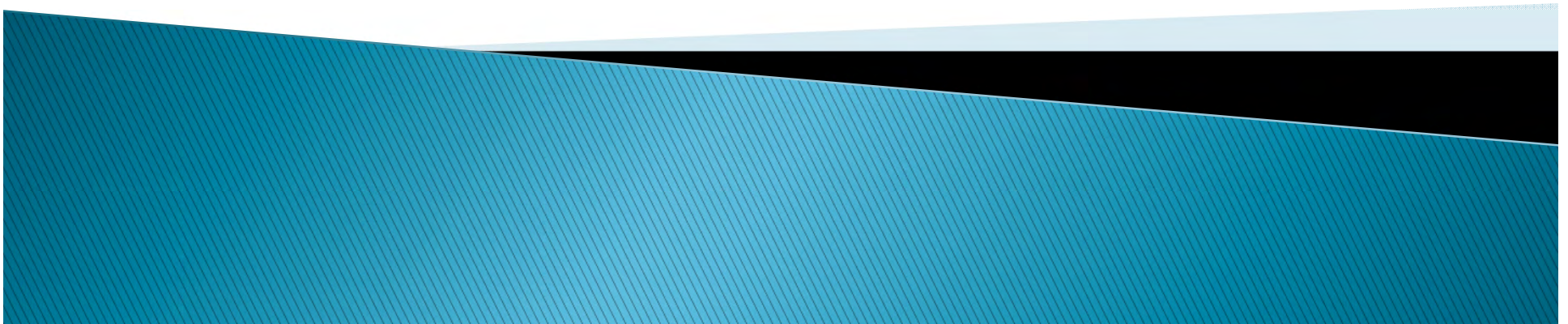


Get Moving...Competing with the World of Technology

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The day that Albert Einstein most feared.

A day at the beach.



Cheering on your team.



Having dinner out with your friends.



Out on an intimate date.



