

# “Move More”

## Mover Training Manual



Move More is a community group in the Kennebec Valley region that helps people be more physically active and eat better.

**For more information:**

**Healthy Maine Partnership of Greater Waterville 873-0686**

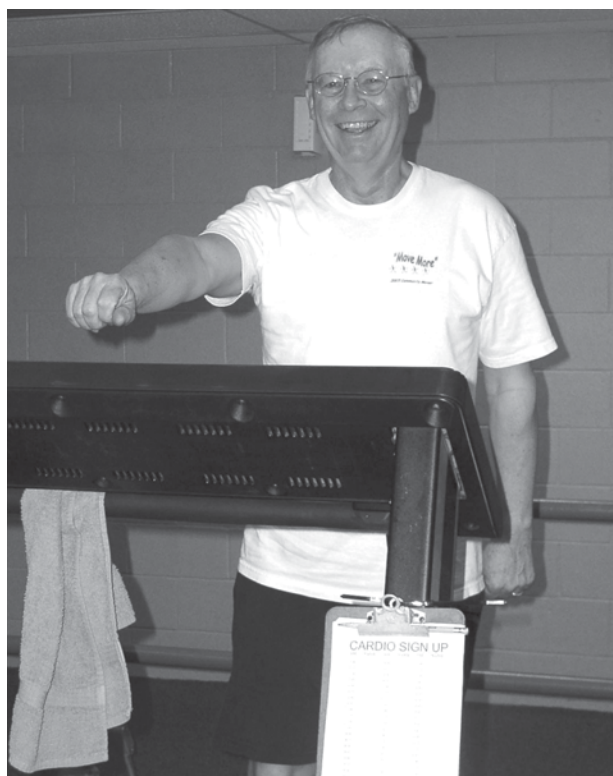
**Healthy Communities of the Capital Area 582-8011**

**Somerset Heart Health - Nicole Santana 474-7473**

**Healthy Living (Pittsfield area) 487-3890 ext. 110**

**MaineGeneral Prevention Center - Erin Gray 621-3740**

*Move More would like to thank MaineGeneral Health for paying the printing costs of the Mover Training Manual.*



## Introduction

### What is Move More?

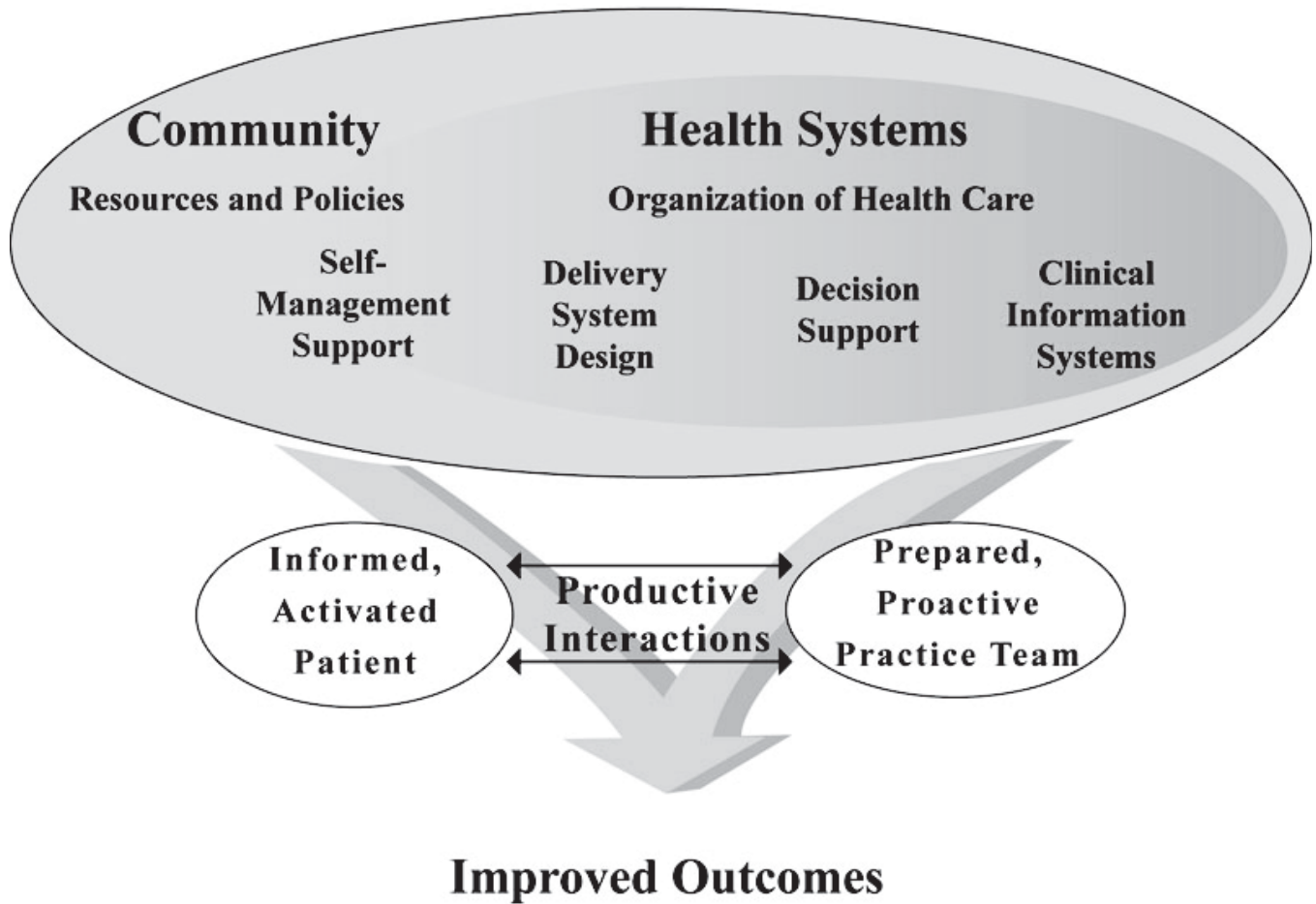
Move More is a community group in the Kennebec Valley region that helps people be more physically active and eat better.

We work together to prevent disease and help people manage chronic disease by changing health behaviors, such as increasing physical activity and improving nutrition and other health self-care skills.

#### **Our goals are to:**

- **Build capacity.** Develop and promote places in the community where people can be physically active. We have walking maps and lists of indoor walking spaces for the winter months.
- **Provide peer support.** Help people who want to be more physically active by giving them peer support from our trained volunteer Mover and Lay Health Educators.
- **Educate and inform.** Give people the information they need to eat well, be physically active and prevent and/or manage chronic disease through our Move More Guides, our website ([www.movemore.org](http://www.movemore.org)), Mover outreach and a chronic disease self-management program.
- **Advocate.** Work for change in our communities by helping our volunteers, community members, businesses, schools and community leaders identify, develop and promote more places to be active in every central Maine community.
- **Collaborate.** Work with other groups and businesses in central Maine to ensure everyone who wants to be active and eat well has the opportunity to do so.
- **Participate in research.** Get involved in research and pilot projects that help us understand how to help people in rural areas lead healthier lives.

