# State and national examples of disseminating effective physical activity programs

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# Learning Objectives

- Identify dissemination approaches
- Identify barriers to and methods to improve dissemination success
- Evaluate dissemination success

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# National Example

- Research-based program from San Diego State University
- 1998-1994 research conducted
- 1994 dissemination began

SPARK™
Sports, Play & Active Recreation for Kids!

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# Students receiving SPARK PE improved…

- Activity levels:  over 50% of the time
- Physical fitness scores
- Sport skills
- *Scores on academic tests*
- Enjoyment of PE
- Activity levels away from school

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# SPARK Goals

- Increase activity out of school
- Create a more active physical education class
- Turn kids on to movement and make them more confident movers, so they will continue to seek out activity after school, and as part of a healthy lifestyle
- Make teachers busy lives easier, not more difficult

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# Physical Activity/PE Programs

- Early Childhood
- Elementary Physical Education (K-2 & 3-6)
- Middle School Physical Education
- High School Physical Education
- Active Recreation/After School

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# SPARK offers…

- Staff Development Training (physical activity)
- Curricula
- Equipment
- Lifetime Support

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# Dissemination Methods

- Word of mouth
- Past clients
- Marketing ads in publications
- Conferences
- Partnerships

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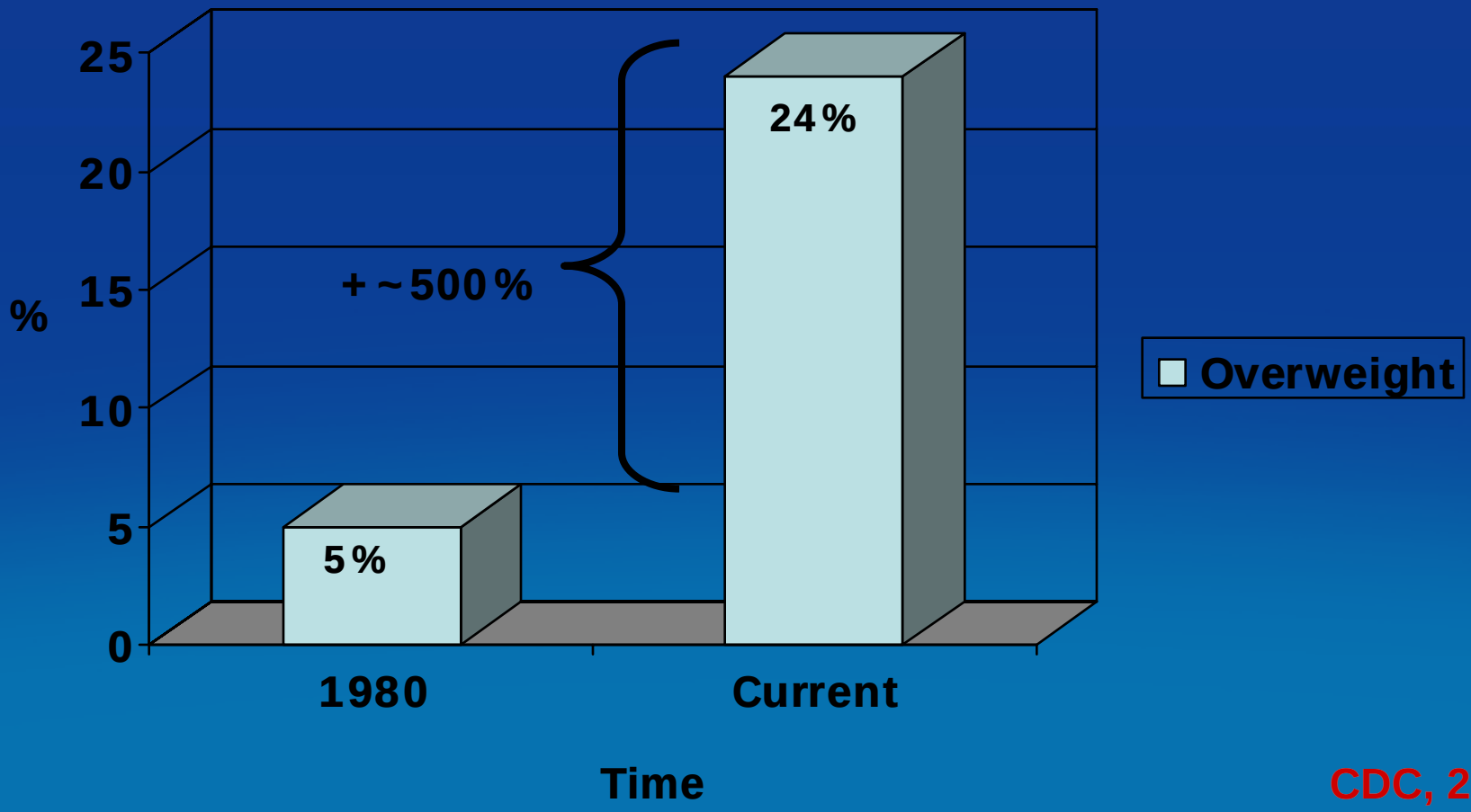
Fun 5
A Physical Activity & Nutrition Program

