

Concurrent Conversation #5: Partnerships for Encouraging Physical Activity and Healthy Eating

Facilitator: Emily Butler Bell, MPH, National Colorectal Cancer Roundtable Resource
Person: James A. Hotz, MD, MACP, Albany Area Primary Health Care

Top 3 practical actions to create or maintain partnerships for encouraging physical activity and healthy eating

- Policy change
- Institution-wide policy: set an example
- Work with community—ask them what works (collaborate)

Briefly describe partnerships for encouraging physical activity and healthy eating that your organization has

- Engage churches
- High school and college volleyball players work to educate public on breast cancer prevention, including diet and exercise
- Workplace wellness activities
- University of Virginia:
- Outreach to rural Virginia
 - “Sit Smarter”
 - Teaching middle school teachers and texting parents on sugary consumption
- Morning Mile: walking 1 mile before school
- YMCA walking program for African American women

Describe strategies that have been successful in creating these partnerships

- Partner with local gyms to give free gym memberships
- Walk by Faith Project: Educate cancer prevention through physical activity
 - Created a curriculum specifically for church setting for the congregation to use
- Behaviors are learned at home, school, church
- Referrals from primary care provider to communicate outreach program
- Nutrition and evidence-based cooking classes
- Participants talk with a coach + 6 month follow-up
- Do not target individuals, instead facilitate a “healthier church” environment
- Promote through newsletters
- Create healthy opportunities (i.e. stretch breaks)
- “Lighten up” pot luck
- Partner with local clinics
 - Build on existing efforts and figure out gaps

- Use grant funds to support efforts
- AICR disseminating research through communities
- Target is cancer survivor in approachable curriculum
 - at cancer support groups and YMCA's
 - Free educational materials at this point
- Use of school facilities for community programs such as yoga classes
- Physical activity-based fundraisers at schools

What are the opportunities for these partnerships?

- Work with Department of Transportation (or local transit) or free bus routes to grocery stores for people who live in food deserts
- State-level cancer plans
- Community gardens
- Multi-use school programs
- Studying how paid leave and other policies impact health
 - Free bike program for high school students to deliver groceries to food deserts
- Partner with bike stores
- Work with immigrant communities on ways to prepare food from their cultures in healthier ways
- Policy changes: continue to improve food labels (e.g. high fructose corn syrup)

What are the challenges for these partnerships?

- Distance to gym support (especially for rural areas): access to gym support sites is hard to reach people who need it
- School-based programs can work once you get your foot in the door
- Time
- Funding
- Safety issues with multi-use facilities in urban areas
- School programs do not build sustainable, healthy, lifestyles
- School programs are more focused on sports and taught by coaches
- Health disparities: taxation can be a “poor tax”
 - BUT if funds were funneled back towards helping individuals live healthier

What practical actions can be taken to successfully create or maintain partnerships for encouraging physical activity and healthy eating?

- Understand the lay of the land
 - Learn what others are doing already to find ways to collaborate
- Policy change
- Find the common enemy: get rid of one thing (e.g. high fructose corn syrup)
- Cross organizational educational campaign about high fructose corn syrup
 - Bring together potential partners
- Institution-wide policy: set an example
- Work with community—ask them what works (collaborate)