



# MOVEMENT

Healthy Eating & Active Living Initiative of Healthy Belvedere

## WHAT IS HEALTHY BELVEDERE?

Healthy Belvedere is a partnership between Kaiser Foundation Health Plan for Georgia, The Community Foundation for Greater Atlanta, and the community of Belvedere in south DeKalb County, Georgia. The unique partnership was formed in late 2006, when key leaders from the neighborhood and partner organizations were brought together to initiate a community action plan and work with evaluators to gather baseline data. Healthy Belvedere's primary objective is the attainment of environmental and policy changes that promote healthy eating and active living through environmental and policy changes that reduce chronic illnesses such as diabetes, obesity and cardiovascular disease.

In October 2006, Belvedere, a neighborhood of roughly six thousand residents in DeKalb County, Georgia, was identified as a community with the potential to develop and implement a strategic action plan, that would over the long term, encourage better eating and exercise habits among its residents.

In 2010 Healthy Belvedere (HB) formed the Healthy Belvedere Steering Committee (HBSC) to serve as the guiding community governing body. HBSC, community residents and partners engaged in a strategic planning process that identified two strategies to promote HEAL and to serve as a catalyst for improved health outcomes for people who live, work, play and worship in the Belvedere Community. As a result of the planning process, the primary HEAL strategy has been identified as walking clubs for active living and environmental change. The second strategy is community gardens for access to healthy foods and environmental change. For the current Kaiser Permanente funding period, October 1, 2010 – September 30, 2012, the primary focus of HBI will be walking clubs with community gardens serving as the supporting strategy.



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## PLANNING FOR SUCCESS

### WALKING CLUBS EXPECTED OUTCOMES

- Increase the number of walking clubs in the Belvedere Community
- Increase the number of residents who participate in walking clubs
- Increase resident awareness, knowledge and participation in physical activity
- Increase the awareness of safe and supportive built environments
- Increase residents knowledge and capacity to advocate for environmental and policy change
- Produce data to demonstrate a reduction of obesity, high blood pressure and pre-diabetes in Belvedere

### WALKING CLUB MOVEMENT GOALS – BY YEAR END 2012

- Total target number of walkers recruited: 250 or 5% of population
- The development of 10 strong walking clubs
- 25 walkers per Walking Club (*Literature suggests to expect 10-18 regular walkers per club*)
- Each Walking Club host at least a 30 minute walk at minimum 3 times a week
- Walking clubs build up to the recommended 5 times per week at varied times including mornings, evenings, weekends, etc.

### MEASURING SUCCESS – EVALUATION

- Enrollment Application and baseline survey collected on every Walker
- Follow-up baseline survey administered every 6 months
- Monthly submission of Walker and Walking Club Leads Logs
  - Evaluation team will provide training at Walker Lead Orientation (February 12, 2010) and ongoing technical assistance
  - Incentives will be provided to encourage data collection
- Monthly walking club attendance at Progress Parties (weigh-in events to collect height, weight, and BMI.)



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## WALKING BENEFITS

*“Walking purposefully for 30 minutes per day combined with simple regular stretching is enough to improve your health and lower your risk of chronic disease”* **Mark Fenton**

### HEALTH BENEFITS:

#### Walking regularly:

- Strengthens your heart
- Delays or prevents major diseases or illness
- Reduces blood pressure and the risk of stroke
- Reduces cholesterol
- Strengthens joints and bones
- Helps control weight
- Improves mood and self-esteem
- Contributes to "brain fitness"
- Gives you energy and a good night's rest
- Relieves stress and worry
- Improves balance and circulation
- Boosts immune system

### SOCIAL & SAFETY BENEFITS:

- Spend time with friends or family by walking together
- Walkers tend to interact with neighbors, contributing to safer neighborhoods and a sense of community
- Walking establishes independence for older adults due to less reliance on cars
- Walking reduces opportunities for crime because there are more eyes on the street

### CONVENIENCE BENEFITS:

- Walking is free and almost anyone can do it
- Walking can be done nearly anywhere and at any time.
- Walkers need very little equipment other than a pair of decent walking shoes

### ENVIRONMENTAL BENEFITS:

#### Walking instead of driving reduces:

- Traffic congestion and noise
- Air pollution
- Allows walkers to identify environmental needs in their community

### ECONOMICAL BENEFITS:

- Walkers bring business to local stores Walkable neighborhoods have better connections between public places
- Walkable neighborhoods increase property values
- Walking improves health which leads to a reduction in healthcare costs



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## HB WALKING 101 – THINGS YOU SHOULD KNOW