# Background –

## % Overweight Children in Hawaii




CDC, 2005

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# State Example-Hawaii

**Fun 5 thanks: The private providers (Kama'aina Kids, YMCA, YCS), the Hawaii State Department of Education, and the participating sites.**

Funded by the Hawaii Medical Service Association, an Independent Licensee of the Blue Cross and Blue Shield Association.

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# Fun 5 Promotes…

- 5 Days of PA a week
- At least 5 servings of fruits & vegetables a day
- Positive attitudes towards an active & healthy lifestyle

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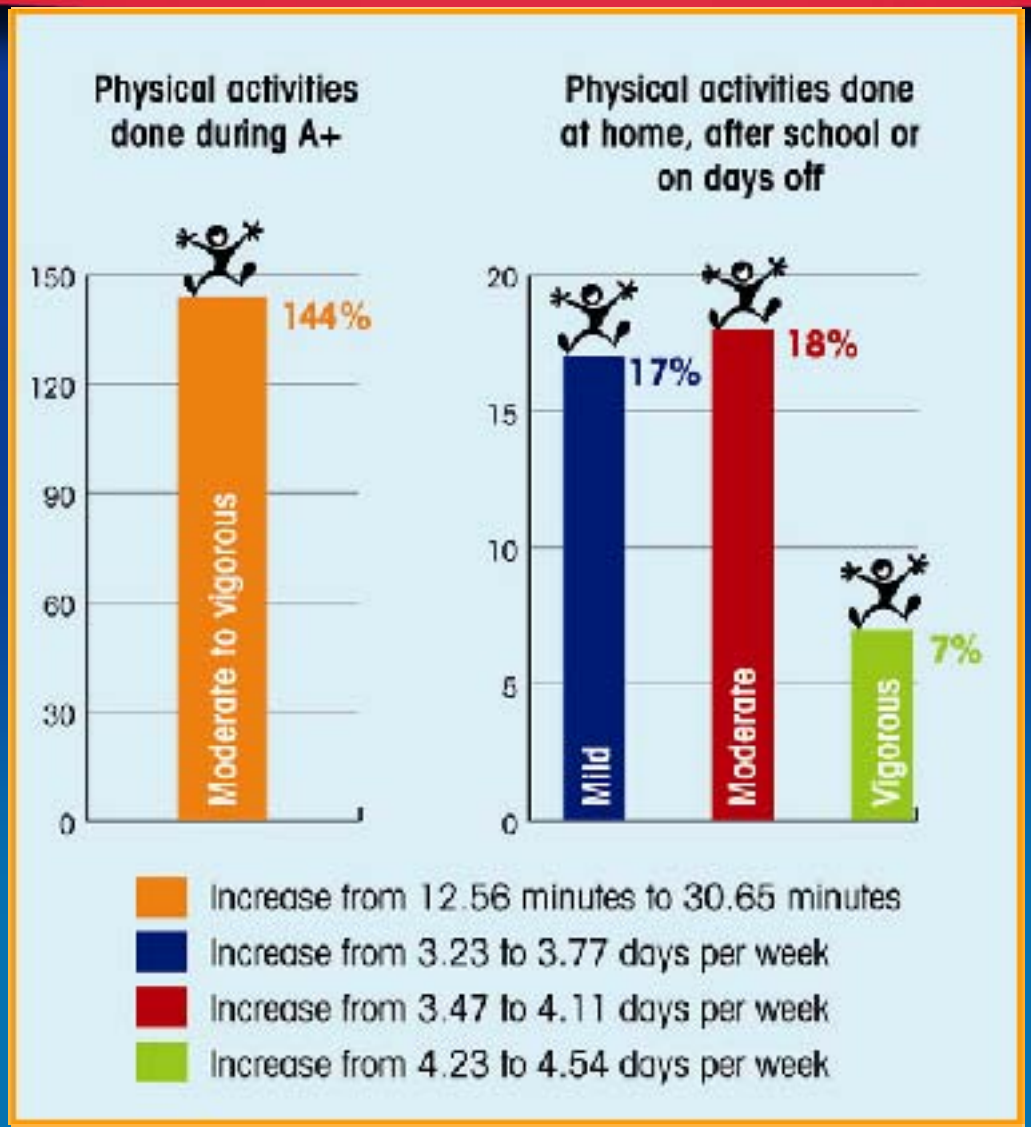
# Fun5 a Success

