

## What is Activate America?

Activate America® is the YMCA's bold approach to directly address our nation's growing health crisis. Our mission compels us to transform the way we work, both internally and externally, to support all kids, adults, families and communities in their pursuit of well-being in spirit, mind and body. In addressing America's unprecedented health crisis, the YMCA is best equipped to influence change in individuals and in our communities to proactively address this health crisis, which is central to the achievement of our mission.



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**YMCA of  
Central Virginia**  
Jamerson Family YMCA  
Downtown YMCA

## How is the YMCA of Central Virginia incorporating Activate America into our YMCA?

Programs & Events that we offer:

- Y Change
- Youth Sports
- Adult Sports
- Y Fit
- Personal Training
- Kids Swim lessons
- Healthy Kids Tri Club
- Biometrics
- Health Fairs
- Aerobic Classes
- Karate
- Keep it Lean

Changes that we have made Inside our Y:

- Vending machines offer a minimum of 50-60% of healthier options
- Implementing a healthy snack list for youth sports parents to provide.
- Implementing daily physical activity in the before and after school program.
- Providing healthier food options at YMCA Events.
- Adding physical activity to Child Watch participants.
- Training staff to meet the needs of YMCA Members

## A Growing Obesity & Healthcare Crisis National Statistics:

- For children born in the U.S. in 2000, one in three will develop diabetes, and Latino females are impacted even more – 1 in 2 will develop diabetes<sup>1</sup>.
- 65 percent of all people age 20 and older are overweight or obese.<sup>5</sup> Since 1991, the prevalence of obesity among adults has increased by more than 75 percent<sup>2</sup>.
- More than 50% of U.S. adults do not get enough physical activity to make a difference in their health.<sup>3</sup>
- During 2005, a total of only 36% of high school students met currently recommended levels of physical activity on = 5 days a week.<sup>4</sup>
- During 2005, 80% of high school students had not eaten 5 or more fruits and vegetables daily and 67% did not attend physical education classes daily.<sup>5</sup>
- Based on figures from 2000, health problems related to obesity cost our country an estimated \$117 billion a year due to direct health care costs, as well as the indirect economic costs of lost productivity.<sup>6</sup>
- Hospital costs related to childhood obesity alone have tripled in the last 20 years.<sup>7</sup>

<sup>1</sup> Narayan KMV, Boyle JP, Thompson TJ, Sorensen SW, Williamson DF. Lifetime risk for diabetes mellitus in the United States. JAMA 2003 October 8;290(14):1884-1890.

<sup>2</sup> Centers for Disease Control and Prevention. Prevalence of Overweight and Obesity Among Adults: United States, 1999–2002, available at <http://www.cdc.gov/nchs/products/pubs/pubd/hestats/obese/obse99.htm> (last visited March 3, 2006).

<sup>3</sup> Centers for Disease Control and Prevention. Surveillance Summaries, December 2, 2005. MMWR 2005;54(47):1208-1212.

<sup>4</sup> Centers for Disease Control and Prevention. Surveillance Summaries, June 9, 2006 MMWR 2006; 55 (No. SS-5)

<sup>5</sup> Ibid.

<sup>6</sup> U.S. Department of Health and Human Services. The Surgeon General's call to action to prevent and decrease overweight and obesity. [Rockville, MD]: U.S. Department of Health and Human Services, Public Health Service, Office of the Surgeon General; [2001]. Available from: US GPO, Washington.

<sup>7</sup> Wang G, Dietz WH 2002 Economic burden of obesity in youths aged 6 to 17 years: 1979–1999. Pediatrics 109:E81-1

## Activate America Special Events



YMCA Healthy Kids Day is a free, fun-filled day of activities designed to promote healthy kids and families in spirit, mind and body. YMCA Healthy Kids Day community-based events celebrate making fitness fun, and introduce kids to an array of YMCA programs that teach healthy behaviors and healthy ways to play—an essential lesson in learning how to take care of themselves throughout their lifetimes.



America On the Move Week with the YMCA » September 20-27, 2009

YMCA NATIONWIDE, IN PARTNERSHIP WITH THE AMERICA ON THE MOVE FOUNDATION, ARE INSPIRING INDIVIDUALS AND FAMILIES TO ADOPT HEALTHIER LIFESTYLES. OUR YMCA IS TRACKING THE NUMBER OF PARTICIPANTS AND “STEPS” TAKEN IN OUR COMMUNITY. NATIONALLY, YMCAS HAVE A GOAL OF COLLECTIVELY REACHING 10 BILLION STEPS. YOU CAN BE A PART OF THIS EFFORT TO GET AMERICANS MOVING.

WOULD YOU LIKE TO HELP THE YMCA TAKE PART IN IMPROVING THE HEALTH OF THE GREATER LYNCHBURG AREA OR HAVE IDEAS OF HOW TO IMPROVE YOUR YMCA, PLEASE CONTACT SARAH DAVIS AT 434-582-1900.