

# AUCD Presentation

## January 13, 2015

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# The Commit to Inclusion Campaign and the Guidelines on Disability Inclusion in Physical Activity, Nutrition, and Obesity Programs and Policies



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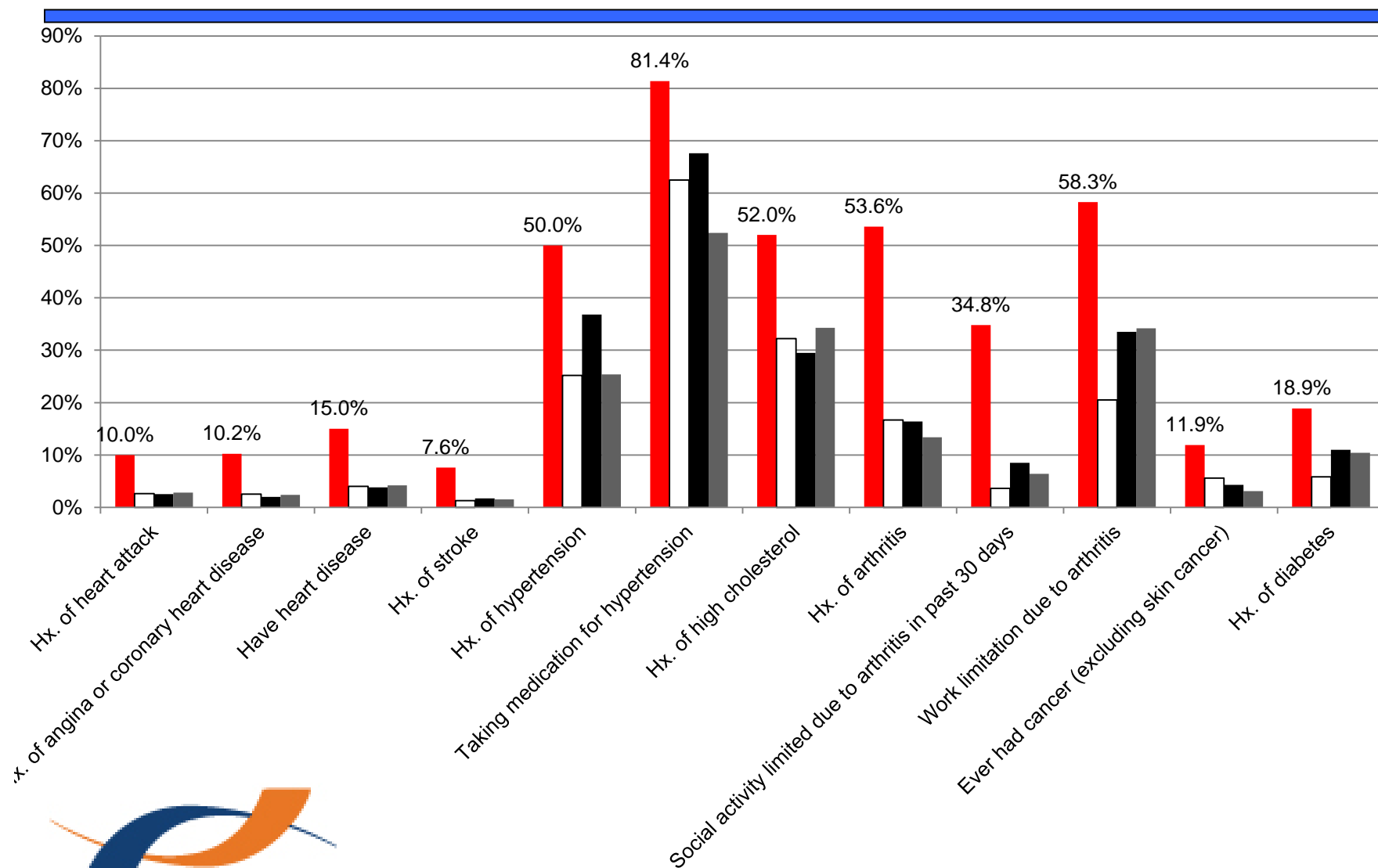
# Funding