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# Lessons Learned

- The program needs to make the implementers' work easier
- The program needs to add value to the context
- Ensure each new site is appropriated funded
- Continued communication with participating sites and providers allows for continued improvement and adaptation

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# Barriers

- Staff turnover in providers/district/sites
- Fundraising for long-term implementation
- Maintaining implementer's enthusiasm
- How to get parent/family support

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# Steps to Improve Dissemination

- Introduce program to groups/organizations
- Invite motivated individuals to adopt program
- Work with partners

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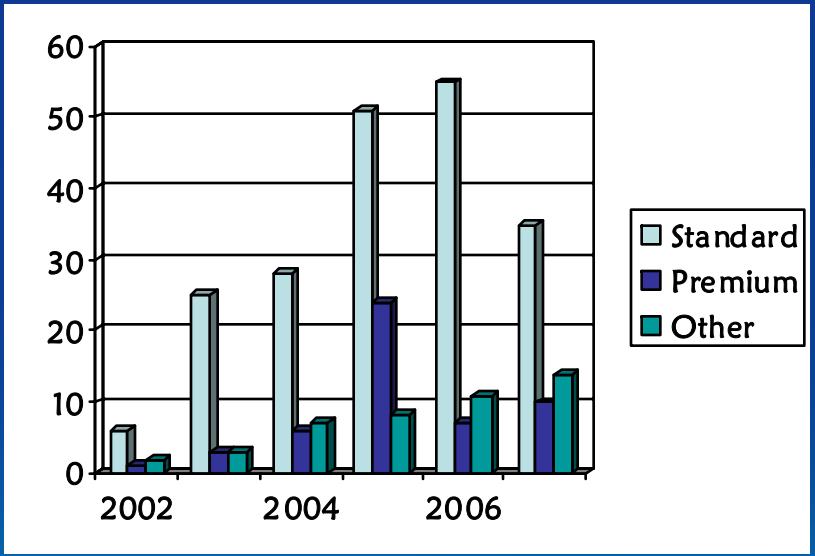
# SPARK Success

