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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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.

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

ABOUT THE Y

The nation’s 2687 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.
ABOUT THE Y CONT'D

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

Y-USA 2014-2017 STRATEGIC PLAN

Health Equity
Chronic Disease Prevention
Healthy Aging

FRAMEWORK FOR HEALTHY LIVING AT THE Y EXAMPLES:

Y-USA PROGRAM DEVELOPMENT PROCESS
WHY ENHANCE®FITNESS?

It's evidence-based:

- 90% participant retention rate\(^1\)
- 13% improvement in social functioning\(^1\)
- 52% improvement in depression\(^1\)
- 35% improvement in physical functioning\(^1\)

- Significant improvements in fitness assessment results and self-rated health status\(^2\)
- Participants had fewer hospitalizations\(^1\) and $945 less in health care costs per year than non-participants
- CDC-recommended arthritis intervention\(^3\)

WHY ENHANCE®FITNESS? CONT’

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

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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\(^1\) EnhanceFitness Capacity Building Webinar | ©2013 YMCA of the USA

\(^2\) EnhanceFitness Capacity Building Webinar | ©2013 YMCA of the USA

\(^3\) EnhanceFitness Capacity Building Webinar | ©2013 YMCA of the USA
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

REFERENCES


THANK YOU

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