Physical Activity is for Everybody

March 18, 2015
Webinar Overview

• Introductions
• Presentation
• Q & A after presentation
  • You can ask a question by pressing the * then # key to request the floor. Questions will be answered in the order they are received.
  • You can also submit any questions throughout the webinar via the ‘Chat’ box below the slides.
  • The moderator will read the questions after the presentations.
• Survey
  • Please complete our short survey to give us feedback for the next webinar!
Speakers/Organizations:

- **National Center on Health, Physical Activity, and Disability (NCHPAD)'s Amy Rauworth**, Director of Policy Affairs, Lakeshore Foundation
- **Bob Lujano**, Information Specialist at NCHPAD and first ever Paralympic ambassador for Laureus Sport for Good Foundation
- **Special Olympics, Kyle Washburn**, Special Olympics, Inc. Healthy Athletes Director, **Kester Edwards** Coordinator for Special Olympics' Health and Research initiatives as well as the Regional Growth Division
- **Beau Doherty**, Special Olympics Connecticut CEO
Physical Activity is for Everybody!

Amy Rauworth
Bob Lujano
The National Center on Health, Physical Activity and Disability
Who has this disparity?

Data from the BRFSS, 2012
Obesity Percentages

With and Without Disabilities, 2009-2013

Data Source: Behavioral Risk Factor Surveillance Survey, 2013

The Need – Physical Activity

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

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

1. Objectives Include People with Disabilities
2. Involvement of People with Disabilities in Development, Implementation, & Evaluation
3. Program Accessibility
4. Accommodations for Participants with Disabilities
5. Outreach and Communication to People with Disabilities
6. Cost Considerations and Feasibility
7. Affordability
8. Process Evaluation
9. Outcomes Evaluation
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!
Calling all Communication Advocates….

Don't have programs or policies to use the 9 Guidelines for Disability Inclusion, but want to support the cause?

Commit to be a Communication Advocate for Inclusion and help spread the word!

Make the Commitment Today!
YOU’VE MADE THE COMMITMENT: NOW WHAT?

ACTION RESOURCES

GUIDELINES IMPLEMENTATION MANUAL

WHAT IS INCLUSION?
The definition of inclusion and universal design used with this campaign.

MEDIA ACTIVATION KIT
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.

PROMISING PRACTICE PROGRAMS
Inclusion is about working together to create a better society for everyone. Learn about these promising practice programs and

CHAMPIONS FOR CHANGE
Are you an Advocate for Inclusion that has made a change or impact as a result of the Commit to Inclusion campaign? Tell us about it to be
Access to healthy foods can fuel the successful endeavors of people with disability.
Implementation Manual

• Organizations that become an Advocate for Inclusion will receive the 38 page Guidelines for Disability Inclusion Implementation Manual.

• Covers each of the 9 Guidelines including:
  • Why do this?
  • How to do this
  • Examples
  • Resources
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

Chris Paul 🏀 @CP3
#InclusionMeans having the chance to play regardless of ability! Tell us what #InclusionMeans to you? Learn more at committoinclusion.org
Retweeted by Никита Анфриев
Sample Commitments

COMMITMENT

Special Olympics will continue to implement programs which embrace the Commit to Inclusion guidelines. Our many free programs such as Project Unify, Unified Sports, Athlete Leadership Program, Healthy Athletes and Healthy Communities are designed to promote the acceptance and inclusion of people with intellectual disability.

http://committoinclusion.org/special-olympics/
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.

http://committoinclusion.org/play-like-a-girl/
Sample Commitments

COMMITMENT

Through funding from the CDC, The Arc attained a project called HealthMeet which aims to reduce health disparities to increase the longevity and quality of life for individuals with ID. To achieve this goal The Arc has partnered with key disability organizations and utilized their own national network to provide free health assessments in 5 pilot states, create health and fitness trainings, webinars, etc. to educate the workforce and general public, and empower self-advocates to take charge of their own health and wellness.

http://committoinclusion.org/the-arc/
Sample Commitments

COMMITMENT

We are working to create an Inclusive Health Coalition in Waukesha County, WI to increase access to health and wellness resources and reduce health disparities. We are doing this in conjunction with the national Easter Seals office and multiple other Easter Seals affiliates around the country.

http://committoinclusion.org/the-arc/
International Expansion

This collaboration will build an international activation campaign using social media and the internet to end the exclusion of children and adolescents with disabilities from physical activity and all associated areas (physical education, sport, recreation, play).

http://committoinclusion.org/commit-to-inclusion-goes-international/
Connect & Get Social!