The Healthy Belvedere Walking Program is a healthy eating and active living program that is free to all who live, work, worship and play in the Belvedere Park Community. This program is open to all ages and all fitness levels. There are 2 ways to get involved in the Walking MOVEMENT:

### 1. WALKING CLUBS (PRIMARY WAY)

Walking Clubs are organized walking groups that are lead by “walking leads” who live, work, worship or play in the Belvedere Park Community. The Walk Leads will provide walkers with the dates, locations and times of the walks. Walking Clubs are encouraged to walk at least 3 times a week for at least 30 minutes each time. Walking dates and times will vary from club to club. Walkers will be able to choose what walking club they would like to join at the Healthy Belvedere MOVEMENT Kick-Off event on March 12, 2011 (event information to follow). Walkers will also complete walker logs and will be encouraged to attend monthly Progress Parties where they will receive incentives for their participation

### 2. MOVE ME - INDIVIDUAL WALKING/PHYSICAL ACTIVITY (SECONDARY WAY)

MOVE ME is the individualized walking and physical activity program that allows individuals to maintain their own fitness regime on their own schedule and at their own pace. This program is perfect for those people who self-motivated, are unable to walk during scheduled walking club times, or prefer not to exercise in a group. MOVE ME participants are encouraged to walk or engage in physical activities at least 3 times per week and they will maintain monthly walking/physical activity logs that they will need to submit to Healthy Belvedere. MOVE ME participants will also be invited to attend the monthly Progress Parties that will provide incentives for their participation.

### ALL PARTICIPANTS WILL...

- Complete the registration forms
- Complete and sign a Physical Activity Questionnaire
- Complete a Goal Setting Contract
- Attend monthly Progress Parties
- **HAVE FUN AND GET HEALTHY!**



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## HB WALKING 101 – THINGS YOU SHOULD KNOW

### WHAT IS IN IT FOR THE WALKING CLUBS AND MOVE ME PARTICIPANTS?

- Walkers will be invited to monthly **Progress Parties** that are fun, informative and inspirational events that provide walkers with free nutrition classes, cooking demonstrations, inspirational testimonials from fellow walkers, talks on how to improve our neighborhoods and great progress incentives.
- Participants will be eligible to have their own free accountability coach who will privately track their weight, BMI and overall progress monthly.
- Monthly incentives will be given to participants however their will be a year end celebration where walking club leads, walkers and MOVE ME participants will be recognized for having the most progress and meeting their fitness goals.
- Participants will receive the support they need to get fit and healthy by visiting the HEAL resources on our website, receiving healthy tips via e-mail and receiving encouragement from Walking Club Leads and fellow MOVE ME participants.

### WALKING TIPS

- **Wear suitable clothing and shoes. Dress comfortably.**
  - ⇒ In warm weather, wear loose cotton or natural fiber clothes. Wear sunscreen, a hat and a light color long-sleeve shirt to help protect from the sun.
  - ⇒ Cotton and natural fibers work well in summer and winter – they absorb moisture in the summer to keep you cool and retain your body's heat to keep you warm in the winter.
  - ⇒ In cold weather, wear layers: wear a t-shirt under a long-sleeve top with a sweater or sweatshirt on top so you can stay warmer, and remove layers as your body begins to warm up.
  - ⇒ Comfortable, sturdy, light-weight walking shoes are the most important piece of equipment needed. Choose shoes that do not give blisters and give good support.
- **Eat a healthy breakfast.**
- **Prevent dehydration** by drinking water before, during and after the walk.



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## HB WALKING 101 – THINGS YOU SHOULD KNOW

### WALKING TIPS - CONTINUED

- **Warm up**
  - ⇒ Begin your walk slowly.
  - ⇒ Practice proper breathing by breathing deeply and evenly, establishing a comfortable rhythm as you walk.
  - ⇒ You can also practice easy side bends, heel walks, half lunges, arm and foot circles to warm up.
- **Walk at an enjoyable pace** that you can continue for at least thirty minutes, with an intensity that makes you breathe a little faster, feel warmer, have a slightly faster heart beat, but still allows you to have a conversation, but not sing.
- **Practice proper posture** by aligning your head with your back. Keep your back straight, arms loose, elbows bent slightly, and abdomen tucked in.
- **Take the Talk Test:** If you are out of breath to the point where you cannot talk, you are working too hard. If you are walking and can sing, you are not walking hard enough for fitness. Pick up the pace or pump your arms.
- **Be aware of signs of overexertion**, including dizziness, soreness, pain in muscles, irregular heart beat, nausea, chest pains, low abdominal pains, lack of coordination, etc. If you feel tired or sick, slow down and stop walking if necessary.
- **Find a comfortable stride.**

How to calculate your stride length:

  1. Walk a measured distance (i.e. 10 ft.)
  2. Count the number of strides taken (i.e. 5 steps)
  3. Divide by the number of steps taken to arrive at individual stride length

Example:  $10 / 5 = 2$  ft. stride length
- **Your target heart rate**, from 65 to 85 percent of the maximum your heart can beat, should be your goal 3 to 5 times a week for 30 to 60 minutes to maximize the health benefits of cardiovascular activity.