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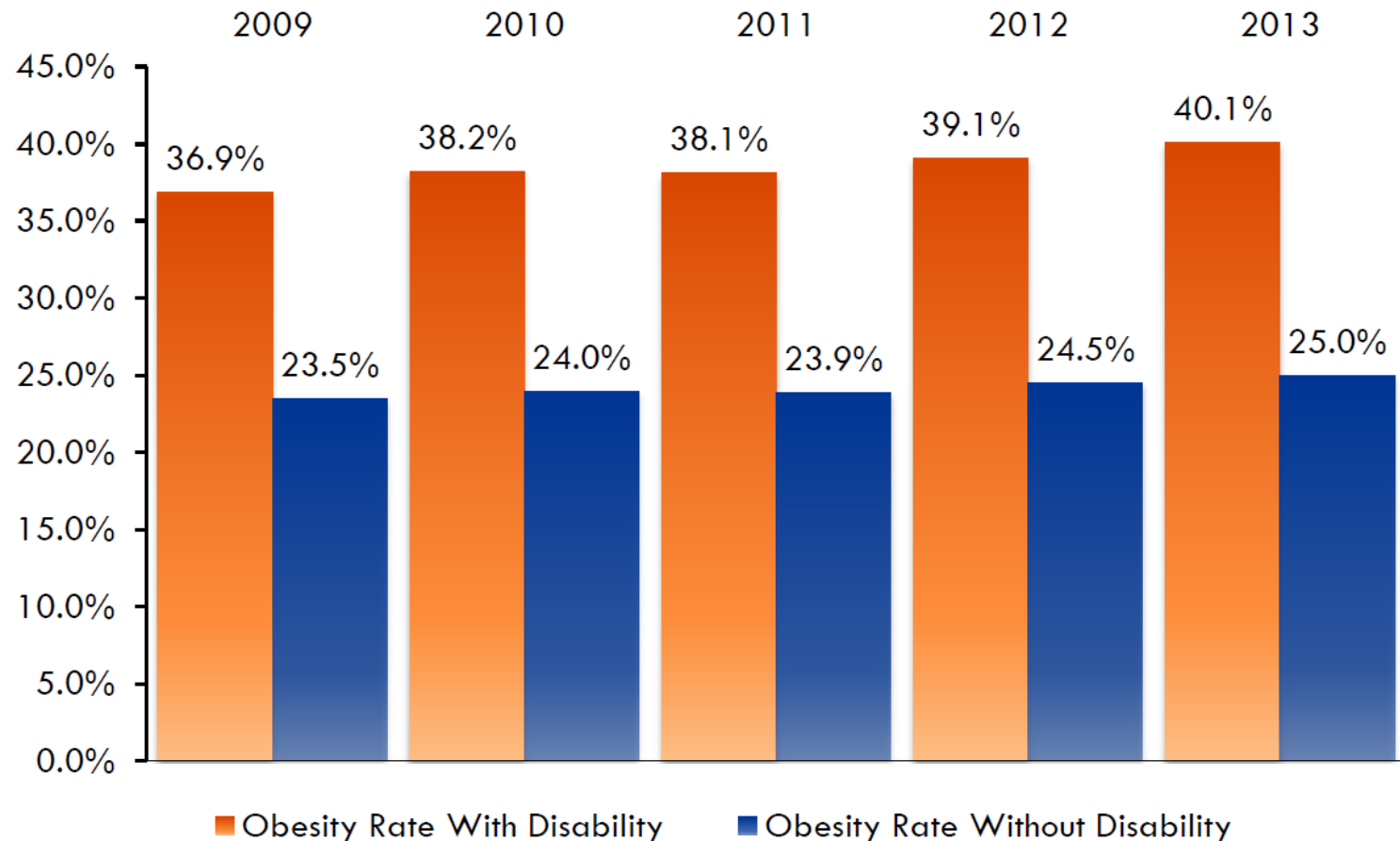
- Funded under contract with the National Center on Health Physical Activity and Disability (NCHPAD) at the University of Alabama Birmingham –James Rimmer, PI
- Prime award from the Centers for Disease Control and Prevention (CDC), National Center on Birth Defects and Developmental Disabilities (NCBDDD), Division of Human Development and Disability, Grant # 5U59DD000906



# Who has this disparity?



# Obesity Percentages With and Without Disabilities, 2009-2013



Data Source: Behavioral Risk Factor Surveillance Survey , 2013

Stoddard, Susan. (2014). 2014 Disability Statistics Annual Report. Durham, NH: University of New Hampshire.

