



BUILDING HEALTHY COMMUNITIES FOR EVERYONE

**How the YMCA is
Responding to the Nation's
Health Crisis
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YMCA of the USA**





BUILDING HEALTHY COMMUNITIES FOR EVERYONE

Summary

- KNOWLEDGE ABOUT THE Y
 - Some Facts and Figures & the Y Cause
- HEALTHIER COMMUNITIES INITIATIVE MODEL & SUCCESSES
 - Strong and effective Leadership Team
 - Policy & Environmental Change focus
 - Examples and statistics from teams





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Audience Tester

As you are able, acknowledge if you:

- Have ever heard of the Y?
- Know what YMCA stands for?
- Been a member of or participated in programs/services provided by the Y?
- Have ever/currently work(ed) for the Y?



Call out phrases that come to mind? The Y...





Facts & Figures

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- In the U.S., the Y is comprised of YMCA of the USA, a national resource office, and more than 2,700 YMCAs with approx. 20,000 fulltime staff and 500,000 volunteers in 10,000 communities across the country.
- The Y engages 9 million youth and 12 million adults in 10,000 communities across the U.S., 45 million worldwide.





Facts & Figures

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- The Y has local presence and national reach. We mobilize local communities to effect lasting, meaningful change.
- The Y brings people together. We connect people of all ages and backgrounds to bridge the gaps in community needs.
- The Y is open & accessible to all.





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Areas of focus



**Strengthening Communities through:
Youth Development** – Nurturing the potential of every child and teen



Healthy Living – Improving the nation's health and well-being



Social Responsibility – Giving Back and providing support to our neighbors





Chronic Disease Prevention Programming

- Cancer Survivors
- People with Pre-Diabetes
- Hispanic/Latino Families
- Helping Families Stay Healthy in their Home
- *Emerging: Overweight/Obese Children*





Organizational and Community Change Initiatives

- Large scale initiatives to help Ys better support people who struggle in adopting & maintaining a healthy lifestyle
- ➔ • Healthier Communities Initiatives
- *Emerging: Health Equity Model & Capacity Building in States with the highest burden*





Three Initiatives

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Healthier Communities Initiatives

