

RECREATION CONFERENCE – SESSION OUTLINE

Session Title:

CONDUCTING A CREATIVE “HEALTHY HABITS” CAMPAIGN

SESSION DESCRIPTION (25 words):

Want to do more to instill “Healthy Habits” in your community? This workshop will show how to develop a full community-wide campaign for Healthy Habits.

SESSION DESCRIPTION (Full Text):

Many agencies would love to do more to instill “Healthy Habits” in their community & among their participants. This workshop will show how to develop a full community-wide campaign for Healthy Habits. Attendees will learn what “Healthy Habits” are, and why they are important. Attendees will also discover that the campaign can be implemented with varying levels of agency involvement.

SESSION TARGET MARKET: Recreation Programmers, Agency Directors, Supervisors

Speaker’s Name: Mark Honberger

Total Length: 1.25 hour session

SESSION LEARNING OBJECTIVES: Participants will:

- 1) Discover what “Healthy Habits” are, and why they are important for a community
- 2) Analyze the different levels of a “Healthy Habits” campaign, from information only to full blown weight loss challenges
- 3) Understand how to fully Engage your own agency in the campaign

SESSION NEEDS IDENTIFICATION: As individuals learn to engage in “Healthy Habits,” the community then becomes a healthier community. I believe that Park and Recreation Agencies can, and should, play an important role in encouraging the citizens in their communities to understand and implement “Healthy Habits” in their lives, so that both they and their community can THRIVE! This session will show attendees how they can begin a “Healthy Habits” campaign in their community



MARK'S EXPERIENCE PRESENTING EDUCATION SESSIONS: Throughout his 30+ years in the Parks and Recreation Profession, Mark Honberger has annually provided training presentations on a variety of recreation topics. He has provided training sessions for the California Park and Recreation Society (District Training Events & State Conferences), the Arizona Park and Recreation Association (State Conference 2017, 2018, 2020, 2021), the Nevada Park and Recreation Society (State Conference 2018, 2019), & the New Mexico Park and Recreation Association (State Conference 2019). Additionally, Mark has conducted numerous Team Building sessions for parks and recreation agencies.

MARK'S EXPERIENCE WITH THIS SUBJECT MATTER: Throughout his 30+ years in the Parks and Recreation Profession, Mark Honberger has implemented a "Healthy Habits" campaign with a variety of agencies (from big to small communities). He has discovered ways to accomplish the goals of the campaign, while varying the level of Agency involvement (i.e. use of resources or staff time). At the low-end, it can be an information only campaign. At a middle level, it can combine the info campaign with an existing special event. At the high-end, it can be a full-blown weight loss program that requires a lot of staff time. Mark will bring his experiences to this session, to show how you too can engage your community in a "Healthy Habits" campaign and help your community to THRIVE!

SESSION OUTLINE

Introduction of Speaker (2 Minutes)

Introduction of Topic (10 Minutes)

- A) Attention Grabber: Bring out the importance of community wide Healthy Habits. Ask Audience to raise hand to share a reason why they think it is important for individuals to practice Healthy Habits. Reward those who answer with a sweet treat.
 - a. Healthy individuals, lead to Healthy Communities
 - b. We want all community members to THRIVE!

- B) NEEDS IDENTIFICATION: Discuss the need for this topic and this session. (from above)

Cover Learning Objectives (3 Minutes)

PRESENTATION OF TOPIC SPECIFICS



What are “Healthy Habits” (15 Minutes)

(LEARNING OBJECTIVE #1)

- A) Define Healthy Habits
 - a. The full scope – it is much more than you think
 - b. Eating right, nutrition, no soda, no fast food
 - c. Put away harmful things: Cigarettes, Excessive Alcohol, Drugs, Etc.
 - d. Fitness: walking, gym work outs, stretching, hikes, swimming, outside, etc.
 - e. Family Together: game time, family activities, cook together,
 - f. Learning new things: take a class, read a book, etc.
 - g. Goal setting: complete an accomplishment, take steps towards the big goal
 - h. Social: belong to a group, group activities, acts of kindness, lunch with seniors, volunteering
 - i. Also: mental, spiritual, etc.
- B) Importance of a healthy community
 - a. Share statistics, info graphic on healthy communities
 - b. Share an anecdote from health article
- C) Goals of a “Healthy Habit” Campaign
 - a. First step: creating awareness in community members of Healthy Habits actually are
 - i. Even if they do not participate, the fact that they are now aware of the idea of “healthy habits”, means that they are that much more likely to begin to want them.
 - b. Second step: engage community members to participate
 - i. Not looking for “winners”, as just participating in a healthy habits campaign is a great start
 - c. Third step: instill the idea of making it a habit.
 - i. The campaign gets them started, shows them that they can indeed do it,
 - ii. then encourage them to continue, to make it a habit
 - iii. the idea of doing something for 21 days, in order to develop a habit
- D) Potential partners for the campaign
 - a. Medical Agencies, doctors
 - b. Fitness centers, other businesses
 - c. Schools, Youth sports organizations
 - d. Fraternal Organizations
 - e. County, State, WIC, etc.

