



**Get Fit  
MARYLAND**

## Get Fit Maryland™

*Building a Healthy Community  
One Step at a Time*

Anne D. Williams, RN, MS  
HCEA Annual Conference  
September 18, 2008  
8:30 – 9:45 am

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### Introduction – Rationale



*Health care experts state that more than 60% of the US adult population is overweight or obese. The Centers for Disease Control estimate the nation spends more than \$85 billion dollars each year on obesity-related costs. For the nation's children, the same trends are occurring. More than 16% of children 6-19 years of age are overweight or obese, which is a number that has more than tripled since 1980. Obesity-associated costs for children and youth have risen to \$197 million in 1997-1999, and overweight adolescents have a 70% chance of becoming overweight or obese adults.*

*American adults need to get 30 minutes or more per day of moderate physical activity or 10,000 steps per day to prevent weight gain and to prevent diabetes and heart disease. Children need 60 minutes or more per day of physical activity. Typically, adult step counts are half of the daily recommendation or less. By adding just 2,000 extra steps to daily activities and working toward the daily goal of 10,000 steps (13,000 for children), participants can make a big impact on improving their overall health and reducing their risk of diabetes and cardiovascular disease.*

*Obesity in this country kills more people than AIDS, breast, lung, and prostate cancers combined.*

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### Program Overview



Designed by athletic trainers in conjunction with faculty physicians from the University of Maryland School of Medicine, and led by a masters-prepared registered nurse and community health educator, the **Get Fit Maryland™** program uses pedometers, seminars, information, incentives, and experts to....

- **educate** Maryland residents about obesity,
- **encourage increased daily physical activity** in a safe and reasonable fashion, and
- **support participants' efforts to lose weight** or maintain a healthy weight through balance of sensible nutrition and daily physical activity.

Get Fit Maryland™ is a partnership between the University of Maryland Medical Center, the University of Maryland School of Medicine, and Merritt Athletic Clubs to combat obesity and reduce the related risks of diabetes and heart disease in Maryland residents.



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## Program Goal - Walk More... Get Fit!



The Get Fit Maryland is a 12-week pedometer-based walking program which utilizes pedometers, daily recording, fitness center resources, monthly incentives, and educational materials featuring physicians and other health professionals.

All registered participants received a Get Fit Maryland walking kit (that includes items such as the following) as well as monthly completion incentives:

- Get Fit Maryland Backpack
- Get Fit Maryland pedometer to count steps
- Logbooks to record daily progress
- Pen
- Free 30-day Merritt Athletic Club Membership Pass
- Exercise and nutrition information (including weekly Health-E Bytes messages)
- Coupons and more!



- Monthly Incentives include:
- Water bottle carabiner clip
  - Frisbee, Water Bottle
  - T-shirt

**Total value of program incentives \$400!**

Opportunity to win additional exciting raffle prizes!

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## Marketing Mix/Strategy (aka 4Ps)



- ◆ Product – Branding, Functionality, Quality, Appearance, Packaging
- ◆ Price - \$\$, Market tolerance, Discounts, Funding options
- ◆ Place – Locations, Logistics, Market Coverage
- ◆ Promotion – Message, Public Relations, Advertising

Plus 1!

- ◆ (Performance Evaluation) – Outcomes, Consumer Satisfaction

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## Your Turn



Work individually or in pairs to begin the development of an Action Plan to address a health problem or disparity in your community.

- ◆ Community Health Problem
- ◆ Mission Statement
- ◆ Target Audience
- ◆ What's your Message or Call to Action?

6

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## Performance Evaluation



Measures of success for **Get Fit Maryland™** include financial, quantitative, and qualitative measures. All measures were collected and analyzed for each year. The following pages include a summary of those measures as well as several notable awards and media coverage which the program has received over the past three years.

*The first two years, weight loss with adult participants was measured, but this was not measured in the most recent year with the elementary school students. Steps were more closely measured in this population, and therefore daily physical activity was the main objective with this population. This was deliberately done so that weight loss was not seen as the primary objective with the students, which might cause concerns for young girls.*

Qualitative measures were completed by using an online survey of all participants for the first two years. Get Fit Kids used a conventional, child-friendly paper survey for children as well as a teacher survey.

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## GFM "Track Record"



Since 2005.....

• **7,874 registered participants** including 674 Get Fit Kids participants (3rd – 5th graders)

• **1,526 total pounds lost** (as reported by 354 adult survey respondents)

### ADULTS

**ROI = 4:1**

- 55% reported that the program helped their awareness of their daily activity/steps "A Great Deal"
- 43% reported "A lot" of increased endurance.
- 74% of survey respondents completed the 3-month program
- **95% of survey respondents reported that they would continue daily walking even though the program was over.**
- Overall Satisfaction with the program was 3.56 (on a 5-pt Likert scale); 54% rated it Excellent and Very Good.