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## HB WALKING 101 – THINGS YOU SHOULD KNOW

### Your target heart rate - continued

How to calculate your heart rate:

1. Subtract your age from 220 to find out your maximum heart rate, so if a person is 45 years old then maximum heart rate:  $220 - 45 = 175$  beats per minute.
2. Lower Range: Multiply your maximum heart rate by 65%:  $175 \times 65\% = 114$  beats per minute 114 beats per minute will be the lower range of the zone.
3. Higher Range: Now multiply your maximum heart rate by 85%:  $175 \times 85\% = 149$  beats per minute

\*\*The target heart rate in this example is 114 - 149.

- **Pace** — when you reach a brisk pace, take your pulse. When you reach your target zone, maintain that pace for thirty minutes.
- **Stretch** — five to ten minutes of easy stretching before and after your walk will help you stay injury-free and get the maximum benefit from your physical activity. For older adults, it is recommended to stretch after the walk as older muscles will be more warmed up for stretching.

### SAFETY TIPS FOR WALKERS

- **Always walk on designated sidewalks and paths.** If there is no sidewalk and you have to walk in the road, always walk FACING traffic, so you can see any car that might go out of control.
- **Tips for Crossing the Street**
  - Cross only at corners or marked crosswalks.
  - Stop at the curb, or the edge of the road. Stop and look left, then right, then left again, before you step into the street. If you see a car, wait until it goes by. Then look left, right and left again until no cars are coming.
  - If a car is parked where you are crossing, make sure there is no driver in the car. Then go to the edge of the car and look left-right-left until no cars are coming. Keep looking for cars while you are crossing, and remember, walk. Don't run.



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## HB WALKING 101 – THINGS YOU SHOULD KNOW

### SAFETY TIPS FOR WALKERS -CONTINUED

- **Dress to be seen.** Brightly colored clothing makes it easier for drivers to see you during the daytime. At night, you need to wear special reflective material on your shoes, cap or jacket to reflect the headlights of cars coming towards you.
- **Be prepared** in the event of an emergency with emergency phone numbers.
- **Know the exact route your walking on.**
- **In some neighborhoods, dangerous animals can be a barrier to walking.** Develop a relationship with Animal Control and carry their number on walks. Invite them to speak to your group about how to deal with stray dogs. Additionally, contact a government representative to help check the route in advance of key walk group events.



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## DO YOU ALREADY HAVE A WALKING CLUB? NO PROBLEM!

### Join the Healthy Belvedere Walking Club **MOVEMENT**

If you or your organization already host a walking club Healthy Belvedere can help you to expand and enhance your program in the following ways:

#### **WE CAN...**

- Provide you with state of the art technical assistance that can help you to track your walker's progress
- Provide both Walking Club Leaders and Walkers with incentives to encourage sustained walker interest
- Provide monthly nutrition and healthy eating classes at our **PROGRESS PARTIES** that will recognize walkers for their walking accomplishments
- Provide you with opportunities to promote your walking clubs at HBI sponsored events
- Provide your walking clubs with discounts at local business through our "Healthy Belvedere Rewards" program (scheduled to launch in the Spring of 2011)

### **Criteria for being a Healthy Belvedere Walking Club**

- Your Walking Club must originate in the Belvedere Park Community.
- Your Walkers must either live, work, worship or recreate in Belvedere.
- The Walking Club Leader must attend the Walking Club Lead Orientation on Saturday, February 12, 2011 at 9:00 am at Christ the Lord Church.
- Your Walking Club must maintain and submit Walker and Walking Club Leader logs (provided by HBI) monthly.
- Your Walking Club must attend monthly PROGRESS PARTIES so the HBI Evaluation Team can assess your club's progress.
- Walking Clubs must host walks at least 3 times a week for at least 30 minutes each time.
- **HAVE FUN and GET HEALTHY!**



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## WALKING CLUB & MOVE ME REGISTRATION

Welcome to the Healthy Belvedere Walking Club **MOVEMENT**. Please complete the following information and submit to Celeste Beaty via e-mail at celeste@healthybelvedere.org or fax it to 404-228-7359 or mail it to P.O. Box P.O. Box 58 Decatur, GA 30031-0058. You will receive a confirmation e-mail once we receive it. Thank You!

