

# Get ME Active

"Promoting Healthy Lifestyles Through Physical Activity"



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## WinterKids: Getting You and Your Family Out for Winter Action

Winter is here and, baby, it's great outside! Wouldn't it be fantastic if all kids thought of winter as their favorite season? But we know some kids spend many winter months cooped up in front of a screen of some kind, hibernating until spring, thinking that fun can only be had in warmer weather. Boy, are they wrong and it is really hurting them too. Childhood obesity has reached epidemic proportions. And, Maine, it's sad to say, has a significant and well-known childhood obesity and asthma problem. Inactivity contributes significantly to that statistic, particularly in wintertime when children tend to be most sedentary. **WinterKids** programs have proven effective in assisting parents, educators and healthcare professionals counter that trend by affording Maine's kids opportunities to become - and stay - active in the winter. Now in its tenth year of service, **WinterKids** offers more programs and serves more Mainers than ever.

**WinterKids** is proud to report that last winter more than 27,500 people statewide from all socio-economic backgrounds participated in **WinterKids** programs. Of those, some 8,800-plus participants - or 32% - were living below the economic poverty level, and a significant number were drawn from Maine's immigrant and refugee population.



WinterKids

immigrant  
and refugee  
population.

How does **WinterKids** reach so many people? By offering educational, lively, engaging and fun programs that are made readily available to schools and families from the state's major population centers to its most rural communities.

**WinterKids' Active Academics** and **World Class Athlete Tour** bring the message directly into Maine classrooms. **WinterKids Snowschool** affords academic lessons for school groups at alpine and Nordic ski areas. The **WinterKids** standards-based **Outdoor Learning Curriculum** allows teachers to integrate healthy, outdoor winter activities into their classroom academic lessons. And, the **WinterKids Passport** gives all Maine fifth- sixth- and seventh-graders access to snowshoeing, skiing, cross country skiing, ice skating, tubing, and even dog sledding.

**WinterKids Welcome to Winter** includes one-day urban festivals in which Maine's immigrant and refugee populations are introduced to winter's wonders. Since many of these new Mainers hail from warm-weather climates, **Welcome to Winter** encourages fun activities like snowshoeing and multicultural snowpeople-making. **WinterKids** also offers information about safe and appropriate dress for cold weather, as well as nutritional advice.

In the schools, the **World Class Athlete Tour** brings Olympians and

Continued on page 3.

See inside for information on Legislative Wellness Day.

## Calendar of Upcoming Events

January 24, 2007  
MaineHealth - Learning Resource Center (Portland) - Parent and teacher training on the *WinterKids Outdoor Learning Curriculum* and *Active Academic Workshop*  
([www.winterkids.org](http://www.winterkids.org))

January 27, 2007  
Payson Park (Portland) - *Welcome to Winter*  
([www.winterkids.org](http://www.winterkids.org))

February 13, 2007  
Legislative Wellness Day (see article on page 3)

April 25, 2007  
Wear Your Sneakers to Work Day (for more information call 207-879-5700)

May 2, 2007  
All Children Exercising Simultaneously (ACES) Day (see article on page 2)

May 16, 2007  
National Employee Health & Fitness Day  
([www.maineinmotion.org/national\\_wellness.asp](http://www.maineinmotion.org/national_wellness.asp))

May 30, 2007  
Contest for Communities (for more information or to download nomination forms, go to [www.maineinmotion.org/contest\\_communities.asp](http://www.maineinmotion.org/contest_communities.asp))

# Get Up and Move on ACES Day!

The Maine Governor's Council on Physical Activity will be working with schools throughout Maine to promote ACES Day - All Children Exercising Simultaneously. This year's event will take place on May 2nd during National Physical Education Week and as part of National Physical Fitness and Sports Month. It has been labeled as "*the world's largest exercise class*" by the media. This event has been taking place since 1989. Millions of children from all over the world exercise at the same time to promote proper health and fitness habits. With the obesity epidemic facing the youth of the world, children's fitness plays a major role in fighting heart disease.



Taking part is simple - simply set aside 15 to 30 minutes on May 2nd at 10:00 am (or a time of your choosing) and get

the students in your school or classroom to take part in a fun physical activity together. There is an endless array of activities you can choose from -- a school walk, shooting hoops, relay races, volleyball competitions, jumping rope, dancing in the gym -- anything to get them moving.