#InclusionMeans
@InclusionMeans
@committoinclusion
committoinclusion.org
Action Steps & Contact

• Sign your organization up as an Advocate for Inclusion
• Follow on social media
• Share what #InclusionMeans
• Join the Commit to Inclusion email list in the website footer
• For questions about the campaign email help@committoinclusion.org

committoinclusion.org
How I Walk is a movement to rebrand the word walking by challenging individual and societal perspectives.

- The visual campaign aims to promote walking as an inclusive physical activity term that is individualized.
- Using a coordinated social media campaign while employing social marketing tactics, How I Walk will address the need to influence perspectives on walking.
- In support of the U.S. Surgeon General’s Call to Action on Walking & Walkability.
- Join the movement to rebrand the word walking!
Physical Activity Guidelines for Adults with Disabilities

May 06, 2014

This article covers the 2008 Physical Activity Guidelines for Americans which provides science-based guidance to help Americans aged 6 and older improve their health through appropriate physical activity.
We know you’re busy. You know you need to provide optimal healthcare. So take the PLEDGE and make talking about physical activity a priority.

Healthcare Providers, Take the Pledge!

- I will talk about physical activity to my patients, especially those with disabilities.
- I will prescribe physical activity.
- I will use NCHPAD’s Physician’s Toolkit to connect my patients with resources and opportunities to be physically active.

First Name
Last Name
Email

I’d like to receive email updates from NCHPAD.

Pledge!
Physician’s Toolkit
from The National Center on Health, Physical Activity and Disability

Resources for providers to prescribe physical activity and connect consumers with opportunities to be physically active.

www.nchpad.org/pledge/doctalk

PATIENT’S NAME:

☐ Be physically active most days of the week.

☐ Avoid inactivity

☐ Contact the National Center on Health, Physical Activity and Disability for assistance in exercise programming as well as finding programs, fitness centers and personal trainers in your area.

WEBSITE AND LIVE CHAT: www.nchpad.org  VOICE AND TTY: 1-800-900-8086

Downloadable prescription pad with optional branding

Get the Facts, a consumer and professional guidebook on disability and physical activity

NCHPAD
National Center on Health, Physical Activity and Disability

Get the Facts!
Get the Facts!
This series provides wheelchair users tips and tricks on how to conquer the world with confidence, ease, and style.

How To Talk to Your Doctor
DocTalk/How To Video

https://www.youtube.com/watch?v=Jo6O4SnnVA&feature=youtu.be
Active and Inclusive Lifestyle

- Advocacy
- Work
- Healthy Active Lifestyle
- Community Involvement
Laureus Foundation USA

• Laureus comprises the Laureus World Sports Academy, the Laureus Sport for Good Foundation and the Laureus World Sports Awards, which collectively harness the power of sport to promote social change (and celebrate sporting excellence).

• Promoting Inclusion Globally

• March 2015, Bob Lujano named as first Paralympic Ambassador

• http://www.laureususa.com/
Inclusion in Every Play

• The **Commit to Inclusion** campaign was highlighted at the “Inclusion in Every Play” bridge event between the National Physical Activity Plan Congress and the Aspen Institute’s Project Play Summit.

• Watch attendees talk about what #InclusionMeans on Instagram @committoinclusion.

• [http://committoinclusion.org/inclusion-in-every-play/](http://committoinclusion.org/inclusion-in-every-play/)
Inclusion in Every Play VIP Reception
“Through an inclusive environment in physical activity & sport we can create a yes you can approach!” – Jeff Underwood

“Inclusion means actively combating bias in sport!” – Callan Chythlook-Sifsof
“We are committed to make sports more accessible to all kids”
“Sports can be a key to better health”
-U.S. Surgeon General
Project Play Summit

• A unifying document, it offers a new model for youth sports in America based on health and inclusion, with eight strategies and 40+ ideas on how to get all children active through sports.

http://www.aspenprojectplay.org/
Inclusion In Every Play Video

https://www.youtube.com/watch?v=4wA0H_a1he4
Technical Assistance

NCHPAD offers a free information service on a wide variety of topics related to physical activity, health promotion, recreation, sports, leisure, nutrition, disability and chronic health conditions.