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Birth Date (Month and Year ONLY): \_\_\_\_\_ Age: \_\_\_\_\_

Participating As: Check one.  Walking Club Member or  MOVE ME - Individualized fitness

T-Shirt Size: Check one.  Small  Medium  Large  X- Large  XX-Large

**Medical History:** Please list any medical conditions that you may have and medication you are taking that we may need to know about in the event of an incident or emergency. For example: diabetes, heart disease, epilepsy or other conditions.

Name of Primary Doctor: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Emergency Contact: In the event of an emergency we will notify the person listed below.

Name: \_\_\_\_\_

Relationship: \_\_\_\_\_ Phone: \_\_\_\_\_

Medical Condition(s): \_\_\_\_\_

Medication(s): \_\_\_\_\_

If an incident arises where I may need medical attention I authorize for medical attention to be sought on my behalf. I will incur the cost of ambulance transportation.

**Signed:** \_\_\_\_\_

**Name (please print):** \_\_\_\_\_ **Date:** \_\_\_\_\_



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## WALKING CLUB & MOVE ME REGISTRATION

### WAIVER OF LIABILITY

In consideration of your accepting me as a participant in the above mentioned walking club(s), I hereby for myself, my heirs, executors, administrators and assigns, assume all risks arising from my participation and I waive and release any and all right or claim I may have against Healthy Belvedere, its partners, affiliates, the above mentioned walking club(s), and any other persons involved in the aforementioned walking club(s), their agents, servants, representatives, successors and assigns, (“the releases”) from any liability to me from any loss or damage, claims or demands of every kind and nature whatsoever on account of any injury to me or my property, whether caused by the negligence of the release or otherwise which may arise from my participation in the above mentioned walking club(s) and any HBI related programs.

I have fully informed myself of the contents of this waiver and release, by reading it before having signed it.

**Signed:** \_\_\_\_\_

**Name (please print):** \_\_\_\_\_ **Date:** \_\_\_\_\_



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## PHYSICAL ACTIVITY READINESS QUESTIONNAIRE

The information that you provide on this questionnaire will remain confidential and kept for records of this program only.

Thank you for your interest in our walking program. Before commencing the program please answer the questions below. For most people physical activity should not pose any problem or hazard. This questionnaire has been designed to identify people who should seek medical advice before starting, especially if you are increasing your level of physical activity.

- Yes       No      Has your doctor ever said that you have a heart condition and that you should only do physical activity recommended by a doctor or health professional?
- Yes       No      Do you feel pain in your chest when you do physical activity?
- Yes       No      In the past month have you had a pain in your chest when you were not doing physical activity?
- Yes       No      Do you lose your balance because of dizziness or do you ever lose consciousness?
- Yes       No      Do you have a joint or bone problem that could be made worse by a change in your physical activity?
- Yes       No      Do you know of any reason why you should not do physical activity?
- Yes       No      Have you been inactive for a long period of time?

**Please advise Healthy Belvedere staff of any other conditions you feel we might need to know.**

I understand that if I answered **YES** to one or more of the above questions, I should seek medical advice before undertaking a walking program.

If I answered **NO** honestly to all questions and I am planning to increase my levels of physical activity, I understand that I need to begin slowly and build up gradually.

I understand that although reasonable care is undertaken by Healthy Belvedere to maximize safety, it is understood that I participate at my own risk.

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Return completed registration form and the Physical Activity Readiness Questionnaire to Celeste Beaty, Administrative Assistant.**



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## IMPORTANT DATES

### **Walking Club Liaison & Partner Interest Meeting**

Saturday, January 29, 2011 from 9:00 am – 10:00 am  
Christ The Lord Church

### **Walking Club Interest Meeting – Residents**

Saturday, January 29, 2011 from 10:00 am – 12:00 pm  
Christ The Lord Church

### **Walking Club Lead Orientation**

Saturday, February 12, 2011 from 9:00 am -11:00 am  
Christ The Lord Church

### **Walker “Get Up and MOVE” Party**

Date in late February (TBD)  
Christ The Lord Church

### **Walking Club Kick-Off Event**

Saturday, March 12, 2011 (time and location TBD)