

BE ACTIVE . . .



“Promoting Healthy Lifestyles Through Physical Activity”



Board Members

Chair:

Elanna Farnham
EMMC

Stephen Butterfield
UMO

Mark Capano
Maine Special Olympics

Anne Charles
Maine Municipal Assoc.

Erin Cheever
SAD #60

Maureen Clancy
Portland Public Health

Karen Croteau
USM

William Dexter, MD
MMC Sports Medicine

Tom Downing
USM Lifeline

Carla Fearon
Penobscot Nation
Fitness Center

Judythe Gatchell
Maine Nutrition Network

Barbara Godfrey
Gardiner

Lynn Lavorgna
Fairchild Semiconductor

Brenda Obert
UMF

Lisa Parent
Van Buren

Celeste Pascarella
Midcoast Hospital

Dean Paterson
Healthcare Solutions

Stephanie Peavey
Bangor-Brewer YMCA

Elihu York, MD
Brunswick

Fitness Day at the Hall of Flags

The Governor's Council on Physical Fitness and Sports will sponsor its annual Legislative Fitness Day on February 13th from 9:30 a.m. to 2:00 p.m. at the State House Hall of Flags.

The purpose of this event is to stimulate awareness of the importance of maintaining a healthy and active lifestyle. Legislators, guests, and members of the media will participate in a variety of testing including blood pressure, cholesterol, low back flexibility, strength, and cardiovascular endurance.

Literature related to wellness will be provided and experts will be on site to consult with those in attendance. Healthy snacks will be served!

The Legislative Fitness Day is sponsored by the Governor's Council on Physical Fitness and Sports, the Maine Cardiovascular Health Council, the Maine Dietetic Association, and the Maine Association on Health, Physical Education, Recreation, and Dance (MAHPERD).

For more information, contact dianec@mcd.org or call 622-7566, ext. 230.

It's Never Too Late To Start Exercising

An ongoing study has shown that six months of endurance exercise can undo 30 years of declining physical fitness.

Thirty years ago, researchers from the University of Texas Southwestern Medical Center in Dallas began a study of men in their 20s. The men were originally part of the Dallas Bed Rest and Training Study started in 1966 to determine negative effects of bed rest on physical fitness. Thirty years later, researchers re-assembled the same men and put them through a six-month endurance exercise program.

Researchers found that the age-related decline in aerobic power that occurred over 30 years in these men was reversed by six months of endurance training in 100% of the cases.

Researchers also examined the body's ability to take in and use oxygen as part of the study. They evaluated this ability and its decline over 30 years. They found that the maximal oxygen uptake during exercise increased in the men an average of 14% after the training program.

Furthermore, researchers compared it to the reduced ability experienced during the three weeks of bed rest these men experienced as part of the initial study and found that three weeks of bed rest, which is the ultimate 'sedentary' state, had more impact on their cardiovascular fitness than did 30 years of aging.

The take home lesson is simple -- it's never too late to start exercising and don't give it up. (Source: *Circulation*; 2001; 104: 1350-1357.)

CATCH

The Maine Cardiovascular Health Program is funding 11 schools in Maine who will pilot the CATCH Program.

CATCH is an elementary school program that aims to promote good health through physical activity and healthy eating.

Each piloted school sent a team of leaders from their school to an all day training at the Augusta Civic Center on December 3rd. The teams included Physical Education Teachers, Classroom Teachers, and Food Services Staff who will work together using CATCH in an effort to create a school setting that promotes good health. The training was well received and the CATCH Program is now in the process of being implemented at the various schools. A follow-up training will be held in May in an effort to get feedback from the teams regarding challenges, successes, and future plans.

For more information on the CATCH Pilot program in Maine, contact Amy Root, Maine Cardiovascular Health Program, Bureau of Health, amy.p.root@state.me.us or (207)287-4298.



Message from the Chair

The Governor's Council on Physical Fitness and Sports has put together an ambitious workplan for 2001-2002. Council members represent a diverse Maine population eager to make a difference in the physical activity levels of Maine people, for better health. The important work of the Council continues to reflect the dedication and commitment to healthier Maine people.

The upcoming year is committed to expanding program participation for the ACES (All Children Exercise Simultaneously) program and Contest for Communities, our award recognition program. A continued focus of the Council will be to keep our legislative

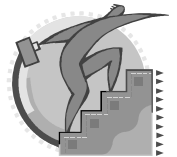
policy makers aware of the importance of physical activity as a priority for Maine citizens. We will continue to advocate with the policy makers for the best interests in the health of Maine citizens.

The Governor's Council will continue to endorse the physical activity programs of March Into May by Portland Public Health and the Move & Improve program of Eastern Maine Medical Center as "Best Practice" programs in our State.

