

Maine in Motion



“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

Jeanine Chesley
New England Rehab Hosp.

Karen Croteau
USM

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

Amy Root
Maine Nutrition Network

Lee Gilman Scott
American Lung Assoc.

Andy Shepard
Maine Winter Sports Cntr

Kawika Thompson
University of Maine System

Dennise Whitley
American Heart Assoc.

Governor's Council Convenes Strategic Planning Meeting

Twenty-five Board members of the Governor's Council on Physical Fitness, Sports, Health and Wellness (GCPFHS&W) got together on September 15, 2005 at the Maine Medical Association in Manchester, Maine for a day long strategic planning meeting.

Dr. Erik Steele opened the meeting with the assistance of a facilitator, Craig Freshley of Good Group Decisions in Brunswick, Maine. The group was pleasantly surprised by an impromptu visit from Maine's First Lady (Karen M. Baldacci) who provided opening remarks for the day's event. The First Lady's primary message was for the group to utilize their expertise to promote collaboration with other statewide health and wellness groups. Collaboration will open an ongoing dialogue and coordinate actions to achieve our vision to improve the health of the people of Maine. Daryl Fort, Director of Community Development for the Governor's Administration, accompanied the First Lady and stayed to provide input for the strategic planning. The group then embarked on an activity to develop a new mission statement for the Council. This discussion generated five different statements for consideration. Following the mission statement discussion, Council members were asked to prioritize functions that would require the greatest attention in 2006. This activity was intended to improve the operations of the Council, requiring difficult decisions for the group. To complete the task, members talked about the need to confirm the mission statement, its purpose, and the role of each

Council member. Members present came to a consensus that the Council's purpose could be categorized into four essential parts: policy advice, advocacy and public relations, promotion of Council programs and events, and collaboration with other agencies. A consensus was obtained on actions that need to be taken to achieve effectiveness in each of these key areas. These actions included establishing a Policy Committee, writing a communications plan that includes a stronger connection with the Governor's Office, developing criteria for Council programs and events as part of an evaluation process, and hosting a Statewide Summit to facilitate collaboration.

A guest attendee, Jacqueline Ellis, Director of the Coordinated School Health Program, presented information on the program and was eager to see how the Council could support activities in schools. The Coordinated School Health Program is a collaboration between two state bureaus that facilitate the eight coordinated school health component areas including physical activity and nutrition.

In closing, Dr. Erik Steele and Joan Benoit Samuelson thanked the Council members for their hard work and participation in the strategic planning process.

Mission Statement Voted in by Council Members

*Our mission is to promote wellness
for Maine people through physical
activity and other healthy practices.*

ACES (All Children Exercising Simultaneously)

The Maine Governor's Council on Physical Fitness, Sports, Health and Wellness is proud to sponsor ACES Day (All Children Exercising Simultaneously). The event will take place on **May 3, 2006** and marks the 10th year the Council has been promoting the program in Maine. ACES Day aims to educate children about the importance of lifelong fitness. Children from around the world exercise simultaneously in a symbolic gesture of fitness and unity.

Maine's 2005 event was a great success with over 25,000 participants from 102 schools, 2 daycares, and 1 YMCA participating.

Help make 2006 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.



Maine in Motion "Get ME Active" Program

Maine, and its most important asset, its people, are the reason the Maine Governor's Council on Physical Fitness, Sports, Health and Wellness is promoting the **Maine in Motion** pedometer and physical activity program. Governor Baldacci challenges you to improve your level of daily physical activity by participating in the **Maine in Motion** "Get ME Active" program. By maintaining a physically active lifestyle, you can positively affect your growth and aging.

The **Maine in Motion** committee is working on the design of a year round physical activity program that will allow participants to be part of a 12-stage challenge that will keep them active throughout the year. Each stage provides tips and hints for healthy lifestyle activities for physical activity and healthy eating. You will have the opportunity to walk the State parks in

Maine, travel along the rock bound coast or climb Mt. Katadhin using your pedometer or by tracking your exercise time. The activity you choose in the "Get ME Active" challenge can take place in your own hometown or at the actual site of the planned activity. The program will also provide incentives to encourage your continuous activity.

Look for your opportunity to take the challenge and join the "Get ME Active" **Maine in Motion** 12-stage Tour of Maine. Details about this "new" challenge can be found at www.mainephysicalactivity.org. In the meantime, sign up online for the 12-week **Maine in Motion** program using a pedometer to track your steps or track your time.

For further information, call 1-800-427-7566, ext. 230.

Stay healthy by staying active!

National Employee Health and Fitness Day

Beginning this year, the Governor's Council will be helping to promote National Employee Health and Fitness Day (NEHF). This event, administered annually by the National Association for Health and Fitness, will take place on **May 17, 2006** and was created to promote the benefits of physical activity for individuals through their work site health promotion activities.

Worksite Health Promotion Programs enhance the overall health and productivity of your organization!

Benefits for Employers:

- Enhanced employee productivity
- Decreased rates of illness and injuries
- Improved health care costs management
- Reduced employee absenteeism
- Develops employee leadership skills

Benefits for Employees:

- Lower levels of stress
- Increased well-being, self-image and self-esteem
- Improved physical fitness
- Increased stamina
- Potential weight reduction

If you would like to receive information on how your organization can take part in NEHF, contact us at 207-622-7566, ext. 230 or by email at dianec@mcd.org.





