

BE ACTIVE . . .



"Promoting Healthy Lifestyles Through Physical Activity"



Board Members

Co-Chairs:

Joan Samuelson
Freeport
Erik Steele, DO
Eastern Maine Healthcare
Systems

Co-Vice Chairs:

Anne-Marie Davee
Muskie School - USM
Allen Wicken
Rangeley
Stephen Butterfield
UMO
Mark Capano
Maine Special Olympics
Janine Chesley
New England Rehab Hosp.
Karen Croteau
USM
Jo Dill
MAHPERD
Tom Downing
USM Lifeline Center
Paul Edwards
Bangor Police Dept.
Elanna Farnham
Carrabassette Valley
Barbara Godfrey
Manchester Elementary
Paul Judkins
Farmington
Lynn Lavorgna
Portland
Carla Marcus
WinterKids
Roger Park
Sound Limbs Orthotics
Stephanie Peavey
Bangor Y
Amy Root
Maine Nutrition Network
Lee Gilman Scott
American Lung Assoc.
Andy Shepard
Maine Winter Sports Cntr
Kawika Thompson
UMF Health & Fitness Cntr
Dennise Whitley
American Heart Assoc.
Elihu York, MD
Brunswick

Maine in Motion Update

On September 15, 2004, the Maine Governor's Council on Physical Fitness, Sports, Health, and Wellness launched *Maine in Motion*, the Council's 12-week pedometer program designed to help increase the level of physical activity in Maine people.

Three hundred thirteen participants registered for the pilot phase of this program from 16 sites throughout Maine. These sites included two 5th grade classrooms, the Governor's senior staff, a retirement community, state employees, and small and large businesses in Maine. Information from the pilot sites is currently being analyzed by Kathy Low, PhD, at Bates College. The preliminary data from the evaluation forms is encouraging. Approximately 85.6% of responders reported that they increased their physical activity as a result of the program and 83.1% anticipated continuing activity. Participants reported many benefits from taking part in this pedometer program with 55.2% reporting they felt healthier, 33.9% slept better, and 26.2% reported eating a more healthy diet. Over 25% reported losing weight during the program.

The second phase of the program is scheduled to start March 20th. The primary participants of this phase will be 5th grade students. Eighty-nine schools (consisting of approximately 229 classrooms) have signed up as of March 9th for this program. A special teacher's manual and student manual have been developed for the schools to use. In addition to 5th graders, the Council has also invited the new State Legislature to take part. To

date, 6 Senators and 20 Representatives have signed up. Several businesses throughout the state will also be taking part in this phase. During September 2005 the program will be available statewide for companies and individuals for a small fee and free where needed. More information on the program, including parts of the participant manual, can be found on the Council's website - www.mainephysicalactivity.org.

The Council would again like to extend its thanks to its sponsors: The Stephen and Tabitha King Foundation, Eastern Maine Medical Center, Anthem Blue Cross Blue Shield, Dead River Company, Central Maine Heart and Vascular Institute, Peoples Heritage Bank, National Semiconductor, and Hannaford Supermarkets.



(Legislative sign-up for the *Maine in Motion* program took place at the Governor's Council's exhibit table at Legislative Fitness Day on February 17, 2005.)

ACES (All Children Exercising Simultaneously)

May is National Physical Fitness and Sports month and what better way to celebrate than by taking part in ACES day (All Children Exercising Simultaneously). The Governor's Council on Physical Fitness, Sports, Health, and Wellness is proud to once again sponsor this event which will take place on **May 4, 2005** and marks its 17th anniversary.

Maine's 2004 event was a great success with over 22,000 participants from 88 schools, 4 daycares, 1 YWCA, and 1 YMCA participating.

Help make 2005 an even greater success. Get involved with your schools, YMCA/YWCA's, and daycares. Information can be found on the Council's website at www.mainephysicalactivity.org/ACES/ACES.htm; or contact us at 207-622-7566, ext. 230 or by email at gcpfs@mcd.org.

A resource manual is also available on the website that includes ideas on how to plan an event.