Please take the time to check out our web site for updated Council information -- www.mainephysicalactivity.org.

-- Elanna Farnham

Steps to Good Health



by Amy Root, MPH, Maine Cardiovascular Health Program, Bureau of Health

The Surgeon General's recommendation regarding physical activity is to accumulate 30 minutes of moderate activity on most days of the week. One of the best strategies to increase physical activity into your daily routine is simply to walk more often. Household chores, gardening, and brisk walking are great ways to keep active without having to go to a health club or join a sports league. These "lifestyle exercises" can easily fit into your daily schedule and can be just as effective as more vigorous exercises if the overall daily energy output totals are the same. That means if you keep yourself active throughout the course of your day, it could have the same benefits as going to the gym for a more traditional workout.

Inactive people may only take 3,000 steps each day, while moderately active people take about 6,000 steps, and active people may take more than 10,000 steps each day, that's about 500 kcal and almost 5 miles. Pedometers are a great way to measure your steps and to remind yourself to keep active! They

are easy to use and can be discretely worn on a belt or clipped to the top of your pants or skirt. Here is what you can do:

- On a typical day, put the pedometer on first thing in the morning and wear it all day.
- Just before you go to bed check the pedometer to measure how many steps you took.
- Use that number as a benchmark for increasing your own activity.
- Try to increase the number of steps you take on the next day by keeping active.
- Shoot for 10,000 steps a day!

The following two websites have pedometers for sale and both have some more information about using pedometers.

www.digiwalker.com

www.accusplit.com

Pedometers can be found at many local sports equipment stores throughout Maine as well as on the Internet. L.L. Bean offers two styles of pedometers from Sportline. One is \$17.50 and measures up to 1,000 miles. The second one has more bells and whistles and is \$29.95. Call L.L. Bean for more information at 1-800-341-4341.

Good luck and keep moving!

Caution: Children at Play

On Wednesday, May 1st, around the 10 o'clock hour, children from around the nation and the world will exercise simultaneously. The goal of this event is to increase our children's awareness of the importance of activity and exercise for their health and well-being. Project ACES (All Children Exercise Simultaneously) is a noncompetitive, motivational, and educational event. The message is an important one in face of the rising rate of obesity in the young. We are already seeing a rise in diabetes in children, no doubt there could be a rise in the future of other chronic diseases such as heart disease, high blood pressure, and high cholesterol.

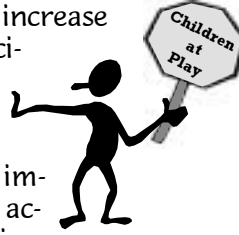
Last year there were 65 schools and 1 daycare that participated. 15,000 participants walked, danced, played, biked ...the list goes on with many creative activities organized by teachers. This year we are hoping to get more schools involved. We would love to see some high schools join in on the fun!

Besides trying to increase the number of participants in Maine, we are hoping to get the message to parents regarding the importance of physical activity. We are hoping some seniors will also get involved so that children can see the impact of lifelong exercise.

We would encourage you to find out if your local schools are participating and encourage them to do so. You may want to volunteer to assist or participate. If your local school, Y, or daycare does not receive a packet of information in the spring, please contact us at 622-7566, ext 230, or email dianec@mcd.org.

More information can be found on the ACES website at <http://members.aol.com/acesday/aces.html>.

For a list of schools that participated last year, please check our website at www.mainephysicalactivity.org.



Contest for Communities

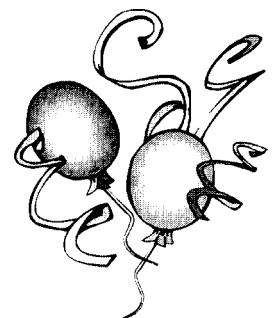
Contest for Communities is an annual celebration to recognize communities, workplaces, organizations, and individuals that are working to improve physical activity in their respective areas.

Each May, we gather at the State House Hall of Flags to present awards and recognize nominees for their contribution in keeping Maine active.

Nominations are accepted in the following categories: youth, adult, special populations, seniors, outstanding individual, community organizations, and businesses.

Won't you nominate an individual or organization in your community who is a role model for all of Maine? The criteria and selection process can be found on the Maine Governor's Council on Physical Fitness and Sports website at www.mainephysicalactivity.org or from Diane Campbell at 622-7566, ext. 230, or dianec@mcd.org.

Deadline for submission is April 1, 2002.



March Into May

Is the morale in your office low? Do employees seem to be sick a lot? Does productivity seem down? If this sounds like your place of work, there is a solution for you--a work site exercise program called March Into May (MIM). It is a 10-week physical activity program being offered to employees, their families and friends, within companies throughout Maine. Participants set a goal based on their current level of physical activity and keep track of what they can do over the course of 10 weeks.