[http://www.researchondisability.org/docs/default-document-library/annualreport\\_2014\\_draft5.pdf?sfvrsn=2](http://www.researchondisability.org/docs/default-document-library/annualreport_2014_draft5.pdf?sfvrsn=2)

# The Need – Physical Activity

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- **CDC's Vital Signs, May 2014**
  - Adults with disabilities are **3 times more likely** to have heart disease, stroke, diabetes, or cancer than adults without disabilities.
  - Nearly half of all adults with disabilities get **no aerobic physical activity**, an important health behavior to help avoid these chronic diseases.



<http://www.cdc.gov/vitalsigns/disabilities/>

# Challenges

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- **Physical**

- Limits in ability to exercise, eat, chew, etc.
- Pain, lack of energy

- **Environmental**

- Lack of accessible environments (sidewalks, parks, and exercise equipment)

# Challenges

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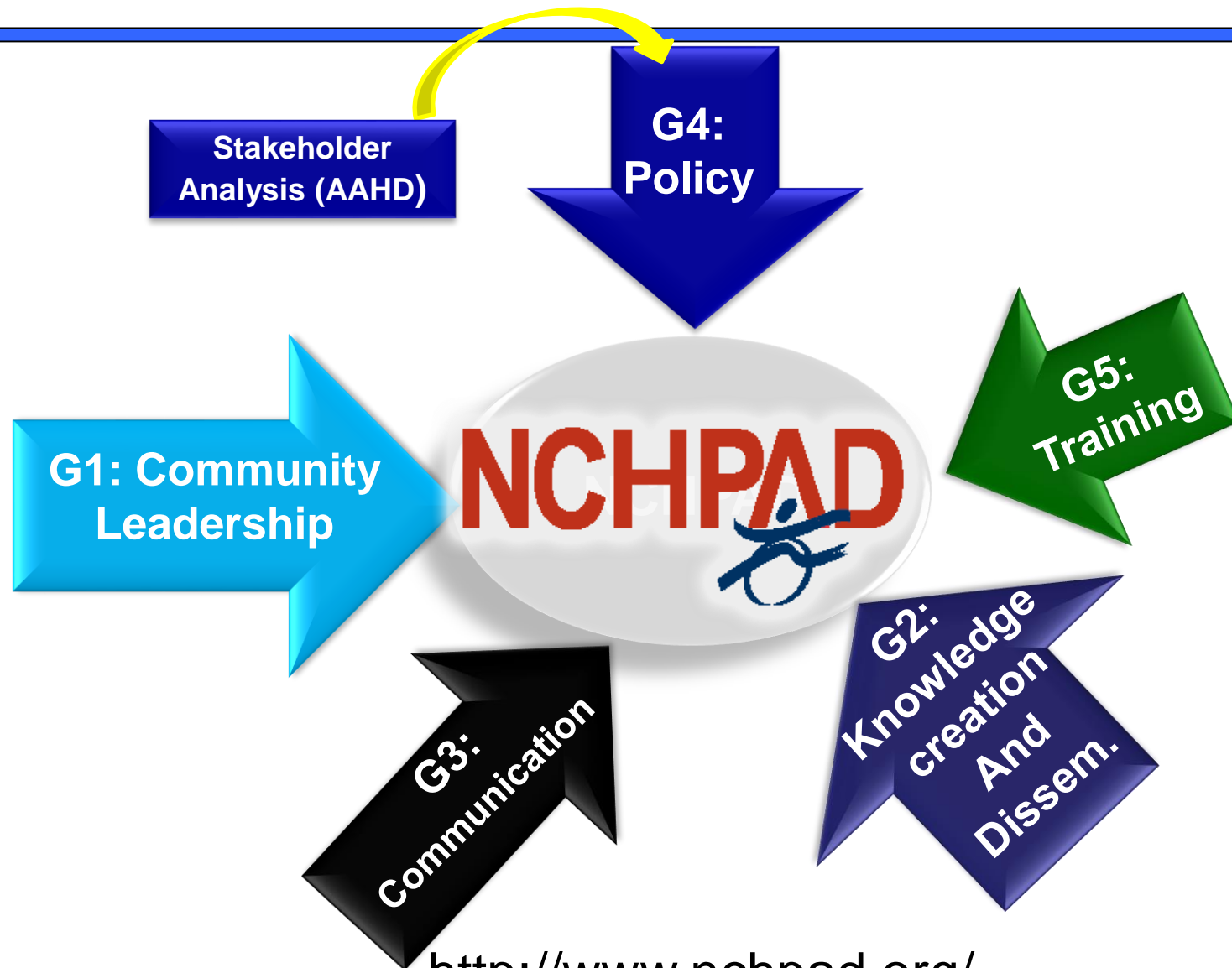
- **Resources**