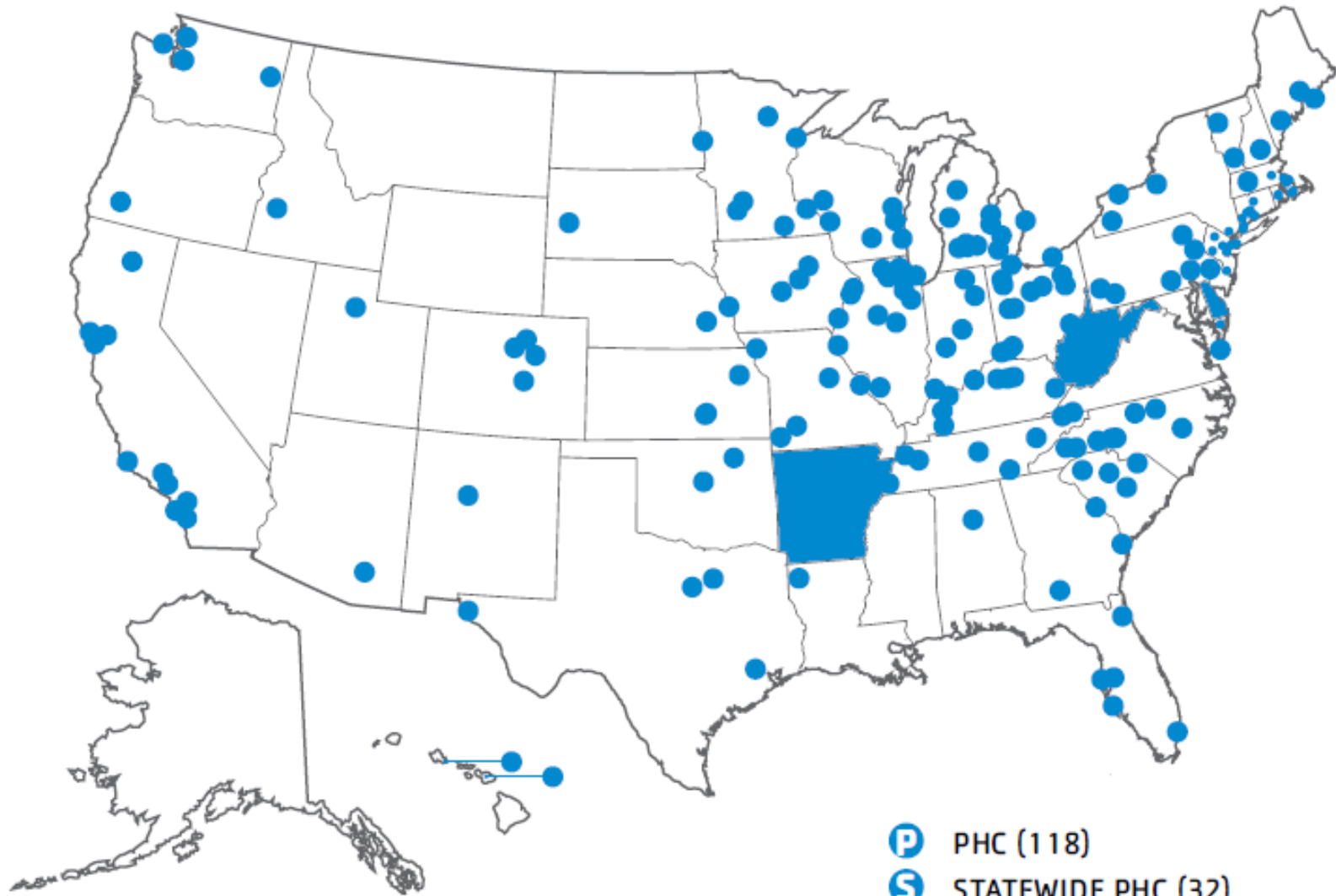
- Pioneering Healthier Communities (PHC) (2004)
- A**ction **C**ommunities for **H**ealth, **I**nnovation, and **E**n**V**ironmental **C**hange (ACHIEVE) (2008)
- Statewide Pioneering Healthier Communities (2009)





FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

HEALTHIER COMMUNITIES INITIATIVES: PHC, Statewide PHC & ACHIEVE



- P** PHC (118)
- S** STATEWIDE PHC (32)
- A** ACHIEVE (40)