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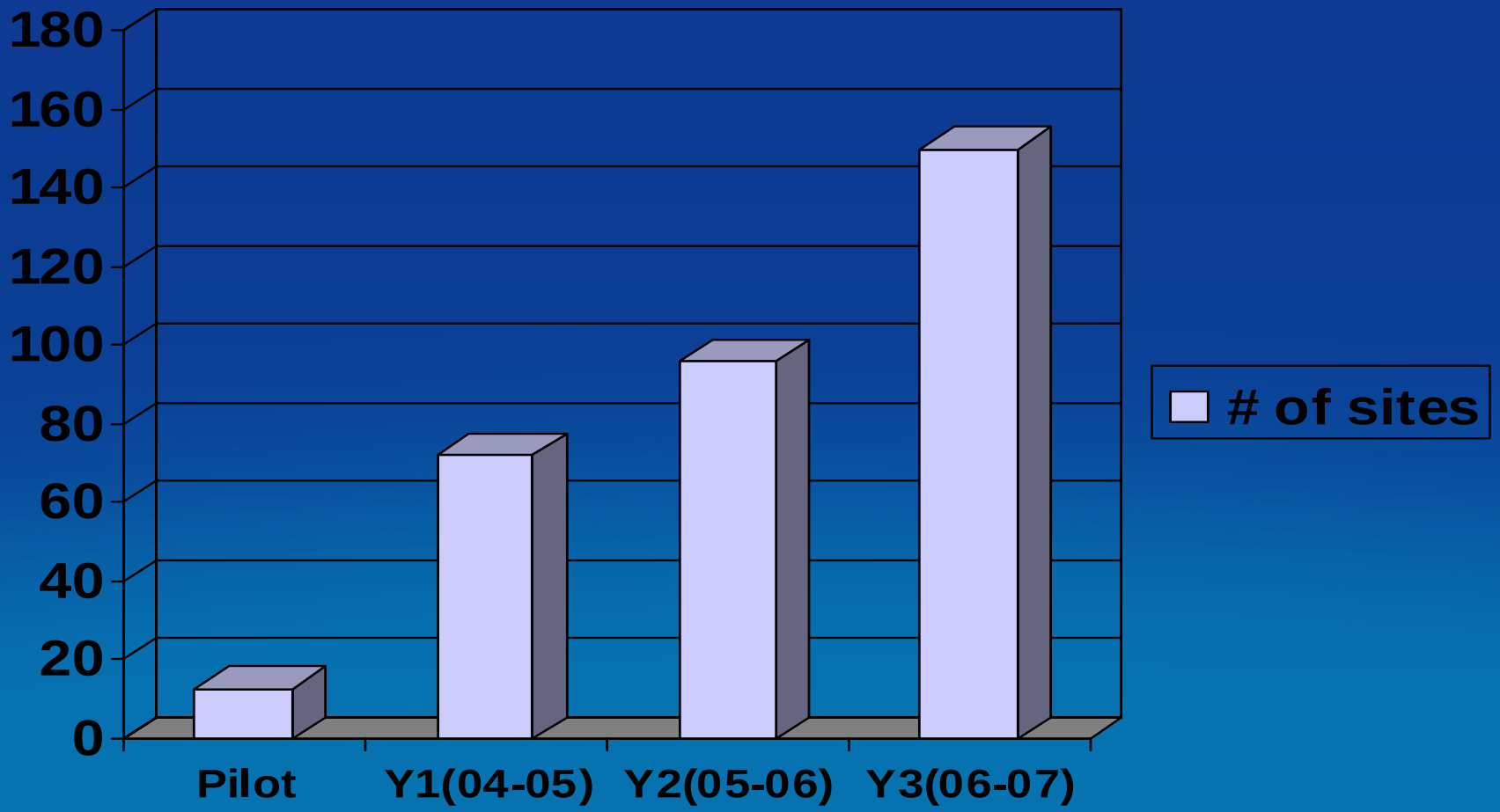
# Fun 5 Success