Registration and participation reporting are simple -- just go to [www.maineinmotion.org/aces.asp](http://www.maineinmotion.org/aces.asp) and click on the link. Additional information on the event as well as participation forms will be mailed to all schools in March. Those returning their participation form (either by mail or online) after the event will be entered into a drawing to win five sets of student Nordic walking poles. Three lucky schools will be chosen.

More information on what's going on nationally with Project ACES can be found at [www.lensaunders.com/aces/aces.html](http://www.lensaunders.com/aces/aces.html).

## Mentoring Program in the Primary Care Setting

The Maine Governor's Council on Physical Activity is introducing the pedometer as a tool in the primary care setting to promote physical activity. The purpose of the 2006-2007 study will be to examine the influence of the pedometer-based intervention with group meetings lead by a physical activity mentor. The two sites participating in the project are located in Bangor and Portland.

This 12-month *Maine in Motion* "Physical Activity Mentoring" (PAM) program will provide participants with physical activity coaching in:

- Setting physical activity goals
- Reviewing pedometer usage
- Tips for increasing physical activity

Participants are committing to a 12 month mentoring program where

evaluation will determine if the healthcare setting for physical activity motivation is a benefit to the participant.

The Davis Family Foundation has provided \$15,000 for this project. Elanna Farnham and Dr. Karen Croteau are the physical activity health professionals providing leadership for this project. Assisting in the PAM project is Katie Herbine, University of Maine Farmington personal trainer and Vijiayarani Suresh, USM Master's Nurse Practitioner student.

For more information about this project, contact:

Elanna Farnham -

[ecfarnham@adelphia.net](mailto:ecfarnham@adelphia.net)

Karen Croteau -

[kcroteau@usm.maine.edu](mailto:kcroteau@usm.maine.edu)

# Council Member Profile

## Katie Herbine

This month we welcome Katie Herbine, Coordinator of the Physical Activity Requirement at the University of Maine at Farmington, as one of the four newest board members appointed by Governor Baldacci last summer.

In this position, Katie is the administrator of the activity portion of the health activity lab at the University which includes planning and coordinating the lab for all first year students. In addition to her responsibilities at the Fitness and Recreation Center, Katie is the Head Coach of Women's Cross Country and Assistant Coach of Women's Basketball at UMaine Farmington.

Katie graduated from the University of Maine at Orono with her Bachelor of Arts degree in History and went on to earn her Juris Doctorate from New England School of Law in Boston. Upon graduation from law school, Katie

relocated to Florida and practiced law in both Florida and Maine before accepting her current role at UMaine Farmington.

Katie is a great role model for physical fitness. She spends her free time being active with her husband, Andy, and their beloved golden retriever, Elsie, on their farm in Starks, Maine. After completing several marathons, Katie decided to take on a new challenge - triathlons. Last June, Katie completed her first Ironman triathlon (140.6 miles) in Couer D'Alene, Idaho. Competing successfully in her first season as a triathlete, Katie qualified for the Best of the US Triathlon in Excelsior, Minnesota, which was open to one male and one female qualifier from each of the 50 states. Katie has also just completed her third Disney Marathon as a tune up for her 2007 triathlon training.

Welcome, Katie Herbine!

## WinterKids (continued from front page)

other wintersports stars to the kids. Athletes such as former U.S. Ski Team member Julie Parisien share their personal success stories, illustrating how lives are enhanced by winter sports participation.

And, of course, the **WinterKids Passport** not only allows kids to get active at winter recreation areas, but encourages their families to get out there, too.

Studies show that childhood obesity is raging out of control. Worse, it's a condition that leads to health complications down the road - Type II diabetes, lifelong obesity and diminished self-esteem, to name just a few.

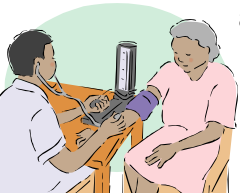
**WinterKids** programs are dedicated to our children's well-being. Aided by corporate sponsors L.L. Bean, TD Banknorth, Hannaford Supermarkets, Healthy Maine Partnerships and Weight Watchers of Maine, **WinterKids** continues to expand and to influence Maine kids to develop a healthy, active lifestyle that they can carry into adulthood. For more information contact, Carla Marcus at 207-871-5700 X102 or see [www.winterkids.org](http://www.winterkids.org).

## Legislative Wellness Day

The Governor's Council on Physical Activity will hold its annual Legislative Wellness Day at the State House Hall of Flags on **February 13, 2007** from 9:30 am to 2:30 pm.