Recipe for Success

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Ingredients

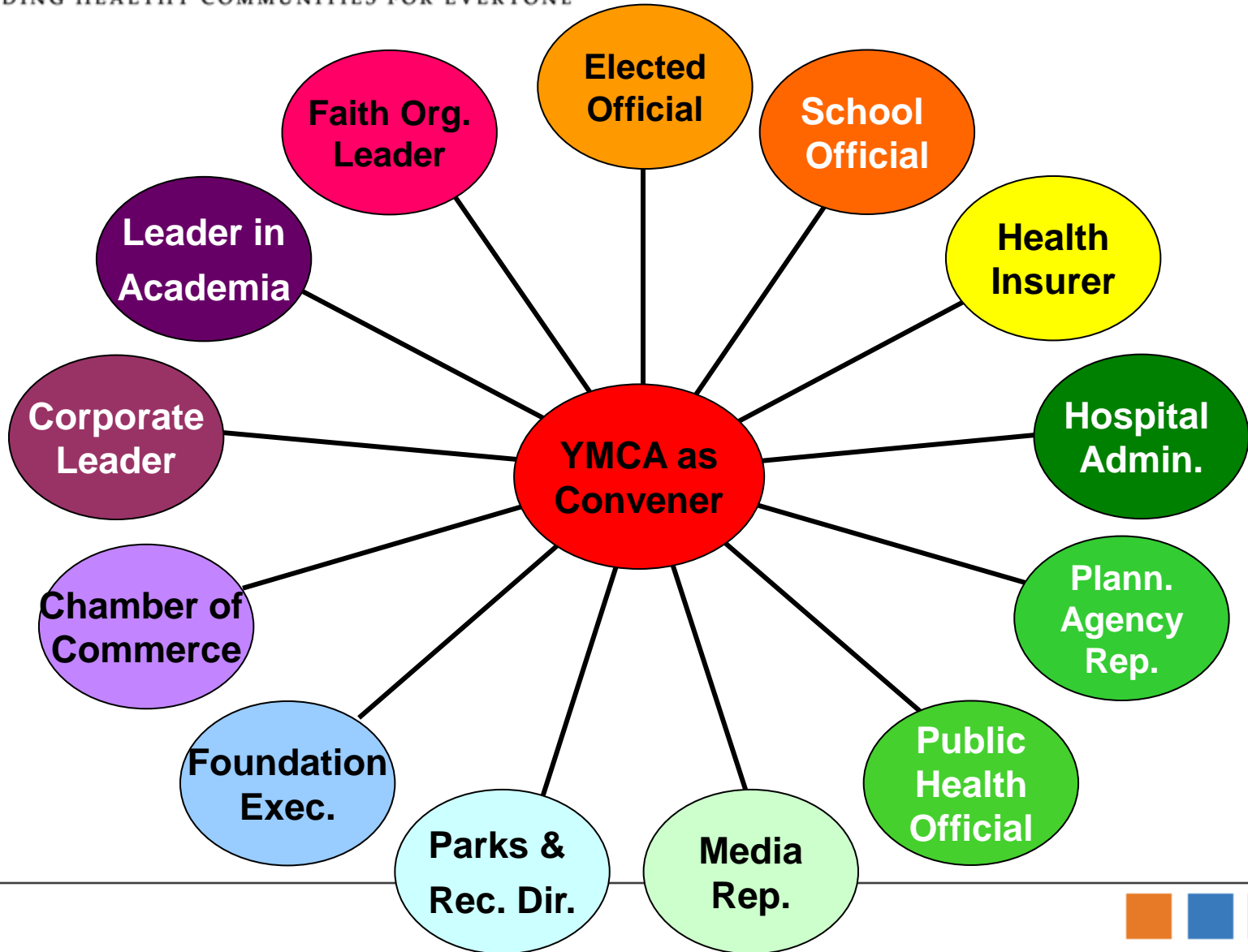
1. High-level leaders from multiple sectors working together
2. Strategies to make the healthy choice the easy choice through policy, systems and environmental change
3. “Special Sauce” - local and state needs





Team Make-up

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Recipe for Success

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Baking Directions

1. Use assessment tools and improvement plans (e.g. Community Healthy Living Index - <http://www.ymca.net/communityhealthylivingindex>)
2. Tailor community (& state) team plan
3. Learn from each other
4. Sustain initiative and Leverage \$





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Local Examples

Influencing school and worksites to change their food contracts, vending and meeting policies



Making high-quality fresh fruits and veggies available to residents for purchase at 40% market price





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Local Examples

Working with corner stores in low-income areas where grocery stores don't exist to provide fresh fruits and veggies



Advocating for restaurant menu labeling





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Local Examples

Safe Routes to School



Putting Physical Education back in schools or providing other opportunities for activity before/after school





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Local Examples

Developing new trails and sidewalks



Impacting city master planning and using complete streets policies





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Successes

THE Y CONVENED TEAMS OF LOCAL LEADERS ADVANCING 14,459 CHANGES IMPACTING MORE THAN 34 MILLION LIVES*

568 strategies providing greater access to healthier foods in communities

318 strategies to provide greater access to physical activity in communities

4526 changes to ensure access to healthier food before, during and afterschool





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Successes

3223 changes to increase access to physical activity before, during and afterschool

2091 changes helping private employers provide incorporate healthier food/beverages or expanded physical activity opportunities





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Successes

1277 changes by CBOs and public agencies on healthier food/beverage or expanded physical activity opportunities in their settings

2774 strategies advanced to provide environments that are smoke-free

** As of April 2011; data from 91 of 176 sites*





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Collaborating

- The Y is committed to inclusion both inside our buildings walls and in our communities.
- How might WE (this community of researchers and practitioners) better work together to ensure inclusion of people with disabilities while striving to make our communities healthier?





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Questions?

Thank you!

& future contact:

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