

FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

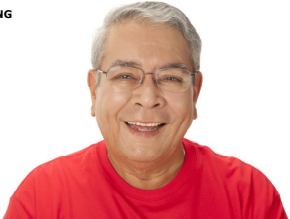
# LOCAL PROGRAMS, NATIONAL IMPACT

**YMCA STRATEGIES TO PROMOTE HEALTHY AGING  
THROUGH EVIDENCE-BASED PROGRAMMING:  
THE CASE FOR ENHANCE®FITNESS**

APHA ANNUAL MEETING 2014  
NEW ORLEANS, LA

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NOVEMBER 18, 2014



## PRESENTER DISCLOSURES

**Maureen Pike**

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

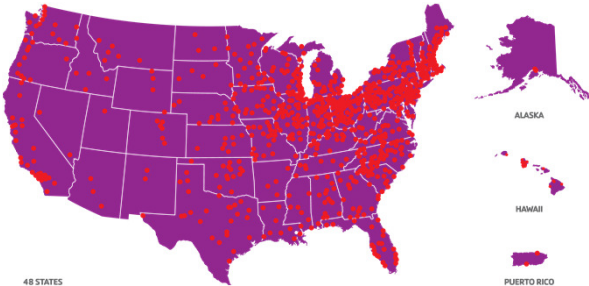
No relationships to disclose

## LEARNING OBJECTIVES

1. Describe the Y's role in healthy aging and chronic disease prevention at the local and national levels
2. List the reasons that the Enhance®Fitness program model was selected for national dissemination
3. Explain how the Y's national resource office promotes specific program models to local YMCAs across the U.S.

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## ABOUT THE Y



48 STATES

ALASKA  
HAWAII  
PUERTO RICO

The nation's 2,687 Ys serve more than 20 million people each year in 10,000 communities. Fifty-seven percent of U.S. households live within three miles of a Y.

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## ABOUT THE Y CON'T

### Our Cause

- Strengthening communities

### Areas of Focus

- **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



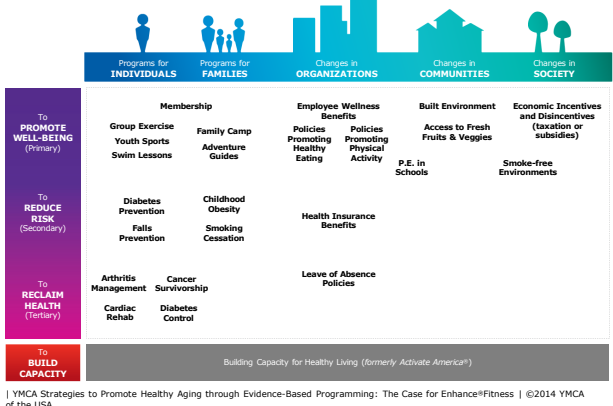
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## Y-USA 2014-2017 STRATEGIC PLAN



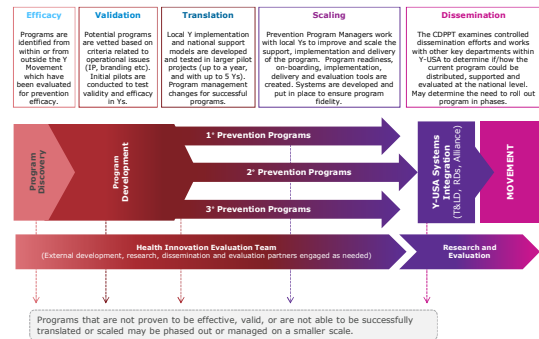
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## FRAMEWORK FOR HEALTHY LIVING AT THE Y EXAMPLES:



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## Y-USA PROGRAM DEVELOPMENT PROCESS



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**STRATEGY #1: Expand Signature Programs and develop pipeline of new program opportunities to innovate responses to pressing social needs (cont.)**