- Money, transportation, and social support from family, friends, neighbors, and community members

- **Societal**

- Community inclusion in programs \*

# NCHPAD



<http://www.nchpad.org/>



# Guidelines for Disability Inclusion in Physical Activity, Nutrition, and Obesity Programs and Policies

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- Increase # of national and state program and policy recommendations inclusive of the needs of people with disabilities.
- For government entities and organizations creating, implementing, or overseeing program initiatives and policies in physical activity, nutrition, and obesity.
- Intended to cover local, state, and national programs.
- To assure inclusion of disability in community health promotion strategies using national recommendations.
- To be used to evaluate whether plans and programs effectively include people with disabilities.

# Guideline Development and Approval Process

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- **Literature review**
  - Development of guidelines and criteria for inclusion of people with disabilities
  - Materials related to national strategies in physical activity, nutrition, and obesity
- **Developed draft proposed guidelines and implementation steps**

# Guideline Development and Approval Process

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- **Expert panel (13 members)**
  - National disability experts
  - Nutrition, physical activity, prevention experts
  - State office of Disability and Health director
  - Disability Policy and Legal experts
  - Large HMO, public health, and school district  
reps

# Guideline Development and Approval Process

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- **Expert review process**
  - Members reviewed guidelines online
    - detailed quantitative and qualitative feedback
    - guidance about the implementation steps
  - Guidelines revised and returned to panel
  - Criteria for evaluating the guidelines
  - Vote to approve guidelines

# Guideline Development and Approval Process

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- **Criteria for evaluating the guidelines**

**Reach**-The guideline is likely to affect a large percentage of the target population.

**Sustainability**-The guideline has potential to endure over time.

**Transferability**-The guideline can be implemented in communities that differ in size, resources, and demographics.

**Utility**-The guideline will assist state organizations and others to plan and monitor community-level programs and strategies.

# Guideline Development and Approval Process

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- **Criteria for evaluating the guidelines**

## **Feasibility**

Required knowledge, skills, staff, equipment, or other resources to implement the guideline are not exceedingly prohibitive to putting it in place for the target population.

## **Inclusion**

The guideline is likely to promote inclusion of people with a range of different disabilities.

# Guidelines for Disability Inclusion in Physical Activity, Nutrition, and Obesity Initiatives and Policies

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- **1. Objectives Include People with Disabilities**

Program objectives should explicitly and unambiguously state that the target population includes people with a range of different disabilities (cognitive, intellectual and other developmental disabilities, mobility, visual, hearing, and mental health disabilities).

# **Guidelines for Disability Inclusion in Physical Activity, Nutrition, and Obesity Initiatives and Policies**

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- **2. Involvement of People with Disabilities in Development, Implementation & Evaluation**

Program development, implementation, and evaluation should include input from people with a range of different disabilities and their representatives (e.g., community members or other experts with disabilities, potential participants with disabilities and their family members, personal assistants, and caregivers).



