

Fit 2006 - objectives and project hopes

Michigan communities share life-style associated health problems with the rest of the world's developed countries. The severity of the problem we face is serious: the U.S. CDC and authorities in other countries recently added physical activity to the recommended food pyramid. The Michigan Fitness Foundation in 2003 stated that "Physical inactivity in Michigan adults cost almost 8.9 billion in 2002 or \$1,175 for each adult resident" - today it probably approximates \$1,500 in terms of direct health costs, lost wages and lost productivity.

Other than identifying the problem and calling for a change, our governments (state or local) are able to do little. Ultimately, it is up to the individuals - they are the ones who must become physically active. To bring about this change, local community initiatives can help. Leadership for these must be found in community entities other than governmental ones.

To achieve desired results, the initiatives must be sustainable over the years (because meaningful lifestyle changes take time), be easy to understand and within everyone's budget, and have leadership that is prepared to make a long term commitment.

Rotarians in Rotary District 6360 (southwest Michigan) and Rotary District 1420 (south-central Finland, Helsinki region) have begun a summer 2006 program *Fit 2006* as the initial step toward a long term program. In their communities, Rotarians will invite others to join them and will endeavor to enlist support from entities in their communities that can help. For 2006 the program is simple - to encourage people to be physically active for at least 30 minutes per day for not less than five days each week June-August, recording achievements daily, and reporting results at the end of the three month period. (Reportedly, if an individual engages in physical activity regularly for eight weeks, it is likely to become a habit.)

The hope is that beginning a project with an international dimension will stimulate participation interest, and that the reported data may serve as a basis for continuing the programs locally, while stimulating a wider international participation in future years. As members of their communities Rotarians initiate the project. However, for sustainability and meaningful change in the community, the project is dependent of the larger community, and Rotarians ask the community to help.

Economic Impact of Physical Inactivity in Michigan

The Michigan Fitness Foundation stated in 2003 that the 2002 annual cost of physical inactivity in Michigan was almost 8.9 billion. This amounted to \$1,175 for each adult resident and took into consideration direct health costs, loss of wages and lost productivity. Today, the annual cost probably is more than \$1,500 per adult and is growing rapidly.

Studies show that people can improve their health by becoming even moderately active on a regular basis (Centers for Disease Control, 1996).

Rotarians, Walking Together of Greater Kalamazoo and their partners know that *ultimately it is a grassroots effort that is needed to inform and motivate us to become physically more active, healthier, and less costly to ourselves and our communities.* Research shows that community initiatives can and do help.

Key community partners help Rotarians in Michigan and Finland bring you Fit 2006. This is a campaign to help you learn how to have more fun with friends, family and co-workers during the summer months. Moving is Medicine! *Liike on Lääke!*

Fit 2006
PO Box 19722
Kalamazoo MI 49019
Address Service Required

Fit 2006



Summer International Fitness
collaboration among people in
Michigan and Finland



Fit 2006 is led by

*District 6360 Rotarians
and
Walking Together of Greater Kalamazoo*

www.Fit2006.org
269-349-1870

Join Fit 2006

Fit 2006 is a self-guided summer fitness program designed to encourage individuals and groups to increase their level of physical activity. Citizens of Michigan and Rotarians are joining with counterparts in Finland, aiming at increased fitness levels and better health.

The goal is to be physically active for the summer of 2006 - a minimum of 30 minutes a day, five days a week - and ultimately for life. This is a three-month commitment from June 1st to August 31st - walking, running, biking, dancing, lawn mowing, etc. Your effort must be for a minimum of ten minutes at a time. You do it when and where it is convenient.

Encourage your family and friends, church, workplace or other groups to join Fit 2006 with you. It is simple to participate and there is no cost. Register online or complete the attached registration form and mail it to Fit 2006.

ON SEPTEMBER 1st, BE SURE YOUR TRACKING INFORMATION IS COMPLETE (mail in the form if you are not using the online facility). We will compile and compare our Michigan results with those of our Finnish friends' and will publish the results.

Start building the habit today by forming your group or by getting fit alone. The effort of each of us is a positive contribution to community wellness. Moving is Medicine! Liike on Lääke!