OBJECTIVES	MEASUREMENTS*
Continue support of promising evidence-informed programs in youth development and healthy living.	<p><b>YOUTH DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>• <b>Science, Technology, Engineering, and Mathematics (STEM) program:</b> <ul style="list-style-type: none"> <li>• At least 400 associations offer the program.</li> <li>• At least 80,000 youth participate in the program annually.</li> <li>• At least 75 percent of participating youth demonstrate improvement on key metrics associated with the program.</li> </ul> </li> </ul> <p><b>HEALTHY LIVING</b></p> <ul style="list-style-type: none"> <li>• <b>Cancer survivorship programs:</b> <ul style="list-style-type: none"> <li>• The number of associations offering one of the programs increases from 152 to at least 250.</li> <li>• The number of people participating in the programs annually increases from 6,500 to at least 10,000.</li> <li>• The percentage of program participants who become members increases by at least 50 percent over a baseline established by end of 2014.</li> <li>• At least 70 percent of participants achieve positive outcomes associated with the programs.</li> </ul> </li> <li>• <b>Enhance®Fitness program:</b> <ul style="list-style-type: none"> <li>• The number of associations offering the program increases from 21 to at least 120.</li> <li>• The number of people participating in the program annually increases from 1,800 to at least 6,500.</li> <li>• The percentage of program participants who become members increases by at least 30 percent over a baseline established by end of 2014.</li> <li>• At least 70 percent of participants achieve positive outcomes associated with the program.</li> </ul> </li> </ul>

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**WHY ENHANCE®FITNESS?**


**It's evidence-based:**

- **90%** participant retention rate<sup>1</sup>
- **13%** improvement in social functioning<sup>1</sup>
- **52%** improvement in depression<sup>1</sup>
- **35%** improvement in physical functioning<sup>1</sup>
- Significant improvements in fitness assessment results and self-rated health status<sup>2</sup>
- Participants had fewer hospitalizations<sup>3</sup> and **\$945** less in health care costs per year<sup>4</sup> than non-participants
- CDC-recommended arthritis intervention<sup>5</sup>



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**WHY ENHANCE®FITNESS? CON'T**



**It's sustainable:**

- The Y has secured:
  - A national program license
  - Use of the "Online Data Entry System" (ODES)
  - Instructor certification through the Y's national training system
- Evidence-base curriculum & data collection system can lead to funding & referral sources
- Amenable to our work toward physician referral & insurance reimbursement for chronic disease programs

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**SCALING**

**Remove Barriers:**

- Licensing
- Organizational readiness self-assessment
- Internal instructor certification
- Data collection
- Securing funding pots

**Create Resources:**

- Training curriculum
- Launch Guide
- Marketing templates
- Online Community
- Quarterly webinars
- On-demand technical assistance

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## DISSEMINATION

### Funding:

- Implementation grants
- Medical Provider Referral Incentive Payments
- Grant writing technical assistance

### Communicating Strategic Value:

- "Helps position Y as cause-driven organization"
- "Builds credibility with health care and public health systems"
- "Attracts partners and funders"

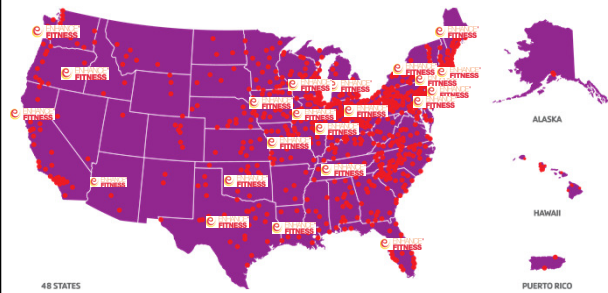
### Timing of Promotions:

- With external promotions, e.g. Arthritis Awareness Month
- With internal or external funding opportunities
- With Y interest in chronic disease prevention or healthy aging

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## NATIONAL DISSEMINATION (YMCAs)

JAN 2012-OCT. 2014



48 STATES

45 Corporate Y Associations offering EnhanceFitness at 123 sites in 22 states.  
401 Instructors trained, over 5,000 participants served since 2012.

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## REFERENCES

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# THANK YOU

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