The Governor's Council on Physical Fitness, Sports, Health and Wellness will host its annual "**Legislative Wellness Day**" in the State House Hall of Flags on **February 14, 2006, from 9:30 a.m. to 2:30 p.m.** This event highlights the importance of maintaining a healthy and active lifestyle and will provide a number of free screening stations to include blood pressure measurement, cholesterol, bone density, body composition, a diabetes risk quiz, low back flexibility, grip strength, and a cardiovascular risk factor quiz. Incentive prizes will be

available to those who complete a prescribed number of screening stations. Nutritious refreshments will be served. This year's event is co-sponsored by Hannaford Supermarkets and WCSH6 Alive and Well Program.

Contest for Communities, the Council's annual celebration to recognize communities, workplaces, organizations, and individuals that are working to improve physical activity in their respective areas, will also take place at 1:00 pm as part of Legislative Wellness Day.

Council Member Profile Stephen Butterfield

Stephen Butterfield is Professor of Education and Special Education at the University of Maine at Orono. He has a B.S. in physical education and health from Springfield College, a M.Ed. in curriculum and instruction from Keene State College, and a Ph.D. in adapted physical education from Ohio State University. He is also nationally certified in adapted physical education, i.e., CAPE. Stephen lives in Bangor with his wife, Jeanne. Steve has been with UMaine for 22 years and teaches graduate and undergraduate classes related to motor development/learning/control, adapted physical education and assessment; he is the director of UMaine's Developmental Motor and Aquatics Lab; and serves as Project Administrator for the National Youth

Sports Program on campus. He is a Member of the AAHPERD Research Consortium, the Maine Task Force on APE, and Chair of the MAHPERD Grants Committee. As a member of the Governor's Council on Physical Fitness, Sports, Health and Wellness, Steve serves as the chair of the Legislative Wellness Day Committee -- a yearly event put on for the legislators which offers free health screenings as well as information on physical activity and good nutrition. Steve enjoys visits to the Bangor YMCA to lift weights and do the aerobic machines, 5 times a week. He is an avid and lifetime New York Yankees fan and, of course, a great fan of Ohio State Buckeyes football.

Physical Activity Programs Happening Around the State

The **Move More** Project is a free program for people who want to increase their physical activity level. The key to the project is a group of "movers" in the community or workplace who can help enrollees by providing them with peer support. For more information, go to <http://movemore.org>.

The **Move & Improve** program is a 12-week community-based program designed to encourage and empower individuals to engage in a healthier lifestyle through physical activity. Their 2006 program will start on March 5 and run thru May 27th. For more information, go to www.moveandimprove.org.

March into May is a FREE 10-week health improvement program. Its design allows for a fun and effective way to increase physical activity. This year's program will run from March 13 to May 19th. A new web site will be going live the first week of February. If you are interested in joining the program, or have any questions, please call Rick Fortier at 207-874-8618 or e-mail 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.

USDA Releases New MyPyramid Plan

In 2005, the highly anticipated updated version of the Dietary Guidelines for Americans was released. This event was followed by the release of the United States Department of Agriculture's new symbol and interactive food guidance system called MyPyramid. MyPyramid is also intended to guide Americans to be active and make healthier food choices. It actually replaces the USDA's Food Guide Pyramid which was introduced in 1992. This new symbol emphasizes the importance of a more individualized approach to improving diet and lifestyle. MyPyramid represents the recommended proportion of foods from each of the food groups and focuses on the importance of making smart food choices in every food group, every day. Physical activity is represented by the steps on the side of the MyPyramid which encourages daily physical activity. The importance of variety is symbolized in the six color bands representing the five food groups and the oil group. Moderation is represented by the narrowing of each food group from the bottom of the MyPyramid to its top.

MyPyramid includes interactive technology which allows Americans to key in their age, gender, and their daily level of physical activity to receive personalized recommendations on their daily calorie level and quantities of each food group based on the 2005 Dietary Guidelines for Americans. The MyPyramid system provides 12 different pyramids, each for a

specific calorie level. Daily suggested servings for a 2000 calorie diet include 6 ounces of grain with 3 ounces being whole grain, 2 1/2 cups of vegetables, 2 cups of fruit, 3 cups of lowfat milk, 5 1/2 ounces of lean meat or substitute and 3 - 7 teaspoons of oil daily, dependent upon age and gender. This interactive system provides guidelines for kids, too! The new MyPyramid for kids provides age-appropriate information with recommended portions for each food group. An interactive computer game called MyPyramid Blast Off makes it particularly interesting for kids. The overall message for kids is, "Eat Right. Exercise. Have Fun."



The 2005 Dietary Guidelines for Americans and consumer brochure are available at <http://www.healthierus.gov/dietaryguidelines>.

The MyPyramid Plan is available at <http://www.mypyramid.gov>.

Calendar of Events

February 14, 2006 -- Legislative Wellness Day -- State House Hall of Flags

February 14, 2006 -- Contest for Communities Award Celebration -- 1:00 pm, State House Hall of Flags

May 3, 2006 -- ACES Day (All Children Exercising Simultaneously) -- visit www.mainephysicalactivity.org and go to the ACES page for more details on this international program

May 17, 2006 -- 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 31, 2006 -- 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/index.htm

September 30, 2006 -- 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/.