### The Chronic Care Model



Developed by The MacColl Institute  
© ACP-ASIM Journals and Books

**“Move More”**

# **MOVER TRAINING**

## Mover Training

### Mover Qualities

- Lives in the Kennebec and Somerset counties
- Understands the importance of physical activity in chronic disease self-management
- Is already physically active, though not always at 30 minutes a day, five times a week
- Has knowledge of community health problems
- Has knowledge of physical activity resources in the community
- Has the ability to motivate and work with individuals to promote participation in the project
- Can work with others and deal tactfully with professional personnel, enrollees and the general public
- Has strong communications skills and can express ideas clearly and concisely
- Has the ability to exercise good judgment in evaluating situations and making recommendations
- Is willing to receive continuing education and training in topics related to physical activity, good nutrition and disease prevention/health promotion



## Mover Training

### Mover Responsibilities

- Helps enroll people in Move More by contacting friends, family members and coworkers
- Makes sure each enrollee completes the Move More enrollment form
- Gives each enrollee information about places to walk or exercise in his/her town
- Gives incentives to enrollees when new items are available
- Lets us know if there are barriers to exercise in a town and we'll try to help solve the problem

### Movers can do a lot to help enrollees. For example, you can also:

- Walk with your enrollees,
- Send them motivational e-mails,
- Talk to them when you see them at your worksite.



### Non-directive and Directive Support Behaviors

#### Non-Directive

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- Show** interest in how you are doing
- Offer** range of suggestions
- Provide information** so you can understand why you should do things
- Work** with you as you deal with problems
- Recognize** when you can handle things and when you can't
- Understand** how you feel about things
- Be available** to talk
- Make it easy** for you to talk about anything important

#### Directive

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- Keep tabs** on you
- Monitor** your health for you
- Make sure** to take care of yourself
- Tell** you what to do
- Solve problems** for you
- Tell** you how to deal with your emotions
- Point out** harmful or foolish ways you view things
- Take charge** of your problems

Movers provide people enrolled in Move More with **non-directive support**. When enrollees are in “contemplation” and “action” stages of readiness, it is appropriate to encourage them to seek clear directions about exercise from their health care provider.

**Movers are resources, helpers, listeners who care!**

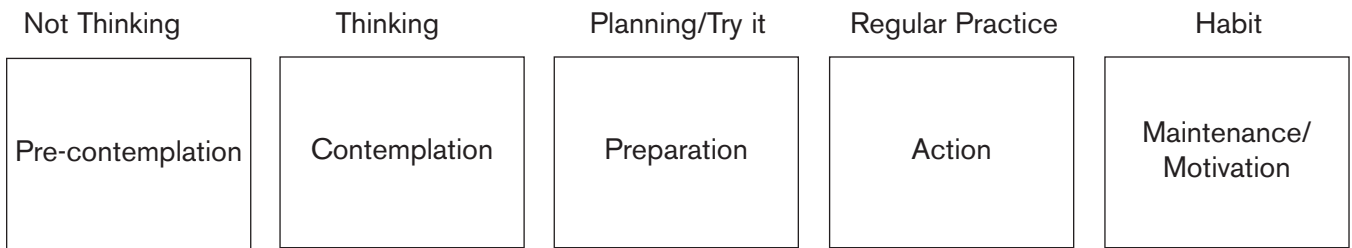
## Some examples of non-directive peer support:

- **Show an interest in how the enrollee is doing:** “How’s your walking going?”
- **Offer suggestions:** “When it rains out, I try to walk at the school in the morning.”
- **Provide information:** “Here’s a flier that has the dates and times for the diabetes support group in your area.”
- **Work on dealing with problems:** “Would you like me to help problem-solve with you?”
- **Understand how your enrollee feels about things:** “When I don’t meet my exercise goals, I feel discouraged, too.”
- **Recognize when the enrollee can (and can’t) handle things:** “If things are too busy for you now, I’ll check in later.”
- **Be available to talk:** “If something comes up and you want to talk, feel free to call or e-mail me.”
- **Make it easy to talk:** “I know what it’s like to struggle with exercise. I’d love to talk to you about that any time!”

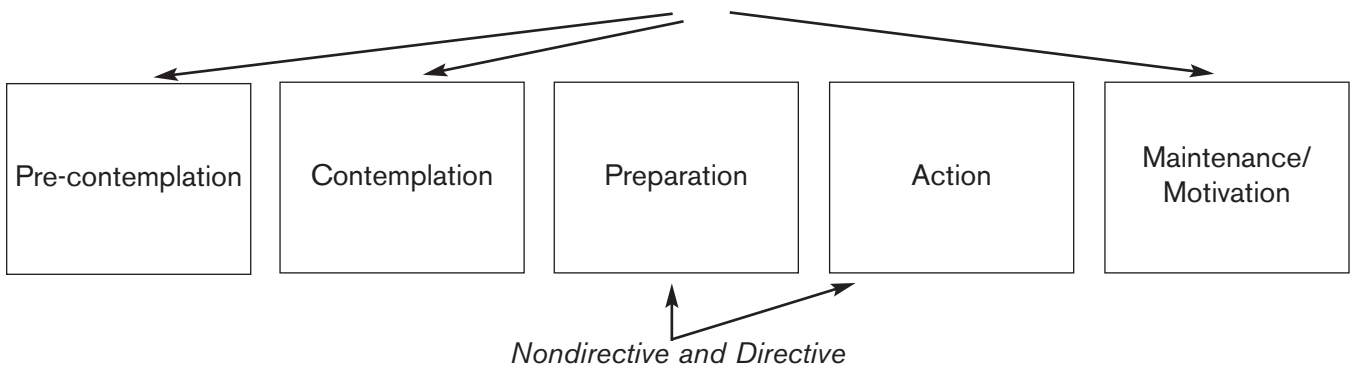


Where are people?

Stages of Change Scale-Physical Activity



Nondirective/Directive Support and Stages of Change



(Derived from Prochaska, DiClement, & Norcross, 1992, *In Search of How People Change: Applications to the Addictive Behaviors*. *American Psychologist* 47:1102-1114)

## What should you do?

### **If people are in the pre-contemplation phase:**

- Offer them information about the benefits of exercise.

### **If people are in the contemplation phase:**

- Offer them information about exercise options in their area and the kinds of support you can offer.