*Highly trained Information Specialists can help consumers locate appropriate resources to be as physically active as they choose to be!*

Voice & TTY
800.900.8086
Online Live Chat
e-mail@nchpad.org

www.nchpad.org
Special Olympics and Our Fitness Focus

18 May 2015

Kyle Washburn, Special Olympics, Inc.
Beau Doherty, Special Olympics Connecticut
Kester Edwards, Special Olympics, Inc.
Who We Are

Kyle Washburn
Special Olympics
Director of Healthy Athletes

Beau Doherty
Special Olympics Connecticut CEO

Kester Edwards
Special Olympics Sports Program Coordinator
Today’s Discussion

- Special Olympics Programming
- Inclusive Physical Activity Initiatives
  - Overview
  - Special Olympics Unified Sports® Fitness Clubs
  - Fitness Collaboration with the President’s Council on Fitness, Sports & Nutrition
- Tips Based on What We Have Learned
- What’s Next for Special Olympics?
Jonathan Doring
Up to 200 Million People in the world have intellectual disabilities, making it the largest disability group worldwide.

1-3% of the world’s population has an intellectual disability affecting all countries, societies and communities worldwide. (World Health Organization)
Special Olympics Healthy Athletes

SPECIAL OLYMPICS-LIONS CLUBS INTERNATIONAL OPENING EYES

HEALTHY HEARING

FUNfitness

HEALTH PROMOTION

MEDFEST

SPECIAL SMILES

FIT FEET
More than 1.6 million health exams have been provided (roughly 115,000 exams per year)

More than 135,000 health care workers have received training worldwide.

Healthy Athletes is present in over 130 countries.
In the United States, on average, on a team of 10 athletes:

- 5 need eyeglasses and 1 has disease
- 3 will fail a hearing test
- 2-3 will have low bone density
- 6 will have significant problems and 4 with balance, placing injuries
- 7 will be overweight/obese and at risk for chronic health conditions
# Healthy Athletes → Healthy Communities

<table>
<thead>
<tr>
<th>Episodic</th>
<th>Continuous, Year-Round</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screen, Identify, Refer, Some Care and Education</td>
<td>+ Care and Education</td>
</tr>
<tr>
<td>Limited Referral Ability</td>
<td>Continuing Care Partnerships</td>
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<tr>
<td>Universally Relevant Issues</td>
<td>+ Diseases of extreme poverty</td>
</tr>
<tr>
<td>Static, Snapshot Data</td>
<td>Longitudinal, high impact data</td>
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<tr>
<td>Health outcomes often unknown</td>
<td>Technology to close referral loop</td>
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The Special Olympics 2016-2020 Strategic Plan will include year-round fitness as an organizational priority.
A Few Physical Activity Initiatives
Special Olympics Unified Sports® Fitness Clubs

The Special Olympics Connecticut Unified Sports® Fitness Club brings together people with and without intellectual disabilities and provides opportunities for regular fitness activity to enhance fitness and inspire friendships among participants.
Fitness Collaboration with the President’s Council on Fitness, Sports & Nutrition

- Presidential Active Lifestyle Award
- 37 Special Olympics Programs in North America involved in 2014
- 1,600+ Special Olympics athletes participated in 2014
Tips Based on What We Have Learned

- People’s motivation differs
- Competition can be one motivator
- Best to offer options
- Allow for customization by area and local programming strengths
- Clinicians leave lasting impressions
- Small rewards can make a big difference
What’s Next for Special Olympics?
2015 World Summer Games

Los Angeles, CA

July 2015

7,000 athletes from 177 countries

500,000 spectators
Thank you for your time today and for your interest in this important topic that necessitates entire communities to take action.

Please contact us with any questions:
Kyle Washburn, kwashburn@specialolympics.org
Beau Doherty, beaud@soct.org
Kester Edwards, kedwards@specialolympics.org
Questions?

• How to Ask a Question
  • You can ask a question by pressing the [ then # key to request the floor. Questions will be answered in the order they are received.
  • Type your questions into the ‘Chat’ box below the slides and the moderator will read the questions.
Thank you!

- Friends of NCBDDD Website: [http://friendsofncbdd.org/](http://friendsofncbdd.org/)
- Questions about Friends of NCBDDD?
  - Contact Adriane at [agiffen@aucd.org](mailto:agiffen@aucd.org)

*Please take a few minutes to complete our survey!*