Different levels of a “Healthy Habits” campaign (25 Minutes)

(LEARNING OBJECTIVE #2)

- A) The range of Agency Involvement
 - a. Need to know what resources your agency has for the campaign
 - b. Low End = Informational Campaign Only (Marketing Campaign)

- c. Middle = Information, plus activity folded into existing event
 - d. High End = Full blown weight loss challenge
- B) A closer look at some possible campaign elements
- a. **“Make Life Better” Challenge**
 - i. Information Only, with prize incentive, self-directed
 - ii. Encourages the community to engage in the full spectrum of Healthy Habits
 - iii. Encourages the community to utilize Agency facilities
 - iv. Three-month time frame
 - v. We will look at examples of the materials developed for the challenge
 - b. **“My Own Marathon” (Progressive Marathon)**
 - i. Focused specifically on walking, jogging, stepping (with a counter)
 - ii. A do-it-yourself marathon, people track as they complete a quarter mile (walking/jogging/steps), across a four-month period they should be able to complete a full 26 miles. (Actually, most did it multiple times)
 - iii. They receive a intro packet when they register
 - iv. Encourage use of agency walking trails and paths
 - 1. Packet includes list of paths and their distances
 - v. Encourage use of agency classes and programs
 - 1. Packet includes list of classes and how many miles they would achieve
 - 2. Example: a dance class might equal 2 miles
 - a. Prior to campaign, instructor wore a pedometer to track how many miles the class would be equal to
 - vi. Encourage participation at an upcoming special event
 - 1. The “final mile” became an event that happened an existing event scheduled to occur at the end of the marathon time frame
 - a. The idea is that all participants gather together to walk a mile together, and to them celebrate their accomplishments that occurred during the time frame
 - vii. Encouraged participation from partners
 - 1. Doctors office issued “prescriptions” to register for the marathon.
 - a. We provided the doctors with the “prescription”
 - 2. Elementary Schools had their whole class participate
 - a. We developed a special tracking sheet that would work for a group, like a 30-person class.
 - b. Teachers had kids walk the school grounds as a part of class each week
 - c. Teachers had the kids track each quarter mile walk achievement, as they built up to a full 26 miles
 - c. **“Lose Big” Weight Loss Program**
 - i. Checked in monthly, at a weigh in, across 9 months
 - ii. Earned fitness center membership for each month they continued with it
 - iii. Winner of weight loss (by percentage) earned cash prize
 - iv. Had to register as a team (to encourage group support)
 - v. Different Group activities planned each month

1. Points earned for participating, prize separate from weight loss prize
2. Volleyball, shopping challenge, minute-to-win-it games, etc.
- vi. Encourage use of the Lose-It App to track fitness
- vii. Had one event/class each week with a Nutritionist
- viii. Weigh Ins required a lot of staff involvement
- ix. Tracking each weigh in required a serious spreadsheet
- x. Privacy considerations became an issue
 1. Participants do not want to have people watching
 2. Women staff should weigh-in women participants
 3. Men staff should weigh-in men participants
 4. Records need to be kept in a confidential place
- xi. Campaign is staff heavy

Fully engage your Agency in the campaign (10 Minutes)

(LEARNING OBJECTIVE #3)

- A) Staff participation in program itself
- B) Staff able to talk enthusiastically about “healthy habits”
- C) Vending machines may need to be addressed, to meet goals of “healthy habits” campaign
- D) Childcare, or Afterschool program, snack menu may need to be addressed, to meet goals of “healthy habits” campaign
- E) Share some examples of Agency policies that can be put into place by elected board or commission

QUESTION AND ANSWERS (10 Minutes)