### **If people are in the preparation phase:**

- Assist them with setting realistic goals with their doctor, developing a plan and setting a date to begin.
- Make an agreement to contact them and provide support.\*\*\*

### **If people are in the action phase:**

- Offer them other available resources that may help them be successful. Ask them what they need from you for support. Offer physical activity log sheets, pedometers, etc. Provide them with your contact information. **Be there.\*\*\***

### **If people are in the maintenance phase:**

- Tell them about the project and offer resources to support maintenance. Ask them to call you if they need something. **Be there.**

**\*\*\*Enroll the person in the program if he/she accepts resources and/or your support!**

**“Move More”**

## **RESOURCES FOR MOVERS**

## Resources for Movers

### Mover Training Opportunities

Move More works hard to keep the Movers plugged in to information and trainings about nutrition and physical activity. Our website, [www.movemore.org](http://www.movemore.org), lists up-to-date information on the latest trainings in the Mover/LHE section. Below you will find some general trainings that are frequently available for Movers.

#### **MyPyramid Nutrition Education**

Move More supports the nutrition messages promoted by the Produce for Better Health Foundation entitled “Fruits and Veggies More Matters.” Information about this campaign (which replaces 5 A Day) can be found at [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org).

Also, nutrition training and education packets promoting the MyPyramid are available for Movers upon request. This training will explain what MyPyramid is all about and offer you tools to use with your enrollees to help them identify their eating patterns and set goals for better eating.

#### **Matter of Balance Trainer**

Many seniors experience fear of falling and restrict their activities. A Matter of Balance: Managing Concerns About Falls emphasizes practical strategies to reduce this fear and increase activity levels. Participants learn to view falls and fear of falling as controllable; set realistic goals to increase activity; change their environment to reduce fall risk factors; and exercise to increase strength and balance.

Movers can be trained to be a facilitator for A Matter of Balance classes which include eight two-hour sessions for a small group.

#### **Chronic Disease Self Management course instructor or Master Trainer**

See the Living a Healthy Life with Chronic Conditions section toward the end of manual.

#### **Quarterly regional trainings TBD**

Trainings about various physical activity and nutrition topics featuring local speakers are held quarterly at various locations in Kennebec and Somerset Counties.

## Enrollment Form

1. Contact Information

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

2. What year were you born? \_\_\_\_\_

3. What is your height? \_\_\_\_\_

4. What is your weight? \_\_\_\_\_

5. How did you hear about Move More?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

As part of Move More, you may be asked to complete a survey about you and about your health. Participation in the survey is voluntary and will help us improve our program.

6. Please complete and return this form to a Mover, or mail to:

Move More  
32 College Avenue  
Waterville, ME 04901

## Resources for Movers

### Pedometer Pointers: How to Use a Pedometer

Pedometers are the latest craze in fitness equipment. Like stair steppers, rowing machines and stationary bicycles, pedometers will not help anyone achieve fitness unless they are put to use.

Many of us think we are more active and walk farther or longer than we actually do. Pedometers can give you a more accurate picture of how active you are. Generally, we spend much of our day behind a desk, in front of a computer or otherwise sitting. You may be shocked to find out how few steps you take in a typical day.

Pedometers can be a great motivational tool as you see your step count climb. A quick check lets you see how active you've been and may spur you to get in a few more steps.

Simply wearing the pedometer is not enough. To be of real value, pedometer readings must be recorded so you can see if you are meeting the activity goals you set for yourself. Pedometers can be used either on a daily basis to keep track of total steps or only during times you choose to get some exercise. Wearing the pedometer daily has a couple of advantages. First, it gives you a better overall picture of how active you are and, secondly, you are more likely to keep using it.

Move More pedometers are step counters, which help you keep track of how many steps you take each day. Our pedometers do not calculate distance, time spent in activity or calories used. Keeping track of your steps is a very important part of using the pedometer.

*These tips may help you use a pedometer properly:*

- Keep the pedometer as close to the body as possible.
- The two most common places for accurate placement are directly above the knee or on the side over the hip. Experiment with placement to find the best spot for your body.
- Try out different positions for the pedometer by walking 50 or 100 steps on a level surface and comparing that number to the reading on your pedometer. Be sure to put the pedometer on first and reset it to zero just before you take the first step.
- Develop a routine for putting on the pedometer first thing in the morning and for recording the steps when you take it off just before bedtime. Keep a pen and your log sheet in a handy place so you're less likely to forget.
- Use the first week with your pedometer to establish a baseline for future comparison. That is, go about your normal daily routine while wearing your pedometer but don't change your activity pattern. After you see what you've been doing, you can determine if you need to be more active. Set a goal that you can reach, for example, an additional 200 steps per day. When you have established this new level of activity, you can set a new goal for yourself.

*Be sure to read the instructions that come with your pedometer. There are many different styles and features that these pointers do not address.*

## Move More Physical Activity Log

Name: \_\_\_\_\_ Date started: \_\_\_\_\_ Date completed: \_\_\_\_\_

Week 1	Activities	# minutes or # steps	Week 2	Activities	# minutes or # steps	Week 3	Activities	# minutes or # steps
Mon			Mon			Mon		
Tues			Tues			Tues		
Wed			Wed			Wed		
Thurs			Thurs			Thurs		
Fri			Fri			Fri		
Sat			Sat			Sat		
Sun			Sun			Sun		

Week 4	Activities	# minutes or # steps	Week 5	Activities	# minutes or # steps	Week 6	Activities	# minutes or # steps
Mon			Mon			Mon		
Tues			Tues			Tues		
Wed			Wed			Wed		
Thurs			Thurs			Thurs		
Fri			Fri			Fri		
Sat			Sat			Sat		
Sun			Sun			Sun		

## Resources for Movers

### 10,000 STEPS

How many steps do you walk each day? Maybe you have heard the guidelines about walking 10,000 steps per day.

How far is 10,000, steps anyway? The average person's stride length is approximately 2.5 feet long. That means it takes just over 2,000 steps to walk one mile, and 10,000 steps is close to five miles.

If you are a sedentary person you may only average about 2,000 to 3,000 steps a day. Adding steps has many health benefits including weight control, improved blood pressure and cholesterol levels, and a decrease in the risk of cancer, diabetes, osteoporosis and heart disease.