# Guidelines for Disability Inclusion in Physical Activity, Nutrition, and Obesity Initiatives and Policies

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- **3. Program Accessibility**

Programs should be accessible to people with disabilities and other users, socially, behaviorally, programmatically, in communication, and in the physical environment.

# **Guidelines for Disability Inclusion in Physical Activity, Nutrition, and Obesity Initiatives and Policies**

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- **4. Accommodations for Participants with Disabilities**

Programs should address individual needs of participants with disabilities through accommodations that are specifically tailored to those needs.

# Guidelines for Disability Inclusion in Physical Activity, Nutrition, and Obesity Initiatives and Policies

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- **5. Outreach and Communication to People with Disabilities**

Programs should use a variety of accessible methods to outreach and promote the program(s) to people with disabilities.

# Guidelines for Disability Inclusion in Physical Activity, Nutrition, and Obesity Initiatives and Policies

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- **6. Cost Considerations and Feasibility**

Programs should address potential resource implications of inclusion (including staffing, training, equipment, and other resources needed to promote inclusion).

# Guidelines for Disability Inclusion in Physical Activity, Nutrition, and Obesity Initiatives and Policies

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- **7. Affordability**

Programs should be affordable to people with disabilities and their families, personal assistants, and caregivers.

# Guidelines for Disability Inclusion in Physical Activity, Nutrition, and Obesity Initiatives and Policies

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- **8. Process Evaluation**

Programs should implement process evaluation (with transparent monitoring, accountability and quality assurance) that includes feedback from people with disabilities and family members, personal assistants, caregivers or other representatives, and a process for making changes based on feedback.

# Guidelines for Disability Inclusion in Physical Activity, Nutrition, and Obesity Initiatives and Policies

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- **9. Outcomes Evaluation**

Programs should collect outcomes data, using multiple disability-appropriate measures.

# Stakeholder Input

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- Stakeholders (n=15) included: federal agencies; state and local public health organizations and associations; and disability-specific associations.
- Enthusiasm about the *Guidelines*
- *Guidelines* would benefit stakeholder organizations and constituents, and
- Budget constraints are a potential barrier to implementation of *Guidelines*





Commit to Inclusion is a national campaign that supports the implementation of Guidelines and programming to empower people with disability to lead healthy, active lifestyles.

*Make the Commitment Today!*



# 3 Steps to Commit to Inclusion



- I commit to adopt the 9 Guidelines for Disability Inclusion.
- I commit to use the Guidelines for Disability Inclusion and related resources in new or existing programs.
- I commit to be an advocate for disability inclusion and display my commitment.

*Make the Commitment Today!*

# YOU'VE MADE THE COMMITMENT: NOW WHAT?



## ACTION RESOURCES



### GUIDELINES IMPLEMENTATION MANUAL

Guidelines for Disability Inclusion in Physical Activity, Nutrition, & Obesity Programs and Policies Implementation Manual.



### SOCIAL MEDIA ACTIVATION

Help us spread the word about inclusion by using these social media messages. Use the hashtag **#InclusionMeans** to visually share what inclusion means to you.



### CAMPAIGN GRAPHICS

Use these graphics to help visually amplify the Commit to Inclusion campaign.



### WHAT IS INCLUSION?

The definition of inclusion and universal design used with this campaign.



### PROMISING PRACTICE PROGRAMS

Inclusion is about working together to create a better society for



### CHAMPIONS FOR CHANGE

Are you an Advocate for Inclusion that has made a change or impact as

# Campaign Graphics



Access to healthy foods can fuel the successful endeavors of people with disability.



COMMIT TO  
**INCLUSION**  
committoinclusion.org

NCHD  
www.nchd.org  
1-800-9085

# Promising Practice Programs



## I CAN DO IT, YOU CAN DO IT (ICDI)

ICDI facilitates and encourages opportunities for all Americans, regardless of ability, to lead a healthy lifestyle that includes regular physical activity and good nutrition.