Having a conversation with your BFF

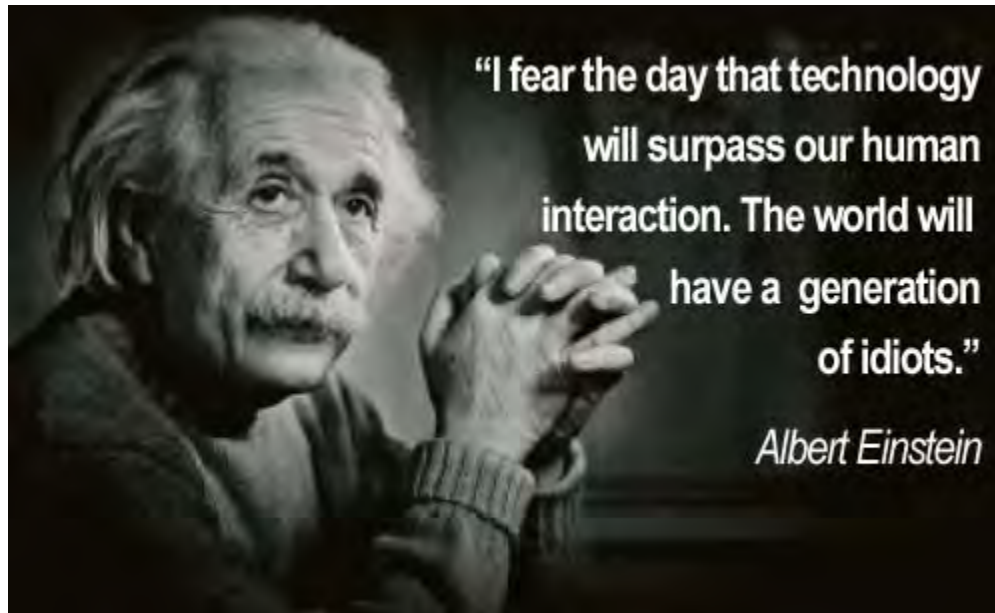


A visit to the museum



Enjoying the sights



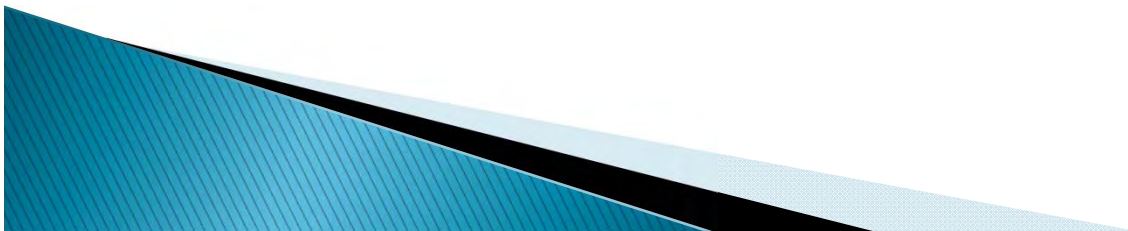


"I fear the day that technology
will surpass our human
interaction. The world will
have a generation
of idiots."

Albert Einstein



It's Here!
**Not idiots, but we are not
moving!**



Statistics, The Scary Truth

- ▶ 1950 to present
 - Obesity rates have increased 214%.
 - In 1950:
 - 33% Overweight
 - 12% Obese
 - Today:
 - 60% Overweight
 - 30.5% Obese



Statistics

- ▶ Overweight and Obesity rates have risen significantly in children.
 - Today:
 - 30% Overweight
 - 12.7 million children in the United States are classified as obese.
 - 80% of overweight adolescents will grow up to be obese adults.



Heart Disease

- ▶ Heart disease is the Number One Cause of Death in the United States.
 - Does not discriminate.
 - 26.5 million U.S. adults are diagnosed with heart disease.
 - Every 33 seconds someone in the U.S. dies of heart disease.



What is Heart Disease Costing America?

- ▶ Besides a poor quality of life....
 - More people die from heart disease than of AIDS and all cancers combined.
 - Heart disease costs America over \$300 billion each year.



Major Risk Factors for Heart Disease

- ▶ Smoking
 - ▶ Hypertension
 - ▶ High Blood Cholesterol
 - ▶ Physical *Inactivity*
 - ▶ Overweight & Obesity
- ▶ All are directly attributed to behavioral choices.



Who or What is the Culprit?

- ▶ We see this:



- ▶ We should see this:



Movement is a Choice

- ▶ A sedentary lifestyle is directly related to many health disparities and a poor quality of life.
- ▶ Can increase the level of the other Major Risk Factors of heart disease.



Benefits of Regular Physical Activity

- ▶ Reduces Risk
 - Heart Disease
 - Hypertension
 - Diabetes
- ▶ Increased Bone Density
- ▶ Weight Management
- ▶ Improved Body Composition
- ▶ Improved Self-esteem



Can We Change?

- ▶ Behaviors are learned from birth.
 - Established normal behaviors can be both good and bad.
 - Need to establish a “new normal” for movement behavior.



Key Indicators for Change

- ▶ Self motivated and positive.
- ▶ Specific goals in mind and practical.
- ▶ It is a process not an event.



What Can Communities Do?

- ▶ Provide a continual flow of information on movement activities in the community.
 - Community calendar
 - Data Base
 - Develop relationships with Recreation Agencies, YMCAs, Schools, etc.
 - What are they doing? Share information and promote events and programs.
 - Coordinate community events: 5k runs, walks, etc.



Join the Technology Game

- ▶ Establish a Facebook page:
 - Hays Rec Fitness
 - Current programs
 - Upcoming events
 - At Home Fitness
 - Collaboration with Nextech Cable
- ▶ Youtube:
 - Hays Rec Fitness
 - Uploads video clips of available classes
 - At home work outs



- ▶ Geocaching
 - GPS units
 - Smart phones
 - Virtual Scavenger Hunts

- ▶ Smart Phone Applications
- ▶ Fuel Bands
- ▶ Fit Bit, Sports Bands
- ▶ Pedometers



Traditional Programming Ideas

- ▶ Read, Right, and Run Marathon
- ▶ Kid's Quest
- ▶ Up 10
- ▶ The Community Fitness Program
- ▶ Wheeling Walks
- ▶ StairWELL
- ▶ Neighbor Walk
- ▶ Earn-A-Bike



“Think big, believe big, act big and the results will be big.”

Anonymous



References

- ▶ www.aha.org
- ▶ www.cdc.gov
- ▶ www.haysrec.org
- ▶ www.theheartfoundation.org



Questions

Thank you