Benefits for people who are physically active are numerous. They manage stress better, sleep better, and feel better. Exercising can also enhance self-image, prevent illness, manage weight, and increase energy. For employers, work site health promotion and intervention can be cost-effective. Savings are related to increased productivity, decreased absenteeism, and lower health care costs.

On reflecting back over the past MIM programs, it seems easy to say that it will just keep improving. Back when we started in 1999, 15 companies got involved with 1,400 participants. In 2000, the number of work sites doubled to 30. For the 2001 program, MIM still had 30 companies registered but improved in participant size by 176%! The number of people exercising in this event jumped from 1,700 to nearly 4,700. We would like to see an even greater improvement this year.

Currently we are in the process of recruitment for 2002. A Coordinator's training took place on January 23rd at Anthem Blue Cross and Blue Shield. If you are interested or even just curious, please call Stacey Brewer, MIM Coordinator, at 874-8618 or e-mail, slb@ci.portland.me.us. Come join the fun, it is a Win Win situation!

March Into May is endorsed by the Maine Governor's Council on Physical Fitness and Sports.

Girls & Women in Sports

The annual Awards Reception for National Girls and Women in Sports Day in Maine was held February 2, 2002, at the Holiday Inn by the Bay in Portland.

Activities included a keynote address, silent auction, free food, and award recognition for several girls and women throughout the state. A keynote address was delivered by Sue Medley, University of Maine Women's Volleyball Coach.

2002 Award Winners

Lifetime Commitment
Suzanne Tyler

Posthumous
Faith Littlefield

Exemplary Professional
Theresa Kix
Diana Walker
Sybil Coombs

Exemplary College Student Athlete
Michelle Begin
Sarah Bellemare
Danielle Clark
Megan Coombs
Emily Deering
Emily Erickson
Sarah Lydon
Erin Lynn
Stephanie McCusker
Sarah Meyer
Justine Pouravelis
Sarah Quint
Lauren Reid
Mary Rhoads
Emmy Russell
Abbie Sewall
Kristy Veazie

Exciting News About Physical Activity!

by Amy Root, MPH, Maine Cardiovascular Health Program, Bureau of Health

It is widely known that there are many risks associated with a sedentary lifestyle and that being physically active greatly contributes to a healthier, longer life. People who are regularly active are less likely to be overweight or obese and have a decreased chance of having chronic diseases such as diabetes, cancer, heart disease, and some types of cancer. The Surgeon General recommends 30 minutes of moderate activity on most days of the week, yet most Americans do not get enough regular physical activity. What strategies can we use that will work best in helping people to become more active?

The Task Force on Community Preventive Services, an independent non-federal panel supported by the Centers for Disease Control and Prevention (CDC), has completed a review of the evidence of strategies that work best and recommend several effective interventions. The report on these recommended strategies was released in the October 26, 2001, issue of the CDC *Morbidity and Mortality Weekly Report (MMWR)*. For a full report go to: www.cdc.gov/mmwr/preview/mmwrhtml/rr5018a.htm

The report is structured as the Physical Activity chapter of the *Community Guide to Preventive Services* (Community Guide). The *Community Guide* provides public health folks with recommendations for health promotion and disease prevention initiatives that focus on population-based strategies. The following is a summary of *Strongly Recommended* and *Recommended* approaches for increasing Physical Activity from the Community Guide Physical Activity chapter.

Strongly Recommended

- Community-Wide Campaigns Focused on Physical Activity Behaviors: Directing messages to large audiences through multicomponent campaigns including television, radio,

newspapers, movie theaters, billboards, and mailings.

- Individually-Adapted Health Behavior Change Programs: Tailored to a person's specific interest or readiness to make change, these programs focus on goal setting, self-rewards, problem solving, and relapse prevention and help folks fit physical activity into their daily routines.
- School-Based Physical Education (PE): Modifying school curricula and policies to increase the amount of time students spend in moderate to vigorous activity while in PE class, such as more physically active time in PE class and increased amount of time spent in PE class.
- Community Social Support Interventions: Creating and strengthening social networks such as walking groups, contracts, family support, and exercise buddies.
- Enhanced Access to Places for Physical Activity Combined with Informational Outreach: Such as building walking or biking trails, providing opportunities for people to use community centers or school facilities, parks and trails and including seminars, counseling and workshops to encourage physical activity participation.

Recommended

- Point-of-Decision Prompts to Encourage Stair Use: These are signs next to the elevator or escalator encouraging people to use nearby stairs instead.

Policy makers are encouraged to support legislation that effects these evidence-based recommendations. Communities are encouraged to use these strategies in conjunction with local needs and opportunities and to choose appropriate interventions.