#### **Getting started on a 10,000 steps program**

- To avoid injury, you need to work up slowly. If you have any medical concerns, discuss your exercise plans with your physician. See the Move More Physical Activity Resource Guide for more information and an exercise prescription.
- You need a good pair of sneakers. We actually prefer a running shoe with plenty of cushion.
- Start out by wearing the pedometer for a few days and don't do anything to change your normal routine. Remember to log your steps at the end of the day so you can track how many steps you are taking each day in the course of living your life. Perhaps on some days it is as few as 700 steps in a day and on other days, it may be as high as 2,500 steps.
- If you feel comfortable doing so, take the highest number of steps you have walked on any given day and use that number of steps as your daily step goal. Feel free to select a smaller number of steps as your goal if you prefer. To avoid injury, do not select a higher number. Aim for your goal each day for the next two weeks. Let's assume your first step goal is 2,500 steps. That means that for the next two weeks, you are going to try to walk 2,500 steps each day. Before bedtime each night, be sure to log in the number of steps you actually took.
- At the end of that two-week period, review all the steps you took each day and decide if you are ready to add another 500 steps to your goal. Your new step goal is now 3,000 steps a day for the next two-week period.
- Continue in that manner, working up as slowly as you wish, until you finally reach the goal of 10,000 steps a day.
- Check with your physician if you experience any pain or discomfort that concerns you. We consider pain a warning signal that something may be wrong. Our goal is to keep you active for the rest of your life. So don't go overboard and pull a muscle that will put you out of commission. Take it slow. Take it easy.

## Resources for Movers

### **I hate to walk, but I like to . . .**

If you really can't stand to walk but you like to jog or run, go ahead and get your steps in with jogging or running. A pedometer can track your steps whether you are moving slow or fast. If you use special exercise equipment or if you like to bicycle, swim or kayak, we discovered our pedometer does not help us keep track of our activity. Even on a stair stepper or stair climber in the gym, it was not accurate. But not to worry, you can “translate” your 10,000 step goal into an equivalent time goal for your favorite activity.

### **After I have reached my goal, what then?**

Whether it is 10,000 steps or some other activity, if you are reaching your daily activity goal pretty regularly, here is what you need to know:

- It takes about six months to “lock in” a new behavior. Aim to do what is necessary to change your exercise behavior permanently. Be prepared to dedicate yourself to your daily goal each day for a minimum of six months. If you do that, you are much more likely to maintain this goal permanently.
- Find indoor walking options for bad weather and winter. See the Move More Physical Activity Resource Guide for area indoor options and suggestions.
- If you skip a few days due to illness, work or other obligations, the sooner you get back into the exercise groove, the more likely you will be able to get back into your routine.
- If you continue to skip days, you will discover it is a downward spiral. The more days you skip, the more likely you will abandon your program altogether.
- If you can get back in the groove and exercise two days in a row, you will discover that the third day of exercise will be easier to achieve.
- If you are starting to get bored, we suggest you start keeping an exercise log so you can monitor yourself.
- As another hedge against boredom, consider finding a buddy to exercise with or locate a few buddies you can ask to join you from time to time. But don't let a flagging commitment on the part of your buddy influence your commitment to your goals. Be prepared to carry on alone.

## Resources for Movers

### Thinking of being more active?

*“I have a busy work life and my job requires that I sit a lot. Between my job and my family, I do not have any room for exercise. I'd like to try to include some physical activity, but I don't know how to find the time. I feel overwhelmed with how to begin.”*

Sounds like you'd like to make a positive change in your health—congratulations! That's the first step. Start by making small behavior changes that can later become long-term goals. Identify ways you can work around the barriers and place motivating messages around your home and/or office.

### How active are you?

The US Surgeon General recommends that we accumulate 30 minutes (60 minutes for children and adolescents) of moderate physical activity on most, preferably all, days of the week. That's just three 10-minute brisk walks per day.

### Why do I need to be physically active?

From day one of becoming more physically active, your body will reap the benefits. Immediate benefits of physical activity include:

- Feeling better,
- Increased energy level and alertness,
- Increased quality of sleep,
- Decreased anxiety and stress.
- Increased calories burned.

### Try these ideas for starters:

- Turn off your TV. Almost anything is more active than watching TV. If you choose to watch TV, do crunches, jumping jacks or stretches during the commercial breaks and get rid of the remote control.
- Play catch with your kids or go for a walk with your dog.
- Use the stairs instead of the elevator or escalator whenever possible. If it seems too far to take all of the stairs, take the elevator for a few flights and then use the stairs.
- Park your car away from the mall, grocery store or your worksite destination and make a habit of walking the difference in distance everywhere you go.
- Put on upbeat music and do household chores that require lifting and bending.
- Walk or stretch while talking on the phone, brushing your teeth or doing other daily tasks.
- Take frequent stretch breaks from sitting. Try standing up and sitting down quickly 25 times in a row.
- Go dancing.
- Hand-deliver messages rather than using interoffice mail, e-mail or phone.
- Trade in your power mower for a push mower and snow blower for a snow shovel.

### How can I get motivated?

- See your doctor. Many times a check-up will remind you that you need to be physically active. Ask your doctor for exercise recommendations. Advice from professionals often is all we need to get moving.
- Set a realistic goal, write it down and post it where you will see it frequently.
- Things like cost and time often feel like obstacles to getting started, but they can be worked out. Start by making small adjustments in the areas that seem to be barriers. Setting the alarm 20 minutes earlier in the morning to go for a walk around the block gives you 20 minutes of activity before your day even begins and costs nothing.
- Constantly remind yourself of the benefits. Learn more and get quick tips at [www.fitday.com](http://www.fitday.com), [www.fitness.com](http://www.fitness.com), and [www.howtobefit.com](http://www.howtobefit.com).

## Resources for Movers

### Preparing to be more physically active?

*“Most of my day is spent sitting although I do some leisure time physical activity like gardening and yard work about three times per week. I also take small breaks during my workday to move around, but finding 20 minutes a day seems very challenging to me.”*

Keep up the good work! It sounds like you have formed some healthy habits already. Remember to focus on these successful behaviors. Sticking to a more structured physical activity plan on a few days per week may be easier than you think.

#### How active are you?

The US Surgeon General recommends that we accumulate 30 minutes (60 minutes for children and adolescents) of moderate physical activity on most, preferably all, days of the week. That's just three 10-minute brisk walks per day.

#### Why do I need to be physically active?

Since you are somewhat active already, you know that physical activity increases energy, helps you to sleep more peacefully and reduces anxiety and stress. Benefits of being more physically active include:

- Feeling better,
- Reduced risk of heart disease and stroke,
- Reduced risk of diabetes and cancer,
- Lower blood pressure and cholesterol,
- Improved balance and coordination.

#### To meet the recommended 30 minutes on most days, try adding some of these ideas:

- Create a 10-minute morning stretching or strength routine before breakfast. If you do it first thing in the morning, you are more apt to stick with it.
- Find a walking partner or start a small walking group at work to walk a couple of times per week during lunch.
- Check the TV listings for exercise shows on television and keep consistent by doing one on the same day and time each week. It is important to find one you enjoy, so try a few before making a commitment.
- Make a personal or family commitment to try a fun, new activity each season.
- Join a sport league, yoga or aerobics class at the local community center or YMCA.
- Make an effort to walk or bike to do errands whenever possible. In rural areas, this may mean driving and parking your car just outside the village center and then walking or biking to the bank, post office, library, etc. A backpack can be helpful.
- Buy a strength training video and some dumbbells and use them two times per week before dinner. Swap videos with friends or use the local library to keep costs down.
- Leave a pair of sneakers and a T-shirt in your car so you will always be ready for a quick walk.