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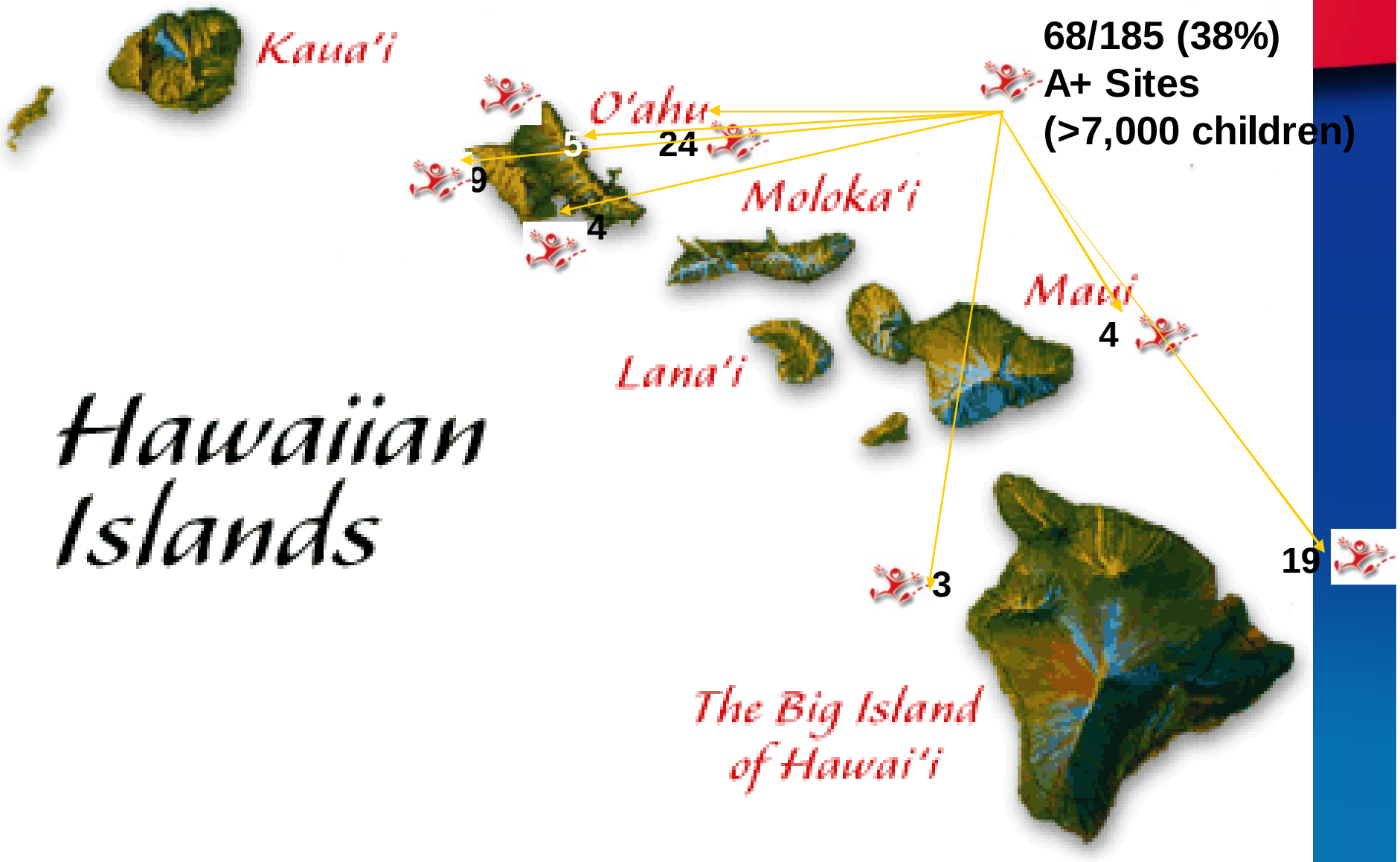
# Dissemination Year 1 (2004-2005) of Fun 5