## LIVING WELL WITH A DISABILITY

The Living Well with a Disability (LWD) and Working Well with a Disability (WWD) programs promote healthy independent living. These consumer-directed workshops take participants on a journey of empowerment through peer support, goal setting and problem solving.




## HEALTH MATTERS

This evidence-based curriculum includes everything community based organizations need to run successful health promotion program.

## SUBMIT YOUR PROGRAM

Do you have a physical activity, nutrition, or obesity reduction program that is serving people with disability in an inclusive environment? Submit your program for review and to be featured here.


 **SUBMIT**





# CHAMPIONS FOR CHANGE

HAVE YOU ADDED A NEW INCLUSIVE PHYSICAL ACTIVITY, NUTRITION, OR OBESITY RELATED PROGRAM AS A RESULT OF **COMMIT TO INCLUSION**? HAVE YOU UPDATED YOUR CURRENT PROGRAM TO SERVE PEOPLE WITH DISABILITY IN AN INCLUSIVE ENVIRONMENT? HAVE YOU MADE A PROGRAM POLICY CHANGE AS A RESULT OF ADOPTING THE **9 GUIDELINES FOR DISABILITY INCLUSION**?

 **TELL US YOUR STORY**



**ADVOCATES FOR INCLUSION** THAT HAVE MADE A CHANGE OR IMPACT AS A RESULT OF **COMMIT TO INCLUSION** WILL BE SHOWCASED HERE AS **CHAMPIONS FOR CHANGE**. SUBMIT YOUR STORY, PHOTOS AND/OR VIDEO TO **[HELP@COMMITTOINCLUSION.ORG](mailto:HELP@COMMITTOINCLUSION.ORG)**.

# Sample Commitments



## COMMITMENT

SHAPE America is committed to creating programs, products and services that promote the positive development of ALL children regardless of ability. SHAPE America has a government relations department that advocates for support of high-quality physical education and adapted physical education at the federal, state and local levels. Front and center in SHAPE America's Legislative Agenda is our 'ask' to retain physical education within the definition of special education in the re-authorization of the Individuals with Disabilities Education Act (IDEA). SHAPE America seeks to ensure that adapted physical education services are delivered to students by a state certified/licensed teacher endorsed to teach adapted physical education.

# Sample Commitments



## COMMITMENT

Play Like A Girl! is a 501(c)(3) not-for-profit organization dedicated to ending childhood obesity in girls by promoting physical activity as a path to health and success. Play Like A Girl! will incorporate Commit to Inclusion in all of our policies, procedures and programs in an effort to empower people with disability to lead healthy, active lifestyles.



# Sample Commitments



## COMMITMENT

The WZA is the first competition of its kind in the fitness world, to include an Adaptive-Athlete division. We are putting as much emphasis on being inclusive as we do on our elite-level athletes. This is a profound step in providing opportunities for all athletes to compete in CrossFit inspired competitions, and we intend to make this a part of WZA's identity. We hope others will follow suit, and that we can inspire more to provide opportunities to individuals with physical and intellectual disabilities.



# #INCLUSIONMEANS



## SHARE YOUR STORY!

1. What does inclusion mean for you?
2. Take a photo, video, or just simply share on social media using the hashtag **#InclusionMeans**.
3. Join the Commit to Inclusion campaign to make a difference in communities across America!

## SHARE YOUR PHOTO, VIDEO, OR MESSAGE!



## #INCLUSIONMEANS

### #InclusionMeans



Expand



**Chris Paul** @CP3

7 Oct

#InclusionMeans having the chance to play regardless of ability! Tell us what #InclusionMeans to you? Learn more at [committoinclusion.org](http://committoinclusion.org)

Retweeted by Никита Ануфриев

Expand

Tweet #InclusionMeans

# Action Steps



- Go to [committoinclusion.org](http://committoinclusion.org) and sign your organization up as an Advocate for Inclusion
- Post on social media what #InclusionMeans using the hashtag
- Share the Commit to Inclusion campaign with your networks
- Email [help@committoinclusion.org](mailto:help@committoinclusion.org) for inquiries

**[committoinclusion.org/commit/](http://committoinclusion.org/commit/)**

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