#### How can I get motivated?

- Have a friend or family member join you. You'll be less likely to skip a walk or bike ride knowing someone is waiting for you.
- Set a realistic goal, write it down and post it where you will see it frequently.
- Set yourself up on a reward system. Each time you reach a goal, buy yourself something that supports your efforts like a new exercise tape, video or walking gear.
- Keep a journal and write down the activity you did each day and how you felt doing it. Read it when you need inspiration.

- It may take a lot of attempts to stick with it, so keep trying even if you get off track. [www.movemore.org](http://www.movemore.org)

## Resources for Movers

### Are you maintaining your physical activity level?

*“I already accumulate 30 minutes of moderate physical activity on most days of the week. Is that enough?”*

Congratulations! You are meeting the Surgeon General's recommendation and you are contributing to your overall good health. To maximize health benefits and prevent unwanted weight gain, work up to 60 minutes of physical activity every day. It also may be time for you to become a leader in helping others to get started.

#### How active are you?

The US Surgeon General recommends that we accumulate 30 minutes (60 minutes for children and adolescents) of moderate physical activity on most, preferably all days of the week. That's just three 10-minute brisk walks per day.

- Remember what worked for you when you were getting started.
- Identify ways you can work around new barriers and use the skills you've learned along the way to increase your physical activity time.
- Add a couple of sessions of strength training to your week if you are not doing so already.

#### Why do I need to be physically active?

Now that you have become an expert at keeping physically active, you understand the many benefits that activity has to offer. You have more energy, you sleep better and you've strengthened your immune system and decreased the risk of a chronic disease. By staying active you will continue to:

- Feel better,
- Improve your self-esteem and confidence,
- Improve your muscle strength and endurance,
- Maintain a healthy weight,
- Become a positive role model to your family and friends.

Remember, more muscle mass increases your metabolism and can prevent osteoporosis. Since you are now in good shape, don't be afraid to try a new sport like basketball or tennis. If you have been walking regularly, try intervals of jogging periodically during your walk. If you have been jogging regularly, try to increase your pace or your distance (but not both at once). Most importantly, be a role model in your community. Get involved in community planning to make sure that it is designed to be bike and pedestrian friendly.

#### How can I stay motivated? Keep yourself active. Try these ideas:

- Write down new goals that are challenging, but also realistic and attainable.
- Enter a local walking or running road race.
- Is your activity program getting stale? Try walking a new route or join a new league or exercise class.
- Continue to increase your knowledge of the benefits of exercise.
- Participate in a fitness assessment every three or four months to check your progress.
- Have a certified trainer assess your program and make changes as needed for better results.
- Share your passion for activity. Volunteer or coach a local youth league or club.

## Resources for Movers

### Why should I be active?

*“It’s easier to maintain your health than regain it.” -Dr. Ken Cooper*

Physical activity can bring you many health benefits. People who enjoy participating in moderate-intensity or vigorous-intensity physical activity on a regular basis benefit by lowering their risk of developing coronary heart disease, stroke, non-insulin-dependent (type 2) diabetes mellitus, high blood pressure and colon cancer by 30 to 50 percent (USDHHS, 1996). Additionally, active people have lower premature death rates than people who are the least active.

Regular physical activity can improve health and reduce the risk of premature death in the following ways:

- Reduces the risk of developing coronary heart disease (CHD) and the risk of dying from CHD;
- Reduces the risk of stroke;
- Reduces the risk of having a second heart attack in people who have already had one heart attack;
- Lowers both total blood cholesterol and triglycerides and increases high-density lipoproteins (HDL or the “good” cholesterol);
- Lowers the risk of developing high blood pressure;
- Helps reduce blood pressure in people who already have hypertension;
- Lowers the risk of developing non-insulin-dependent (type 2) diabetes mellitus;
- Reduces the risk of developing colon cancer;
- Helps people achieve and maintain a healthy body weight;
- Reduces feelings of depression and anxiety;
- Promotes psychological well-being and reduces feelings of stress;
- Helps build and maintain healthy bones, muscles and joints;
- Helps older adults become stronger and better able to move about without falling or becoming overly tired.

## Resources for Movers

### Reliable Medical Information Web Resources

**AARP Health** [www.aarp.org/health](http://www.aarp.org/health)

Info on drugs, insurance, and staying healthy at 50-plus

**American Cancer Society** [www.cancer.org](http://www.cancer.org)

Includes links to clinical trials and patient support groups

**American Diabetes Association** [www.diabetes.org](http://www.diabetes.org)

Along with news of the latest research, provides nutritional information and even recipes

**American Heart Association** [www.americanheart.org](http://www.americanheart.org)

Features an online heart and stroke encyclopedia

**Centers for Disease Control and Prevention** [www.cdc.gov](http://www.cdc.gov)

The government's latest info on public health and communicable diseases is posted here

**Clinical Trials** [www.clinicaltrials.gov](http://www.clinicaltrials.gov)

Lists experimental treatments you may be eligible to receive

**Family Doctor** [www.familydoctor.org](http://www.familydoctor.org)

Straight forward general information from the American Academy of Family Physicians

**Healthfinder** [www.healthfinder.gov](http://www.healthfinder.gov)

A health library available in English and Spanish, sponsored by the U.S. Department of Health and Human Services

**KidsHealth** [www.kidshealth.org](http://www.kidshealth.org)

A foundation-sponsored site about children's health through adolescence; includes a special area for teens

**Mayo Clinic** [www.mayoclinic.com](http://www.mayoclinic.com)

Offers online tools to help guide treatment decisions

**Medem** [www.medem.com](http://www.medem.com)

A partnership among medical societies to foster doctor-patient communication; includes an online medical library

**MedlinePlus** <http://medlineplus.gov>

The National Library of Medicine's comprehensive health information portal

**National Cancer Institute** [www.cancer.gov](http://www.cancer.gov)

Provides clinical details about every type of cancer and the latest treatments

**WebMD** [www.webmd.com](http://www.webmd.com)

A for-profit news and information service with interactive activities

## Resources for Movers

### Hypertension and Physical Activity

#### Signs and Symptoms

High blood pressure is called the silent killer because a person can have it for years without knowing it. High blood pressure can lead to stroke, heart failure, dementia, kidney disease and vision loss. The only way to find out if you have high blood pressure is to have your blood pressure measured. Using a blood pressure cuff and stethoscope or electronic sensor, your doctor or nurse can take your blood pressure and tell you if it is high.

#### Physical activity can:

- Help prevent the development of high blood pressure and can help keep it under control,
- Reduce your risk of developing the serious health complications associated with high blood pressure,
- Control your blood pressure because it makes your heart stronger and improves the condition of arteries and veins, which can enhance blood flow,
- Lower your blood pressure by as much as four to nine points, about the same as medication but without the side effects,
- Help you maintain a normal weight or lose excess pounds which can have a positive impact on blood pressure numbers.