Take Time!

A Physical Activity in Schools Initiative

Fifteen schools in Maine are participating in a pilot program called **Take Time!** Each school has agreed to provide opportunities every day during school for every student to be physically active for 10-20 minutes. The project was developed by a collaborative workgroup led by the staff of the Maine Center for Public Health, the University of Southern Maine Muskie School, as well as a number of other advocates from state and local agencies, including School Health Coordinators. Each school who agreed to participate received resource materials developed by the **Take Time!** workgroup for schools to use to increase physical activity among all students beyond activities provided in physical education (PE) classes. The 15 participating schools listed to the right began their efforts in September 2004. An evaluation of the Pilot Program will take place in May 2005. The workgroup would like to see High Schools participate in the upcoming years. If your school is interested, please contact Governor's Council Board Member: Amy Root at

the Muskie School of Public Service
626-5032.

- Williams/Cone Elementary School (360 students)
- Bowdoinham Community School (240 students)
- West Harpswell School (80 students)
- Harpswell Island School (240 students)
- M L Day School, Arundel (K-8) (450 students)
- Calais Elementary School
- Calais Middle School
- Robbinston Grade School
- Alexander Elementary Schools
- Adams (K-2)
- West (K-12)
- Agnes Gray Elementary, West Paris (140 students)
- Laura E. Richards Elementary School, Gardiner (329 students)
- Riverview Community School, South Gardiner (103 students)
- Chebogue Island School (K-5) 25 students

Calendar of Events

March 20, 2005 -- *Maine in Motion* pedometer program kicks off in Maine 5th grade classrooms.

May 4, 2005 -- ACES Day (All Children Exercising Simultaneously) -- see related article in this issue.

May 18, 2005 -- National Employee Health and Fitness Day -- a national health observance created to promote the benefits of physical activity for individuals through their worksites. For more information go to www.physicalfitness.org.

May 25, 2005 -- National Senior Health and Fitness Day -- the nation's largest older adult health and fitness event. The common goal for the day: to help keep older Americans healthy and fit. For more information go to www.fitnessday.com/senior/nshfd_info.htm.

September 25, 2005 -- Family Health and Fitness Day USA -- a national health and fitness event for families. The event's purpose is to promote family involvement in physical activity. For more information go to www.fitnessday.com/family/.

Sun Safety Kit

The Governor's Council on Physical Fitness, Sports, Health, and Wellness is pleased to endorse the **first ever Sun Safety Kit for Maine Youth**. This was a collaborative effort of the Department of Human Services, Bureau of Health, the Maine Department of Education, The Maine Cancer Consortium and YES! to Youth. A kit was provided to each public Maine high school by the end of last year.

The Governor's Council's promotion of physical activity in four seasons provides a great segue for sun safety promotion. Melanoma is the deadliest form of skin cancer and the 6th leading cancer diagnosis in Maine and awareness of the importance of youth using a form of skin cancer protection when outdoors is crucial for prevention. The

kit is available in the library of resources at Medical Care Development. For more information, please contact Stephanie Swan at the Maine Department of Education -- stephanie.swan@maine.gov.

Some highlights of the Sun Safety Kit include current, accurate skin cancer prevention information, creative strategies to implement with students, web site addresses, a policy guide as well as a Sun Safety video! The video is unique because it was created by YES! to Youth, a Portland media communication program whose work serves as primary prevention for myriad risk behaviors. The video was designed to get the message across to high school youth in a meaningful, relevant manner about the importance of sun safety behaviors.

Council Member Profile Kawika Thompson

Kawika Thompson is the Director of the University of Maine at Farmington's Health & Fitness Center. He has a B.S. in Community Health Education with a Concentration in Exercise Science and an M.Ed. from UMaine. Kawika has grown up in the area and currently lives in Industry with his wife and two children. He has worked in his field for approximately 18 years; is a Certified Exercise Instructor; has attended numerous nationally recognized conferences; spoken at many local, state, and national level health organizations; and is a Professional Member of the American College of Sports Medicine, the National Strength and Conditioning Association, the Maine Cardiovascular Health Council, the Maine Governor's Council on Physical Fitness, Sports, Health, and Wellness, the University of Maine



Kawika Thompson with his daughter (Kianna) and son (Makao).

