail, health agencies, and other organizations working together to build a healthier Maine. They have joined forces to promote healthier lifestyles by making it easier for Mainers to find and use walking routes in towns all across the state. ([www.healthymainewalks.org](http://www.healthymainewalks.org))

**Tobacco Free Athletes** - an initiative of the Partnership for a Tobacco-Free Maine, promotes tobacco-free living to players. ([www.tobaccofreemaine.org](http://www.tobaccofreemaine.org))

**Healthy Aim** motivates kids to lead active and healthy lifestyles by encouraging personal accountability. ([www.healthyaim.com](http://www.healthyaim.com))

**Sun Safety in Maine** is a program of the Maine Department of Education, in conjunction with the Maine Department of Human Services, the Maine CDC, and the Maine Cancer Consortium. It targets high school teens with the purpose of raising awareness of skin cancer prevention.

**Move and Improve** of Eastern Maine Healthcare Systems is a free 12-week community-based program designed to encourage and empower individuals to engage in a healthier lifestyle by increasing their level of physical activity. ([www.moveandimprove.org](http://www.moveandimprove.org))

**March Into May** is a free 10-week health improvement program. The goal of the program is to improve the health of participants by motivating them to increase physical activity through activities they enjoy. ([www.marchintomay.org](http://www.marchintomay.org))

**Take Time!** provides participating Maine K-8 schools with creative ways to incorporate physical activity and nutrition messages throughout the school day. ([www.maine-nutrition.org/Projects/TakeTime.htm](http://www.maine-nutrition.org/Projects/TakeTime.htm))

# Appointed Council Members:

*Co-Chair:* Joan Benoit Samuelson, Freeport

*Co-Chair:* Erik N. Steele, DO, Eastern Maine Healthcare Systems

*Vice Co-Chair:* Anne-Marie Davee, Muskie School

*Vice Co-Chair:* Allen Wicken, Rangeley

Stephen Butterfield, University of Maine, Orono

Mark Capano, Maine Special Olympics

Jeanine Chesley, New England Rehabilitation Hospital of Portland

Karen Croteau, Ed.D., University of Southern Maine

Tom Downing, USM Lifeline Center

Mary Doyle, RN, MA, Anthem Blue Cross Blue Shield

Paul Edwards, Bangor Police Department

Elanna Farnham, Carrabassett Valley

Barbara Godfrey, Manchester Elementary School

Katie Herbine, University of Maine - Farmington

Paul Judkins, Farmington

Judy Katzel, Burgess Advertising & Marketing

Lynn Lavorgna-Landry, National Semiconductor

Carla Marcus, WinterKids

Roger Park, Sound Limbs Orthotics

Amy Root, USM/Muskie School, Maine Nutrition Network

Lee Gilman Scott, American Lung Association of Maine

Andy Shepard, Maine Winter Sports

L. Kawika Thompson, University of Maine System

Regis Trembley, The Center for Kids FIRST in Sports, Health, and Education

Dennise Whitley, American Heart Association, Founders Affiliate

## **Liaisons:**

Stephanie Angis, Sanford

Janice Arsenaault, Maine Department of Transportation

Doug Beck, Auburn Parks & Recreation Department

Wendy Berube, Millinocket Regional Hospital

Joe Boucher, Office of the Governor

Anita Chandler, Maine Senior Games

Deborah Chase, Maine Afterschool Network, University of Maine at Farmington

Amy Cotton, MS, CS, FNP, Rosscare

David W. Crawford, MPH, Maine CDC's Physical Activity & Nutrition Program

Rebecca Drewette-Card, MSPH, Maine CDC's Physical Activity & Nutrition Program

Charles Eshbach, Portland Sea Dogs

Cindy Hale, Maine CDC's Diabetes Prevention & Control Program

Andy Hamblett, Boothbay Region YMCA

Kathryn Graff Low, Bates College

Stacy Jochem, Medical Care Development

Nate Morse, Healthy Community Coalition

Mary Noyes, Freeport

Brenda Obert, Norridgewock

Dean Paterson, HealthCare Solutions

Denise Preisser, Lincoln Middle School

Walt Shepard, Yarmouth

Elizabeth Swaney, Cumberland Foreside

Bette Swett-Thibeault, River Valley School

Eliza Townsend, Department of Conservation

Susan Tufts, L.L. Bean

Ellie Udeh, Hannaford Brothers

Francine Wheelock, HealthReach Home Care

## **Staff:**

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# 2007 Sponsors:

## The Stephen and Tabitha King Foundation



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