Feel free to contact Amy Root for more clarity on the strategies and/or for ideas on how to put these approaches into practice in your community -- (207) 287-4298 or amy.p.root@state.me.us

Move & Improve



The Move & Improve program was established by Eastern Maine Medical Center in October 1996 to motivate individuals to make healthy lifestyle choices that maintain and enhance well-being. The Move & Improve program is a 12 week program with the primary goal of reducing the risk of disease associated with physical inactivity. Participants engage in 30 minutes a day of physical activity, four days per week for 10 of 12 weeks of the program where each person tracks their activity on a log.

The M&I Health and Fitness Fair is the annual "kick-off" for the program registration. This year's fair will be held on March 3, 2002, from 12-4 at the Bangor Civic Center. The fair will include demonstrations of fitness activities, yoga, walking techniques, aerobics,

strength training, and more for young and old. Screening opportunities for blood pressure, cholesterol, balance, flexibility, and endurance will be a few of the activities that one can participate in to improve one's health. Opportunities for massage, reikki, polarity therapy, and much more will be a part of the day's activities.

We feel confident that all attendees will leave the event with the important information on the benefits of physical activity, smoking cessation, healthy eating/nutrition, and personal safety.

You can also sign up to Move & Improve by going online at www.moveandimprove.org.

Move & Improve is endorsed by the Maine Governor's Council on Physical Fitness & Sports.

DOE Initiatives
Continued

healthy nutrition and physical activity environment in Maine schools. Thirty-five teams of 3-5 people will receive training and funding support for their school.

For more information, contact William Primmerman (624-6698) or Mary Moody (624-6876) at the Maine Department of Education.

DOE Announces Four New Initiatives

Governor Angus S. King, Jr., and Commissioner J. Duke Albanese have announced four collaborative initiatives by the Maine Department of Education that will increase the capability of communities and schools to promote better nutrition and increase physical activity for students and their families. The new initiatives promote motivational messages about healthy eating and physical activity, assist physical education programs in the Campaign for Healthy Maine sites, supports *Learning Results* assessment work for Physical Education and School Nutrition Education.

Maine's academic performance is at the top of the nation; however, the health and fitness of our youth is an issue we need to address. The percent of young people who are overweight has doubled since 1980. Of children aged 5-15 who are overweight, 61% have one or more cardiovascular disease risk factors and 26% have two or more.

The four new initiatives the Department of Education will be partnering on for Maine children and their families are:

1. A statewide promotional campaign "Eat Smart. Play Hard." This campaign is designed to convey science-based, behavior focused and motivational messages about healthy eating and physical activity.
2. Grants to School Administrative Units that are part of the Campaign for a Healthy Maine. These mini grants will be provided in support of physical education programs K-8.
3. Support for Physical Education: Physical Fitness is one of the *Learning Results* Standards for Physical Education. Assessment tools will be provided and piloted across the state by physical educators to promote fitness through increased physical activity.
4. School Nutrition: Training will be provided to create and support a

Continued in next column.

The average person loses about 10 cups of fluid a day. If you're exercising (and that's a great idea, by the way) you're losing even more. In addition to the 8 to 10 glasses recommended for normal day-to-day activity, drink at least one extra cup of juice or water for every 20 minutes you exercise.

(AHA)



For more information about the Maine Governor's Council on Physical Fitness and Sports, please contact Saskia Bopp at Medical Care Development, Tel: 622-7566, ext. 220; e-mail: saskiaj@mcd.org or www.mainephysicalactivity.org

Resolution

WHEREAS, three out of four Maine citizens die from four preventable diseases: cardiovascular disease, cancer, chronic lung disease, and diabetes.

WHEREAS, approximately 29,000 hospitalizations occur in Maine each year due to cardiovascular disease and cardiovascular disease accounts for more than one-fourth of all hospital charges, exceeding \$397,000,000 annually.

WHEREAS, physical inactivity, overweight/obesity, and poor nutrition are major risk factors for cardiovascular disease and diabetes.

WHEREAS, less than 25% of adults and less than 33% of high school students in Maine get the recommended 30 minutes per day of physical activity on most days of the week.

WHEREAS, 20% of Maine adults are obese, the highest rate in New England and our youngest citizens' obesity rates are increasing.

WHEREAS, physical inactivity is the major risk factor for overweight and obesity.

BE IT RESOLVED, that the 120th legislature proclaims that all Maine people are encouraged to follow the Surgeon General's recommendations to get at least 30 minutes of physical activity on most days of the week; all Maine communities should promote physical activity whenever possible; and all Maine children should engage in moderate to vigorous physical activity for 30 to 60 minutes three or more days a week.

PRSRT STD
U.S. Postage
PAID
Augusta, ME
Permit No. 175

Governor's Council on Physical Fitness and Sports
c/o Medical Care Development, Inc.
11 Parkwood Drive
Augusta, Maine 04330