CATCH Monthly Webinar:
What is MVPA and why is it important?

featuring Erica Gordon
Marathon Kids
Today’s webinar will be recorded and available online at www.CATCHusa.org
We are an international leader in conducting research and providing programs that promote healthy living for children, their families and communities.

Our work fosters improved health behaviors among youth, influences policy and environmental change to support healthy living, and advances professional education and community service.

Our vision: *Healthy children in a healthy world*
Our Guest

Erica Gordon
National Director of Programs
Marathon Kids

marathonKIDS®
MOVING. EATING. GROWING. TOGETHER.
What is MVPA and why is it important?
Goals:
1. Overview of Marathon Kids
2. Today’s Reality
3. What We’re Doing About It
Our Mission:
Marathon Kids is an evidence-based nonprofit organization dedicated to improving the health of children by providing them with the motivation, tools, and support in order to live happier, healthier lifestyles.
Our Current Program:

✓ School-based
✓ K-5th grade students commit to walking/running 26.2 miles incrementally over the course of 5-6 months
✓ Mileage Log and Fuel Log
✓ Events
✓ Rewards
✓ Focused on the child’s experience
Our Journey

1995 – Marathon Kids was founded by Kay Morris

2004 – Grew beyond Austin to 7 other cities.

2010 – Wellness Teams formed in 6 schools.

2012 – Grew to 6 additional cities.

2013 – Served 300,000 kids in 841 elementary schools across 13 cities. 20 wellness teams formed.

NOW…
Goals:
1. Overview of Marathon Kids
2. Today’s Reality
3. What We’re Doing About It

18 years and running
Stats

• Since 1980, obesity prevalence among children has almost tripled.¹

• In 2010, no state had a prevalence of obesity less than 20%.

• 12 of these states had a prevalence of 30% or more.³

• It is estimated that obesity will cost the US $344 billion in medical-related expenses by 2018.⁴

¹http://www.cdc.gov/obesity/childhood/data.html
The US Department for Health and Human Services (HHS) recommends that children receive a daily total of:

60 minutes of moderate-to-vigorous physical activity (MVPA)⁵

...AND WE CAN’T DO IT WITHOUT SCHOOLS!

OUR QUESTIONS:
Is Marathon Kids an evidence-based nonprofit organization dedicated to improving the health of children?
Are we providing them with the motivation, tools, and support in order to live happier, healthier lifestyles?
Understanding MVPA & Distance Over Time

1. Why is MVPA important?
2. How is MVPA measured?
3. Do we help kids reach their MVPA goals?
4. If not, what can we do?
Why is MVPA Important?

• Improved cardiorespiratory and muscular fitness\textsuperscript{9}
• Improved bone health\textsuperscript{9}
• Favorable body composition\textsuperscript{9}
• Reduced symptoms of depression\textsuperscript{9}
• Decreased likelihood of developing heart disease\textsuperscript{10}
• Decreased likelihood of developing type 2 diabetes\textsuperscript{10}
• Improved concentration, memory and classroom behavior\textsuperscript{10}

\textsuperscript{10}www.cdc.gov/healthyyouth/physicalactivity/pdf/quality_pe.pdf
How is MVPA Measured?

1) Metabolic Equivalent of Task (MET)
Measuring MVPA via METS

Procedure for expressing energy cost of physical activities as multiples of resting metabolic rate.

• 1 MET is the equivalent of the average person sitting at rest.\(^\text{12}\)

• MET values range from 0.9-23.\(^\text{12}\)

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Measuring MVPA via METS *in adults*

Moderate = 3.0 – 5.9 METs

Vigorous = > 6.0 METs

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Measuring MVPA via METS in youth

Currently defined as $\geq 3$ METS  

BUT

many researchers argue it should be $4-5$ METS$^{16}$


A Detailed Glimpse

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>MET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking – light effort</td>
<td>2.9</td>
</tr>
<tr>
<td>Walking – moderate effort</td>
<td>3.6</td>
</tr>
<tr>
<td>Walking – hard effort</td>
<td>4.6</td>
</tr>
<tr>
<td>Running/Jogging – light effort</td>
<td>7.7</td>
</tr>
<tr>
<td>Running/Jogging – moderate effort</td>
<td>8.5</td>
</tr>
<tr>
<td>Running/Jogging – hard effort</td>
<td>9.3</td>
</tr>
</tbody>
</table>
How is MVPA Measured?