*Before you exercise, talk with your doctor about what is best for you.*

For more information, check out the National Heart Lung and Blood Institute website  
at [www.nhlbi.nih.gov](http://www.nhlbi.nih.gov).

## Resources for Movers

### Cancer and Physical Activity

There are many different types of cancer, but all cancers begin with abnormal cells growing out of control. The type of cancer is determined by where the growth of abnormal cells begins. The most common cancers in adults are skin cancer, lung cancer, colon cancer, rectal cancer, breast cancer, endometrial cancer, ovarian cancer and prostate cancer. Being overweight or obese increases the risk of several cancers.

#### **Physical activity:**

- Can reduce the risk of colon cancer by half and can also reduce the risk of breast cancer for women,
- May reduce the risk of endometrial, prostate and lung cancer,
- May help people with advanced cancer by increasing appetite and reducing constipation and fatigue,
- Can help overweight cancer survivors lose weight and reduce the risk of cancer recurrence or even death,
- Is beneficial for patients during primary cancer treatment.

*Before you exercise, talk with your doctor about what is best for you.*

For more information, check out the American Cancer Society at [www.cancer.org](http://www.cancer.org)  
or the National Cancer Institute at [www.cancer.gov](http://www.cancer.gov) or call

**Toll-Free: 1-800-4 -CANCER (1-800-422-6237)**

**TTY: 1-800-332-8615**

## Resources for Movers

### Cardiovascular Disease and Physical Activity

Cardiovascular disease (CVD) affects the heart and blood vessels. It is the leading cause of death in Maine. CVD can lead to heart attacks and strokes.

#### **Research shows that regular physical activity can:**

- Cut the risk of CVD by half compared to people who do not exercise,
- Control your weight and reduce your chances of developing other conditions that may put a strain on your heart, such as high blood pressure, high cholesterol and diabetes,
- Help reduce stress, which may be a factor in CVD,
- Help protect against CVD and enhance patients' recovery from a heart attack.

The best exercise for the heart and lungs is aerobic activity, such as brisk walking, running, swimming, bicycling, roller-skating and jumping rope, done most days of the week for at least 30 minutes.

*If you are at risk for CVD or have had a heart attack, talk with your health care provider about developing an exercise plan.*

#### **Local Resources**

Maine Cardiovascular Health Council, [www.maineheart.org](http://www.maineheart.org)

*For more information, check out the American Heart Association website at [www.americanheart.org](http://www.americanheart.org).*

## Resources for Movers

### Diabetes and Physical Activity

Diabetes is a disease in which your body is unable to properly use and store glucose (a form of sugar). Glucose backs up in the bloodstream, causing your blood glucose or “sugar” to rise too high.

#### Signs and symptoms

- Frequent urination
- Frequent thirst
- Blurred vision
- Weight loss, increased hunger
- Increased/unexplained fatigue
- Wounds that don’t heal

#### Research has shown that physical activity can:

- lower your risk for heart disease and stroke,
- lower your blood glucose and your blood pressure,
- lower your bad cholesterol and raise your good cholesterol,
- improve your body’s ability to use insulin,
- keep your joints flexible and lower your risk of falling,
- help you lose weight and reduce your body fat,
- give you more energy and reduce your stress.

*Before exercise, talk with your doctor about what is best for you.*

#### Local Resources

##### Support Groups:

- Augusta      Fourth Monday of month, Granite Hill Estates, 621-9320
- Waterville      Second Monday or first Wednesday of month, Thayer Campus or Inland,  
872-1760 or 861-3351
- Skowhegan      First Tuesday of month, Redington-Fairview, 474-5121 ext. 261

##### Education:

- Diabetes and Nutrition Center (MaineGeneral), 872-1760 or 621-9320
- Diabetes and Nutrition Clinic (Sebasticook Valley Hospital), 487-5141 x 424
- Living Well with Diabetes (Inland), 861-5551
- Diabetes Education (Redington-Fairview), 474-5121 ext. 261

*For more information, check out the American Diabetes Association website at [www.diabetes.org](http://www.diabetes.org).*

**Activity Converted to Steps  
(I will insert these later)**

**Activity Converted to Steps**

# **LIVING A HEALTHY LIFE WITH CHRONIC CONDITIONS**

### How Does Move More Help Manage Chronic Disease?

Move More promotes physical activity and good nutrition in order to help people prevent chronic disease, but also to help people who have chronic diseases manage them better. That is why we periodically offer classes at doctor's offices and other community locations on how to manage these chronic diseases. We also have a network of people, just like you, around the county who are trained to teach the classes.

These classes are called Chronic Disease Self-Management: Living a Healthy Life with Chronic Conditions. You as a Mover can be trained to teach these classes and become a course leader. Also, your enrollees can participate in the actual classes.

### What is the Chronic Disease Self-Management Program?

The Chronic Disease Self-Management Program is a course given two hours, once a week, for six weeks, in community settings such as senior centers, churches, libraries and hospitals. People with different chronic health problems attend the course together. Courses are facilitated from a highly-detailed manual by two trained leaders, one or both of which have a chronic disease themselves. People attending the course receive a copy of the textbook, Living a Healthy Life with Chronic Conditions. Subjects that the course and textbook address include: 1) techniques to deal with problems such as frustration, fatigue, pain and isolation; 2) appropriate exercise for maintaining and improving strength, flexibility and endurance; 3) appropriate use of medications; 4) communicating effectively with family, friends and health professionals, 5) nutrition, and 6) use of community resources.

This course is effective because it is interactive. Attendees participate actively and the mutual support and success they experience during the course builds their confidence in their ability to manage their health and maintain active and fulfilling lives.

### Does the program replace existing programs and treatments?

The Chronic Disease Self-Management course will not conflict with existing programs or treatment. It is designed to enhance regular treatment and disease-specific education, such as cardiac rehabilitation or diabetes instruction. In addition, many people have more than one chronic condition. The program is especially helpful for these people, as it gives them the skills to coordinate all the things needed to manage their health and help them keep active in their lives.

### How do I know that the program works?

The program was developed by Stanford University's Division of Family and Community Medicine in the Department of Medicine and is based on extensive research and evaluation. People who take the program, when compared to people who do not, show significant improvements in exercise, cognitive symptom management, communication with physicians, self-reported general health, health distress, fatigue, disability and social/role activities limitations. They also spend fewer days in the hospital.