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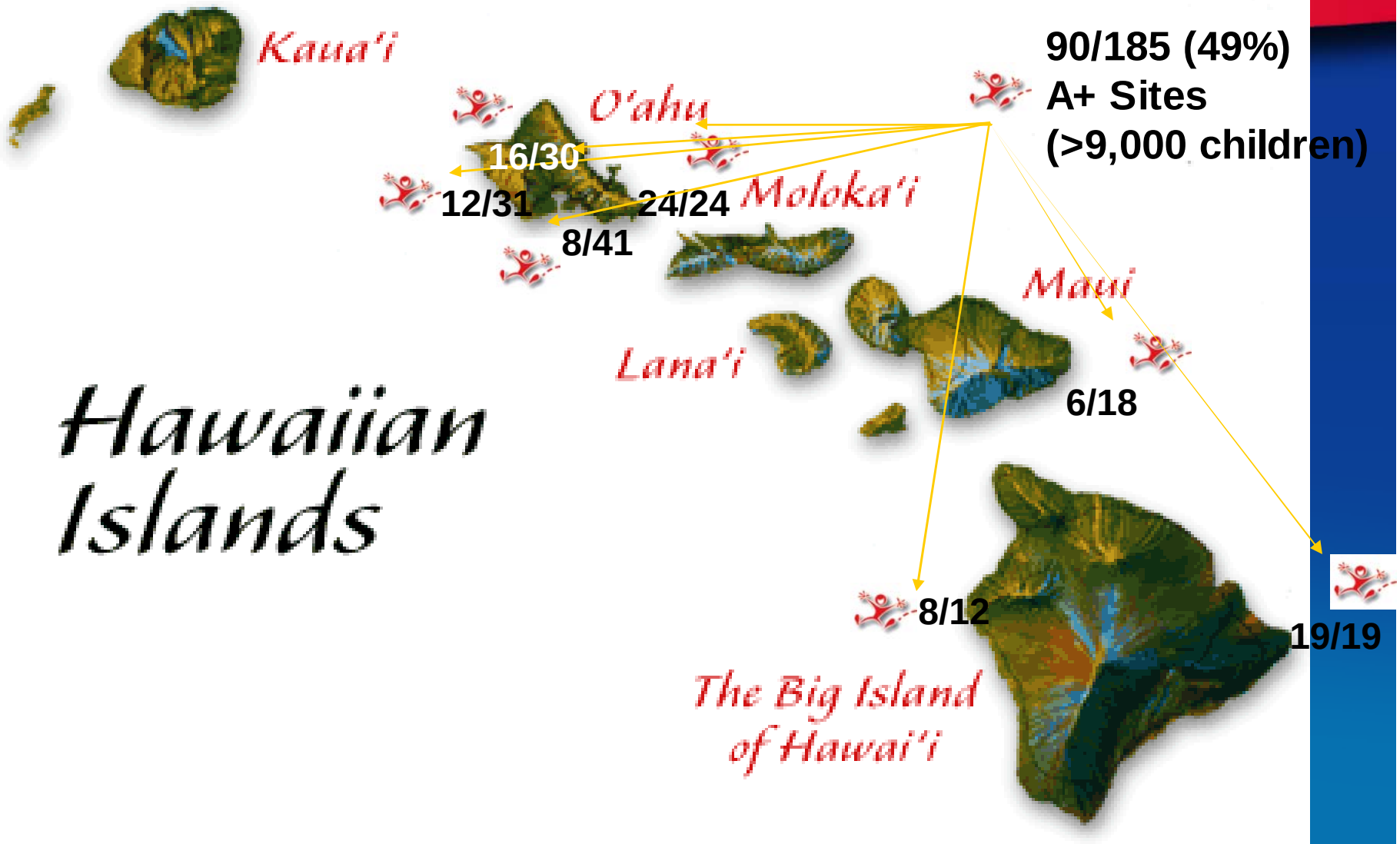
# Dissemination Year 2 of Fun 5