System wide Health Improvement Committee, and affiliated with many area wellness task forces. As a Community Health Educator, he spends much of his time caring for his community and university students through guidance of lifelong habitual changes and commitment for a healthier lifestyle.

Physical Activity Programs Happening Around the State

Don't forget that besides *Maine in Motion* happening in the 5th grade classrooms this spring, there are several other physical activity programs happening -- and we hope you are taking part in one of them.

Move & Improve, a 12 week physical activity program sponsored by Eastern Maine Healthcare Systems, is running March 6 thru May 28, 2005. This community-based program is designed to encourage and empower individuals to engage in a healthier lifestyle by increasing their level of physical activity.

For more information go to www.moveandimprove.org.

March Into May, sponsored by Healthy Portland, runs from March 14 thru May 21, 2005. It is a 10 week health improvement program. The goal of the program is to improve the health of our community by increasing physical activity and raising awareness of its benefits. For more information, contact Rick Fortier at 207-874-8618 or email him at rmf@portlandmaine.gov.

For more information about the Maine Governor's Council on Physical Fitness, Sports, Health, and Wellness check out our web page at www.mainephysicalactivity.org; email us at gcpfs@mcd.org, call us at 207-622-7566, ext. 230 or 220, or write us at 11 Parkwood Drive, Augusta, ME 04330.

Legislative Fitness Day/Contest for Communities

February 17, 2005 marked the day for the Council's 5th Annual Legislative Fitness Day, which was held in the State House Hall of Flags. The purpose of Legislative Fitness Day (LFD) is to stimulate awareness of the importance of maintaining a healthy and active lifestyle. Free health screenings were made available to legislators and state house staff and guests and included blood pressure, cholesterol, strength, flexibility, body fat analysis, a diabetes risk quiz, heart rate analysis, and a computerized health risk assessment (Scorekeeper).

Sponsors of this year's event included MAHPERD (Maine Association for Health, Physical Education, Recreation and Dance), The American Lung Association of Maine, The Maine Dietetic Association, and the Maine Bureau of Health.

As part of LFD, the Council also held its 7th Annual Contest for Communities Award presentations. The celebration began with a brief welcome by Co-Chairs of the Council, Dr. Erik Steele and Joan Benoit Samuelson, and continued with Trish Riley, Director, Governor's Office of Health Policy & Finance, extending greetings from the Governor.

Donna Gormley, WLBZ Channel 2, Bangor, emceed the award ceremony and presented these recognition awards to the following:

Adult Category - Maine Senior Women's Basketball Team, South Portland

Youth - School Category - "Walking Wednesday Program," Houlton Southside School, Houlton

Youth - Community Category - 10th Mountain Ski Club, Fort Kent

Special Populations Category - Greater Waterville Area Boys & Girls Club and YMCA, Waterville

Healthy Workplace - Small Business Category - Harriman Associates, Auburn

Healthy Workplace - Medium Business Category - National Semiconductor, South Portland

Community Category - "STRIDES Walk Around the World," Healthy Community Coalition, Wilton

Lifetime Achievement - Joan Benoit Samuelson

The Council would like to take this opportunity to once again thank Affiliated Healthcare Systems for sponsoring the 2005 Contest for Communities celebration.

More information on Legislative Fitness Day and Contest for Communities can be found on the Council's website at www.mainephysicalactivity.org.



Jo Dill, MAHPERD Executive Director and Governor's Council member, explains the heart rate analysis to a participant of Legislative Fitness Day.



Members of the Maine Senior Women's Basketball Team, South Portland -- winners in the Adult Category at the 7th Annual Contest for Communities Award celebration.



Chuck Karter and Jennifer Buker from the Greater Waterville Area Boys & Girls Club and YMCA receiving the award in the Special Populations Category at the 7th Annual Contest for Communities Award celebration.