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**Presenter Disclosure**

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

*No Relationships to Disclose*

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**Obesity in Latino Youth**

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<tr>
<th></th>
<th>Non-Hispanic White</th>
<th>Latino</th>
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<tbody>
<tr>
<td>30.7% overweight</td>
<td>14.6% obese</td>
<td>38% overweight</td>
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Adolescent girls (12-19 years)

<table>
<thead>
<tr>
<th></th>
<th>Non-Hispanic White</th>
<th>Latino</th>
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</thead>
<tbody>
<tr>
<td>Obesity</td>
<td>14.5%</td>
<td>19.9%</td>
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<tr>
<td>Extreme Obesity</td>
<td>9.1%</td>
<td>14.1%</td>
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Source: Ogden, 2008

**What we know:**

- Obesity increases risk for many serious health problems
- Physical activity is a critical part of the issue
- Girls (especially adolescents) do not meet physical activity guidelines

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**Factors Contributing to Physical Inactivity**

- Media-dominated lifestyle
- Transportation
- Urban/suburban infrastructure
- Reduced participation in PE

**What would it take to help girls be more active?**

**As a community, what can we do to support girls’ desires to be physically active?**
Physical Activity Partnership for Girls

- Latino health
- Community interventions
- Westside community (families)
- Physical activity
- Engineering & technology
- Health & development of girls

From Formative Assessments to Intervention

Formative Assessments

Community Retreat
(Girls + Parents + Community Advisory Board + Partners)

Physical Activity Intervention:
*Be Fit with Friends (BFF)*

Intervention Program

*Girls get moving with their BFF*

BFF Program Components

- Community Events
- BFF Sessions (health education)
- Physical Activity Mobile Units
- Text Messaging & Social Media
- BFF Activity Passport

Information & Skills Training for Leaders

- Learn about the importance of physical activity
- Understand barriers to meeting physical activity guidelines
  - Help girls and their families identify opportunities to be active
  - Set a good example

Health Education

- 9 sessions
- Delivered in a group setting
- Draws on girls’ knowledge
  - Discussion-focused, highly interactive
**Health Education Sessions**

- Increase knowledge of physical activity and health
- Build behavioral skills
- Increase social support to achieve behavior change

**Physical Activity Mobile Units**

- Introduce fun activities to do with friends
- Leaders model active behaviors
- Reinforce concepts learned in BFF Sessions
- Active gaming & videos
- Video Fitness
- Xbox 360 Kinect

**BFF Activity Passport**

**Physical Activity Partnership for Girls**

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