### How can I become involved?

If you are interested in becoming a course leader, you must go through 4½ days of training. You then will be ready to team-lead the course. Each trainee receives a detailed manual and a copy of the course textbook. If you would like more information about the Chronic Disease Self-Management Program, how you can become a trained leader or how it can be offered through your facility, please contact Natalie Morse, 872-1788 ([nmorse@mainegeneral.org](mailto:nmorse@mainegeneral.org)) or Jackie Flynn, 588-5020 ([jflynn@mainegeneral.org](mailto:jflynn@mainegeneral.org)).

**Living a Healthy Life**

**Self-Management Support Tool**

Name \_\_\_\_\_ Date \_\_\_\_\_ Phone \_\_\_\_\_

The healthy change I want to make is (be very specific: what, when, how, where, who often):

---

---

---

The things that could make it difficult to achieve my goal include:

---

---

---

My plan for overcoming these difficulties includes:

---

---

---

My confidence that I can achieve my goal (scale of 1-10 with 1 being not confident at all and 10 being extremely confident):

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---

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Review date \_\_\_\_\_ with \_\_\_\_\_

# **INFORMATION ON MOVE MORE**

## Information on Move More

### Move More History and Accomplishments

Move More is a physical activity and healthy weight workgroup developed by the Greater Waterville PATCH (Planned Approach To Community Health) in 1999, and adopted by Healthy Communities of the Capital Area (formerly Southern Kennebec Healthy Communities) in 2005. It is an informal collaborative group made up of people from schools, health clubs and fitness centers, healthcare workers from MaineGeneral Health and Inland Hospital, various social service agencies, Healthy Maine Partnership of Greater Waterville, Getting Healthy (Southern Kennebec's Healthy Maine Partnership) and business employee health workers. Move More addresses the major barriers most people face when trying to increase their levels of physical activity, including access to convenient facilities and safe environments in which to be active. Move More also works to promote healthy eating for people of all ages.

Move More serves the towns of Albion, Belgrade, Benton, Cambridge, China, Fairfield, Harmony, Oakland, Rome, Sidney, Vassalboro, Waterville and Winslow in Northern Kennebec County; Augusta, Chelsea, Clinton, Detroit, Farmingdale, Fayette, Gardiner, Hallowell, Litchfield, Manchester, Monmouth, Mount Vernon, Palmyra, Pittsfield, Pittston, Randolph, Readfield, Richmond, Ripley, St. Albans, Vienna, Wayne, West Gardiner, Windsor, Winthrop in Southern Kennebec County; and Anson, Athens, Bingham, Brighton (plantation), Canaan, Caratunk, Central Somerset Cornville, Embden, Highland (plantation), Jackman, Madison, Mercer, Moose River, Moscow, New Portland, Norridgewock, Pleasant Ridge (plantation), Skowhegan, Smithfield, Solon, Starks in Somerset County.

In 2002, Move More began an ongoing initiative to increase the number of community exercise settings, including indoor walking areas for use during winter months. This is a Centers for Disease Control (CDC) best practice for increasing physical activity. Move More has developed more than 30 maps of outdoor walking trails and has located opportunities for indoor walking in several towns. MaineGeneral Health provided the initial printing of 16,000 maps in December 2002. In 2003, Move More received a grant from the Maine Nutrition Network for the reproduction of 190 sets for display at health events, and for distribution to town offices, schools, churches and public libraries. They also are made available to area businesses for distribution to tourists and to agencies that provide services to individuals who receive or who are eligible for food stamps, such as Kennebec Valley Community Action Program (WIC Program), HealthReach (WIC Program), and local farmers' market. Map sets also have been distributed to physician offices through MaineGeneral Health, so physicians can provide maps to patients along with a "prescription to exercise" and the Physical Activity Resource Guide (see below). Maps are also included on some town websites.

In 2002, Move More developed the Physical Activity Resource Guide and provided 9,000 copies to physicians, schools, Healthy Horizons and other outpatient and community settings. This guide provides basic information at a low literacy level on the importance of physical activity and has been in great demand. A second, revised edition was printed in 2003. Move More completed a companion Nutrition Resource Guide in 2003 for distribution through the same channels. Move More updates the guides periodically and continues to reproduce and provide guides throughout the community.

In 2002, Move More developed "point of decision" prompts (signs), a CDC best practice, which were installed near elevators at MaineGeneral Medical Center buildings. In 2003, Move More received a mini-grant from the Maine Center for Public Health to produce additional signs to be used near elevators at Maine state buildings and MaineGeneral Medical Center buildings in northern and southern Kennebec County.

**Taking the Stairs Improves  
Health and Fitness**

**Your Heart  
Needs Exercise.  
Use the Stairs!**

**Improve your  
waistline.  
Use the Stairs!**

## More Information on Move More

In 2002, Move More used social marketing to target “health seekers” and the “maybe if it’s convenient to exercise” populations to increase their level of physical activity and was instrumental in the successful grant application to The Robert Wood Johnson Foundation’s Diabetes Initiative. The project focuses on the use of community volunteers to provide encouragement, advice and support to adults with diabetes as they strive to engage in physical activity 30 minutes per day, 5 days per week. The peer support provided by volunteers is a CDC best practice.

In 2004, Move More began recruiting and training Movers to provide peer support to all adults in the Maine General service area. Movers are volunteers who are “physical activity champions,” who know where physical activity resources are and who give pedometers, the Physical Activity Resource Guide and other materials about the importance of physical activity to people who enroll in the project. Movers are located at worksites, faith settings, healthcare settings, neighborhoods and in the community. Sustainability of the program rests on using volunteers in key settings where they can provide “natural” peer support. (Natural support means the type of support a person feels comfortable providing to peers at the worksite, church, community center, etc. If support isn’t “natural,” volunteers will not continue to provide it!) Sustainability also rests on the health system’s ability to devote limited resources to incentives, volunteer coordination and training.

In 2005, Move More began working on a Physical Activity Resource Guide for parents of young children. This work is part of Move More’s Start Fit, Stay Fit initiative to increase the physical activity levels and good nutrition of children age 0-5.

Move More’s website ([www.movemore.org](http://www.movemore.org)), completed in 2004, is updated monthly and contains information on physical activity and good nutrition, places to exercise, upcoming events and worksite wellness. Move More’s maps can be downloaded from the site.

## More Information on Move More

### Move More Today

Although Move More uses pedometers as a tool to enhance frequency and duration of physical activity, it is much more than a pedometer program. We work together to prevent disease and help people manage chronic disease by changing health behaviors, such as increasing physical activity, improving nutrition, and other health self-care skills.

All Move More activities are evidence-based and recommended by the Community Guide which is published by the CDC (see next two pages for more detail). The Community Guide systematically reviews the effectiveness of selected population-based interventions designed to increase levels of physical activity. The Community Guide ([www.communityguide.org](http://www.communityguide.org)) found strong evidence for the effectiveness of the following physical activity interventions.

- Community-wide campaigns
- Point-of-decision prompts
- Social support intervention in community settings
- Individually adapted health behavior change
- Creation of or enhanced access to places for physical activity, combined with informational outreach activities.