2) Steps/Day
How Many Steps Do Kids Get Now?

Aged 6- to 19-years-old receive on average:²²

✔ Boys: 9500 steps/day

✔ Girls: 7900 steps/day

Amish 6-18 years of age average over 15,000 steps/day.²²

## How Many Steps Kids SHOULD Be Getting

<table>
<thead>
<tr>
<th>Steps Per Day</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;10,000 – boys</td>
<td>Sedentary</td>
</tr>
<tr>
<td>&lt;7,000 – girls</td>
<td></td>
</tr>
<tr>
<td>10,000-12,499 – boys</td>
<td>Low Active</td>
</tr>
<tr>
<td>7,000-9,499 – girls</td>
<td></td>
</tr>
<tr>
<td>12,500-14,999 – boys</td>
<td>Somewhat Active</td>
</tr>
<tr>
<td>9,500-11,999 – girls</td>
<td></td>
</tr>
<tr>
<td>15,000-17,499 – boys</td>
<td>Active</td>
</tr>
<tr>
<td>12,000-14,499 – girls</td>
<td></td>
</tr>
<tr>
<td>≥17,500 – boys</td>
<td>Highly Active</td>
</tr>
<tr>
<td>≥14,500 – girls</td>
<td></td>
</tr>
</tbody>
</table>

18 years and running
Who Knows?
The U.S. Presidential Challenge Program (and others) have recently adopted:

12,000 steps/day
Research is currently being done to confirm that while 12,000 steps/day should be a goal for all youth, 7,000 steps/day is the “RED ZONE.” Dr. Tudor-Locke says, “alarms should be going off” if a child is only achieving 7,000 steps/day.
How is MVPA Measured?

3) Steps/Minute (Cadence)
Measuring MVPA via Steps/Minute

“GO WITH 100 STEPS/MINUTE… ANYTHING ABOVE THAT IS CREAM.”
What We Know

- MVPA is good
- ≥ 60 min/day MVPA is also good

<table>
<thead>
<tr>
<th>20 Minutes a Day of Walking Fast/Running (30% of daily MVPA)</th>
<th>X 100-160 steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>= 2,000 - 3,200 steps (17-27% daily recommended steps)</td>
<td></td>
</tr>
<tr>
<td>(/ 2500) = Total Mile(s): 0.8 - 1.28 miles OR (at least) 1 mile</td>
<td></td>
</tr>
</tbody>
</table>

- Kids avg. 2,500 steps/mile
- ≥ 12,000 steps/day is great

18 years and running
Understanding MVPA & Distance Over Time

1. Why is MVPA important?
2. How is MVPA measured?
3. Do we help kids reach their MVPA goals?
4. If not, what can we do?
Do we help kids reach their MVPA goals?

3 days a week X 20 minutes a day = \(\text{at least}\) 3 miles a week

3 miles a week X 20 weeks

\(\text{(at least)}\) 60 miles > 26.2 miles
Understand MVPA & Distance Over Time

1. Why is MVPA important?

2. How is MVPA measured?

3. Do we help kids reach their MVPA goals?

4. If not, what can we do?
Tying yesterday’s successes with today’s technology & research, and focusing on

6 KEY COMPONENTS
① KEEP IT SIMPLE, FLEXIBLE & FUN!

- Customized Goals
- Recess, PE, Classroom Breaks, Running Clubs, etc.
② HELP SCHOOLS & ORGANIZATIONS MEET THEIR GOALS

- State and National Standards
- Coordinated School Health
- Reporting
Fort Bend Independent School District + marathonKIDS
MOVING, EATING, GROWING TOGETHER

8,256 students registered
867/867 = 100%
Christie Biggers - Scanlan Oaks Elem.
865/865 = 100%
Stephanie Peters - Walker Station Elem.