Some Fit 2006 Partners

- Allegra Print & Imaging
- First United Methodist Church of Kalamazoo
- Gazelle Sports
- The Heart Hospital at Bronson
- Kalamazoo College
- Kalamazoo County Family YMCA
- Kalamazoo Gazette
- Kalamazoo Regional Education Service Agency
- Kalamazoo Valley Community College
- Kalamazoo Valley Walkers
- Portage Senior Center
- Rotary, Finland District 1420
- Rotary, Michigan District 6360
- St. Luke's Episcopal Church
- Schupan & Sons, Inc.
- Team Support Services, LLC
- Walking Together of Greater Kalamazoo
- Western Michigan University, Department of Health, Physical Education and Recreation
- Whizdom Software Development

Our website provides you with links to valuable information about fitness and exercise, and provides tools to track your progress during the three months of the Fit2006 project



Fit 2006 is sponsored by The Rotary Foundation of Rotary International and Rotary District 6360

PLEASE REGISTER
by May 25, 2006
Visit

<http://Fit2006.org>

OR

Use the form here

and mail to:
Fit 2006
PO Box 19722
Kalamazoo MI 49009

Sign-up Form - Please Print

Name

Address

City, State

ZIP+4 Code

Phone

E-mail

Date of Birth _____
Gender Male _____ Female _____
Primary Choice of Physical Activity for Fit 2006: _____

Current average daily minutes of activity: _____
Current number of days per week: _____
Fit2006 Goal average daily minutes: _____
Fit2006 Goal number of days per week: _____

Disclaimer: Participants are advised to consult with their medical professional before participating. Fit 2006 and its partners will not be held liable for claims for damage or injury.

Signature Date

Fit 2006 Team Name or Group Designation

Participation in Fit 2006
Summer Physical Activity Program, June 1 to August 31, 2006

The program initiative comes from area Rotarians who have undertaken this as one of their *community service* projects. Financial support is from Rotary District 6360 and The Rotary Foundation of Rotary International. In addition, Rotarians in Nurmijärvi and Ekenäs in Finland have adopted the same project - thus there is an international dimension and opportunities for sharing experiences.

Our project is an initiative toward maintaining or gaining better health, and it will work for you when you **JOIN US!**

Objective: *Community Participation - Have Fun, Better Health and Join in Friendly International Competition* - Which country will have more participants? What is cumulative activity in each?

Thirty minutes of physical activity five times per week improves health - CDC (Center for Chronic Disease Prevention 1996). And - if done regularly for more than eight weeks - may form a (good) habit!

How can **you** help?

1. Participation. Commit to being physically active for at least 30 minutes, five days per week. To make a contribution to community health, we hope to have many people at that level of activity. We will provide some tools to help you keep track of your activity level.
2. Recruiting. We ask participants to:
 1. Help and enlist families, friends or others;
 2. Form teams (competitions allowed);
 3. Select methods effective in their organization to stimulate activity.
3. Project Knowledge. Understand the project: A response to a growing community health problem: most people are not physically active and thus incur avoidable health costs. These sap individuals and our communities. Physical activity makes us healthier. And, we need project data to demonstrate what we have accomplished together. This will help us be more effective in the future. We ask all participants to:
 - register and to keep the furnished activity record up to date;
 - return the completed record at the end of the project.

We are developing web site <http://fit2006.org>. It will facilitate registration and will contain useful information.

4. Physical Activity Goal. Participants complete not less than three (3) units of physical activity per day on five (5) days each week - more is better, of course! Participants select the activity - need not be just one! - should be moderately challenging (e.g. walking at a pace of two miles in 30 minutes). Useful activities such as lawn mowing or woodcutting qualify.
5. Recording of Activity. Ten (10) minutes equal one (1) unit, record as 1. Twenty (20) minutes, record as 2; 30 as 3; 40 = 4, etc. *Note: Continuing and Remaining in the Project is Important!* If unable to meet a weekly goal (5 days with 3 units each), continue in the project, and try to make up the missed activity in later weeks. Continuing is important - a program of regular physical activity for eight weeks is likely to form the habit of regular physical activity.

Please check our web site <http://fit2006.org>, write to info@fit2006.org or call 269.349.1870.