Move More has followed these guidelines in the development of all our interventions. We also encourage other organizations and community members to become physical activity champions and advocate for evidence-based interventions.

- **Community-wide campaigns.** The Move More program is a community-wide campaign that communicates tested social marketing messages about physical activity. The program gives people the information they need to eat well, be physically active, prevent chronic disease and manage chronic disease through various resources including Move More Guides, our website, [www.movemore.org](http://www.movemore.org), and volunteer outreach.
- **Point-of-decision prompts.** "Use the Stairs" signs were installed near elevators at MaineGeneral Medical Center buildings in 2002. In 2003, a mini-grant from the Maine Center for Public Health helped produce additional signs to be used near elevators at State of Maine and MaineGeneral Medical Center buildings in northern and southern Kennebec County.
- **Social support intervention in community setting.** Community volunteers called Movers and Lay Health Educators are trained to provide peer support to people who want to be more physically active. This helps build, strengthen and maintain social networks that provide supportive relationships for behavior change.
- **Individually adapted health behavior change.** Chronic disease self-management courses offered through physician offices and in community settings help people build confidence in their ability to manage their health and maintain active, fulfilling lives.
- **Creation of or enhanced access to places for physical activity combined with informational outreach activities.** Move More develops and promotes places in the community where people can be physically active. We develop and distribute maps of familiar in-town walking loops and lists of indoor winter walking spaces.

## More Information on Move More

### Community Guide In Depth [www.communityguide.org](http://www.communityguide.org)

#### 1. Informational Approaches

##### Community-wide campaigns

- These interventions were large-scale, intense, highly visible, community-wide campaigns with messages directed to large audiences through different types of media, including television, radio, newspapers, movie theaters, billboards and mailings.
- Community-wide campaigns were typically conducted as part of a multicomponent effort that also included strategies such as support or self-help groups, physical activity counseling, risk factor screening and education, community health fairs and other community events and environmental or policy changes such as the creation of walking trails.
- Interventions were evaluated as a "combined package" because the relative contributions of each individual component could not be assessed separately.

##### Point-of-decision prompts

- Point-of-decision prompts are signs placed by elevators and escalators that encourage people to use nearby stairs for health benefits or weight loss.
- These signs tell people about a health benefit from taking the stairs and/or remind people who already want to be more active that an opportunity to do so is at hand.
- Interventions evaluated were single-component interventions, in which placement of signs was the only action taken.

#### 2. Behavioral and social approaches

##### Social support intervention in community setting

- These interventions focus on changing physical activity behavior through building, strengthening and maintaining social networks that provide supportive relationships for behavior change (e.g., setting up a buddy system, making contracts with others to complete specified levels of physical activity, or setting up walking groups or other groups to provide friendship and support).
- Interventions included in the review involved either creating new social networks or working within existing networks in a social setting outside the family, such as in the workplace.

##### Individually adapted health behavior change

- Individually-adapted health behavior change programs teach behavioral skills to help participants incorporate physical activity into their daily routines. The programs are tailored to each individual's specific interests, preferences and readiness for change.
- These programs teach behavioral skills such as: 1) goal-setting and self-monitoring of progress toward those goals; 2) building social support for new behaviors; 3) behavioral reinforcement through self-reward and positive self-talk; 4) structured problem solving to maintain the behavior change; and 5) prevention of relapse into sedentary behavior.
- The evaluated interventions were delivered to people either in group settings or by mail, telephone or directed media.

##### School-based physical education

- To increase the amount of time students spend doing moderate or vigorous activity in physical education (PE) class, these programs seek to change PE curricula by making classes longer or having students be more active during class.

## More Information on Move More

- Interventions reviewed included changing the activities taught (e.g., substituting soccer for softball) or modifying the rules of the game so students are more active (e.g., in softball, have the entire team run the bases together when the batter makes a base hit). Many interventions also included health education.

### 3. Environmental and policy approaches

#### **Creation of or enhanced access to places for physical activity combined with informational outreach activities.**

- These interventions involve the efforts of worksites, coalitions, agencies and communities in attempts to change the local environment to create opportunities for physical activity.
- Such changes include creating walking trails, building exercise facilities or providing access to existing nearby facilities.
- Many of these programs also train participants to use the equipment and offer health behavior education, risk factor screening, referrals to physicians or additional services, health and fitness programs and support or buddy systems. These multicomponent programs were evaluated as a "combined package" because it was not possible to separate out the effects of each individual component.

#### **Street-scale urban design and land use policies and practices**

- These interventions involve street-scale urban design and land use policies that support physical activity in small geographic areas, generally limited to a few blocks.
- The interventions involve the efforts of urban planners, architects, engineers, developers and public health professionals.
- Policy instruments employed include building codes, roadway design standards and environmental changes.
- Design components include improved street lighting, infrastructure projects to increase safety of street crossing, use of traffic-calming approaches (e.g., speed humps, traffic circles) and enhanced street landscaping.

#### **Community-scale urban design and land use policies and practices**

- These interventions involve community-scale urban design and land use policies that support physical activity in urban areas of several square miles or more.
- The interventions involve the efforts of urban planners, architects, engineers, developers and public health professionals.
- Design elements include the proximity of residential areas to stores, jobs, schools and recreation areas; the continuity and connectivity of sidewalks and streets; and the aesthetic quality and safety aspects of the physical environment.
- Policy instruments employed include zoning regulations, building codes, other governmental policies and builders' practices.

### 4. Insufficient evidence exists to support

- Classroom-based health education focused on providing information
- Mass media campaigns
- Classroom-based health education focused on reducing television viewing and video game playing
- College-based health education and physical education
- Family-based social support
- Transportation and travel policies and practices

# **SOCIAL MARKETING MESSAGES**

# "Move More"

[www.movemore.org](http://www.movemore.org)



You can prevent diabetes and other chronic diseases by taking walking breaks and doing walking meetings at work.

Keep track of your minutes!

We have pedometers and other tools to help you.

*For more information about  
Move More, call  
872-1789, 624-4325 or 474-7473.*

# "Move More"

[www.movemore.org](http://www.movemore.org)



Just 150 minutes of walking a week, 10 minutes at a time, can prevent diabetes and other chronic diseases.

We have ideas about how to fit exercise into your busy schedule.

Call Move More for some free motivation!

*For more information about  
Move More, call  
872-1789, 624-4325 or 474-7473.*

# "Move More"

[www.movemore.org](http://www.movemore.org)



Your doctor told you to exercise, and you keep thinking, "How can I find the time and the motivation?"

Walking with family or friends can really help you achieve your physical activity goals.

Your family needs you!

Call Move More for some free motivation!

*For more information about  
Move More, call  
872-1789, 624-4325 or 474-7473.*

“Move More”

**Sponsors**