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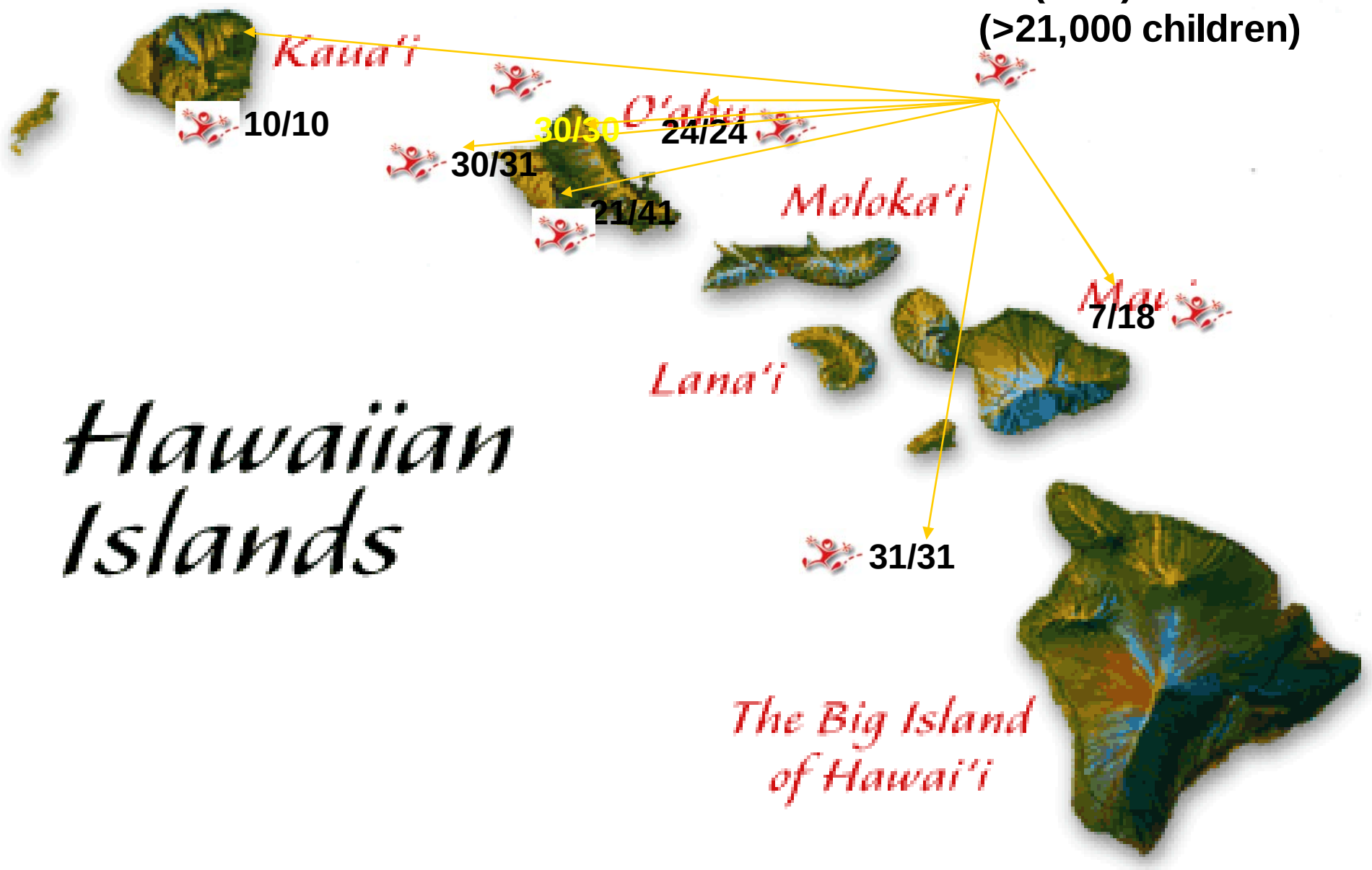
# Dissemination Year 3 (2006-2007) of Fun 5

**153/185 (83%) A+ Sites**
**(>21,000 children)**

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# THANK YOU!

You don't stop playing because you grow old; you grow old because you stop playing!

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