The purpose of this event is to provide legislators and other interested individuals educational information about the benefits of physical activity and good nutrition.

With the donation of a few minutes of their time, participants in our Wellness Day will be able to take part in a number of health screenings taking place that day to include blood pressure, cholesterol measurement, body mass index, body fat analysis, bone density, diabetes risk quiz, heart rate monitoring, grip strength, and lower back flexibility.



Participants who complete at least four screenings throughout the event will be eligible for one of the great incentive prizes the Council will be offering. These participants will also be entered in a special drawing for a chance to win a set of Nordic walking poles.

Legislative Wellness Day is being co-sponsored by Hannaford Supermarkets.



For more information about the Maine Governor's Council, check out our web page at [www.maineinmotion.org](http://www.maineinmotion.org); email us at [info@maineinmotion.org](mailto:info@maineinmotion.org), call us at 207-622-7566, ext. 230 or 220, or write us at 11 Parkwood Drive, Augusta, ME 04330.

# Maine in Motion

It's a new year and the time when many of us look at making improvements to our health. Why not join the thousands of Mainers statewide who have made a commitment to being more active in 2007. *Maine in Motion*, the Council's signature physical activity program, can help you in your quest. The program's online registration and reporting features have been up and running since October 2006. It's easy to get started — just go to [www.maineinmotion.org](http://www.maineinmotion.org) and click on the sign-up now button. You will be assigned your own unique log-in name and personalized password which will allow you to log your daily physical activity (either as steps using a pedometer, by number of minutes you participate in physical activity, or by number of miles).

You can choose to take part in one of the featured "tours" each month which moves you along a "virtual" walking trail (or boat trip) or you can take part in one of the Governor's Challenges. With three different levels to choose from (gold, silver or bronze) there's sure to be one that will fit into your physical activity goal. If you start at the Bronze Challenge Level you will have the option to move forward to other challenge levels as you increase your physical activity.

Plus sign up to be entered into the quarterly incentive prize drawings offered by the Council. If you meet your physical activity goal for a minimum of two consecutive months, you will be entered into the drawing. *Maine in Motion* also sends out monthly newsletters that include good nutrition and activity tips.

So Get Moving today! If you have any questions on how you, your school, or your organization can get involved, contact us at [info@maineinmotion.org](mailto:info@maineinmotion.org). Check out the 8-week program designed for schools where students have the opportunity to earn challenge medals.

# Nordic Walking in Maine

Nordic Walking uses specifically designed poles to engage the upper body during fitness walking. It was first used as a summer training method by cross-country skiers but has moved to being one of the fastest growing fitness activities in the United States. It combines the positive training effects of walking combined with the total-body exercise advantages of cross-country skiing. The result is a total body workout that burns up to 40% more calories without a change in perceived exertion or having to work faster, due to the incorporation of many large core, and other upper body muscles which work against resistance with each stride.

*Maine in Motion* has partnered with Exel (the original makers of Nordic Walking poles) to train instructors throughout the state in the proper use of Nordic Walking poles. The Governor's Council currently has a number of certified Exel Nordic Walking instructors onboard with more planning to be trained in 2007.

If you are interested in how you can arrange to have a Nordic Walking Guide Class offered at your site, please contact Elanna Farnham at [ecfarnham@adelphia.net](mailto:ecfarnham@adelphia.net).



# States Unite for a Healthy and Fit America

The National Association for Health and Fitness' (NAHF) 30th Annual Conference "**States Unite for a Healthy and Fit America!**" will be held April 26-28, 2007 at the Knott's Berry Farm Resort Hotel in Buena Park, California. The goal of the 30th Annual Conference is to empower health and fitness stakeholders by creating a meeting environment for participants to network, share ideas and best practices with successful leaders and practitioners in health and fitness from across the country. Networking and sharing will take place in four key areas to include youth fitness, diverse communities' fitness, fitness for older adults, and physical activity and the environment. In addition, NAHF will recognize leaders who have demonstrated great dedication for improving the well being of the citizens whose lives they have touched by honoring these special people and organizations at the NAHF Gold Star Awards Ceremony and Dinner.

Conference speakers include the Governor of California (Arnold Schwarzenegger), Executive Director of the President's Council on Physical Fitness and Sports, President-elect of the American College of Sports Medicine, and many more well-known physical activity experts.

For more information, go to [www.physicalfitness.org](http://www.physicalfitness.org).