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## GFK "Track Record"



### KIDS

**ROI = 56:1**

- 41% of the elementary school students completed the entire 3-month program.
- **Over 90 million steps logged by Get Fit Kids participants in 3 months!**
- **95% of students reported that the program helped them increase their daily activity AND that they would continue to exercise daily for 1 hour after the program is over.**
- 95% of students reported Overall Satisfaction with the program was 4.74 (on a 5-pt. Likert scale); 98% rated it "Awesome" and "Fun".
- **74% of teachers thought that the program helped their students learn about the importance of daily physical activity.**

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## GFM "Track Record"



### Past Media Coverage

*Fitness Business Pro, Fitness Management Magazine, MD School of Medicine News, The Baltimore Sun, The Daily Record, Baltimore Examiner, Carroll County Times, Aspire Magazine, Baltimore Times, Baltimore City Public Schools Newsletter, WJZ, WBAL, WMAR, Comcast, CBS Radio, WYPR*

### Awards

**November 2007:** Winner of the National *Innovations in Prevention Award*. US Department of Health and Human Services and the CDC: FAITH-BASED AND COMMUNITY-BASED AWARD

**July 2007:** Wellness and Weight Management Programming or Service Category for the Mid Atlantic Club Management Association, MACMA AWARD OF EXCELLENCE

**April 2006:** Recognized as one of *The Daily Record's* Health Care Heroes: COMMUNITY OUTREACH WINNER

**March 2006:** Recipient of the Nova7 award for Category No. 4: EVENTS, CLASSES & COMMUNITY OUTREACH

**September 2005:** Recipient of the Best of the Best award from Club Industry Magazine for: BEST SPECIALIZED PROGRAM FOR THE OBESE POPULATION

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## Your Turn



Work individually or in pairs to begin the development of an Action Plan to address a health problem or disparity in your community.

- ◆ Community Health Problem
- ◆ Mission Statement
- ◆ Target Audience
- ◆ What's your Message or Call to Action?
  
- ◆ Performance Evaluation Plan
- ◆ Marketing Strategy (4 Ps)

11

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## Sponsorship



A number of leading local and national companies and organizations are already involved in sponsoring this award-winning program and can take advantage of numerous public relations and marketing opportunities.



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## Lessons Learned



Get Fit  
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- ◆ Know your target population
- ◆ Evaluate program outcomes and use them for program improvements
- ◆ Never compromise your product or services especially once it's branded
- ◆ Search for funding opportunities and/or in-kind donations
- ◆ Network, Network, Network.....

13

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*"Get Fit Maryland is an example of how a targeted program can encourage people of all ages to make healthy lifestyle decisions. That the program has gained such interest by diverse organizations is a testament to its effectiveness."*

*- Mike Leavitt, Secretary, US Department of Health and Human Services*

### Get Fit Maryland Leadership:

**Verlyn Warrington, MD**, Assistant Professor, Department of Family & Community Medicine, University of Maryland School of Medicine (UMSOM)  
**Jennifer Litchman, MA**, Assistant Dean Public Affairs, UMSOM  
**Heather Graham, MA**, Manager, Public Relations, UMSOM

**Terry Dezutti**, Chief Operating Officer, Merritt Athletic Clubs  
**Mark Miller MS, ATC**, Vice President of Operations, Merritt Athletic Clubs  
**Donyel Hood**, Marketing Director, Merritt Athletic Clubs

**Anne Williams RN, MS**, Manager, Patient Resource Center, UMMC  
**Mariellen Synan**, Manager, Community Outreach, UMMC  
**Amy Jarboe**, Associate Director of Development/Philanthropy, UMMC

14

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## More Information



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- ◆ US Dept of Health and Human Services (2005). Dietary Guidelines for Americans, [www.healthierus.gov/dietaryguidelines](http://www.healthierus.gov/dietaryguidelines) .
- ◆ Marketing Mix (4Ps), Retrieved from [www.12manage.com](http://www.12manage.com) on July 25, 2008.
- ◆ Council on Sports Medicine and Fitness and Council on School Health, (2006). Active Healthy Living: Prevention of Childhood Obesity through Increased Physical Activity, American Academy of Pediatrics, Pediatrics, Volume 117, Number 5, 1834-1842.
- ◆ Duncan, J. Scott et al (2006). Step Count Recommendations for Children based on Body Fat, Preventive Medicine.
- ◆ Strong, W.B. et al (2005). Evidence-based Physical Activity for School-Age Youth, The Journal of Pediatrics, June, p. 732-737.
- ◆ [www.smallsteps.gov](http://www.smallsteps.gov)
- ◆ [www.cdc.gov](http://www.cdc.gov)

For more information, log onto:  
[www.getfitmaryland.org](http://www.getfitmaryland.org)

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