16 Schools Registered
16 AMAZING Lead Teachers
Teacher Survey Results:
13 teachers = students run/walk 1-15 minutes a day
15 teachers = students run/walk at least 2-4 times a week
Seven teachers have 100% school participation

8,078 Finishers
97.84% Finisher Rate

How do your Kids complete their Logs?
Each Marathon Kid is responsible for completing his/her own logs
Logs are kept for each class by the classroom teacher
Logs are kept for each class by the Physical Education teacher

967/967 = 100%
Mary Coleman Scott Elem.

How do you communicate with parents?
Email
Flyers Sent Home

How many minutes a day do students run/walk?
Less than 15 minutes
15-25

How many students run/walk?
Less than 15 minutes
15-25

Have you noticed any health/behavior outcomes?
Increased positive self-image
Improved performance, attendance
Students have become more aware of the healthy eating options they have. In addition they are able to recognize the importance of water being added to their daily diet.

Better results running mile and 1/2 mile during P.E. class. Also, some kids have mentioned some of the healthy alternatives they have.
I have noticed that my students are excited and eager to do their marathon kids running/walking when they get to class. It has been a part of our daily routine since we began the program. We always do the last mile together as a school.
Help kids meet their goals:

- 60 min/day MVPA
- 12,000 steps/day

Here are some tips as you start your 26.2 Mile Challenge:

1. Stay positive and set realistic goals - You got this! Set a goal of 12,000 steps per day or 90 minutes of exercise and see how much healthier you'll feel.
2. Be good to your body - You only get one, so make sure you're stretching and warming up before you run or walk.
3. Drink lots of water and eat foods that are good for you - Staying hydrated and eating well are an important part of giving you the energy to move.
4. Pace yourself - Don't worry about starting out fast. You'll get there at your own pace, and when you do, you'll feel amazing.
5. Fill out your Mileage/Fuel Log - Keeping track of the miles you run will make finishing your marathon much easier.
6. Attend the Kick Off and Finisher Events - Come celebrate the beginning and end of your journey with your classmates and your family!
7. Believe in yourself - It takes a lot of work to be healthy. But if you believe in yourself, you'll reach your goals!
BRING THE COMMUNITY TOGETHER

- Regionalized our Program Team
- Community-wide and led Kick Off Ceremony
- Community-wide and led Finisher Medal Celebration
- Online Community, Resources & Webinars
- Site Visits
⑤ GET PARENTS INVOLVED

CHILD'S SCHOOL
 CHILD'S GRADE LEVEL

M or F
 CHILD'S GENDER (circle)

(commit to encouraging my child by:
(Please check each box)

1. I will ask questions about his/her progress in the 26.2 Mile Challenge
2. I will run/walk with him/her when possible
3. I will offer fruits and vegetables during snacks/meals at home whenever I can
4. I will try to limit my child's screen time to no more than two hours a day

I understand the importance of the Kick Off Ceremony and the Finisher Medal Celebration and commit to bringing my child to them if possible.

AUSTIN KICK OFF CEREMONY DETAILS:
Saturday, Oct. 25th 2014 at 9:00 am for AISD; 11:00 am for all other districts
Mike A. Myers Track & Soccer Stadium at The University of Texas

The US Department of Health and Human Services recommends that children ages 6-17 receive at least 60 minutes of moderate-to-vigorous physical activity (MVPA) and 12,000 steps daily to mitigate the effects of sedentary living. I commit to helping my child achieve their daily goals by providing MVPA opportunities outside of regular school hours.

Superhero Strategy (Check the boxes at right if interested in the following. We will contact you):
1. I am a runner and would enjoy running on behalf of Marathon Kids
2. I would like to receive text updates about the Marathon Kids program
3. I would like to sign up to receive the Marathon Kids newsletter
4. I am interested in doing something like this program with my co-workers.

SIGNATURE

PARENT STREET ADDRESS

DATE

CITY

CELL PHONE (for texts)

STATE

ZIP
REWARD & INCENTIVIZE

- Water Bottles
- Finisher Medals
- Finisher Shirts
- Stickers & Tattoos
NEXT STEPS

• 240,000 scholarships in 13 service areas

• $8 per student, *no matter where you live* – SCHOOL OR ORGANIZATION

>>Email: programs@marathonkids.org

• Keep asking the tough questions

• Adjust accordingly
Thank You!

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msdcenter.org