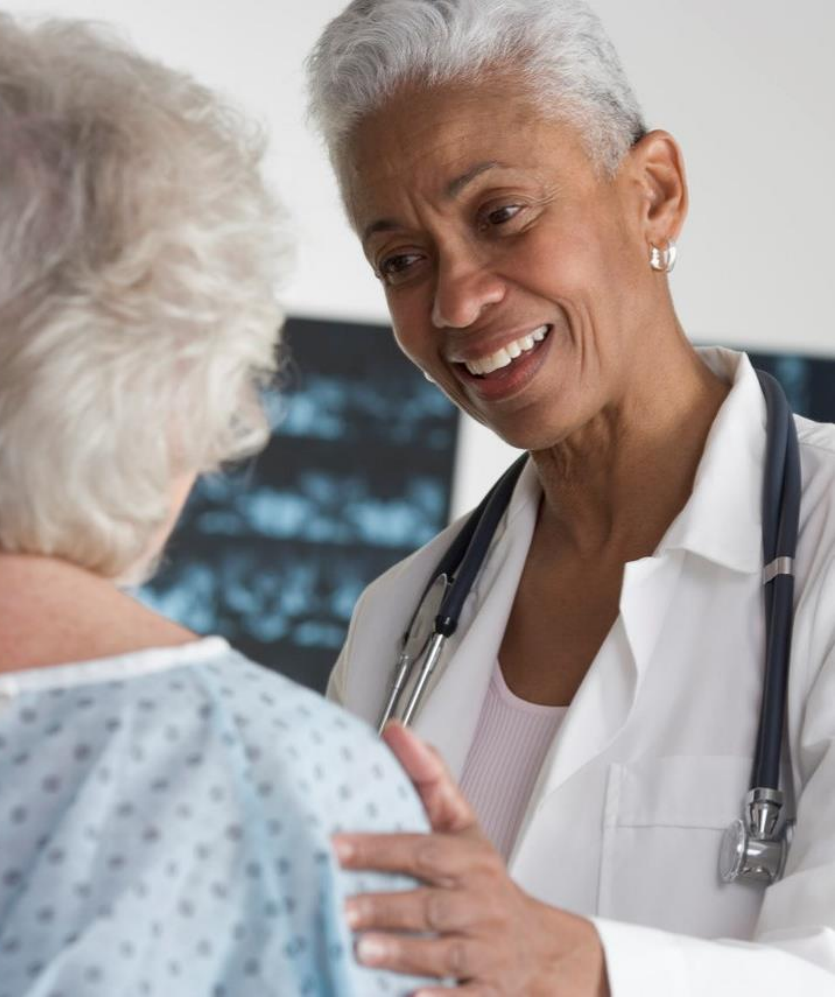


CABARRUS REACH PROJECT
CLINICAL, COMMUNITY & FAITH BASED PHYSICAL ACTIVITY

JESSICA MONTANA, MPH, CHES

cha CABARRUS HEALTH ALLIANCE

CDC DISCLOSURE

- This presentation was supported by the Grant or Cooperative Agreement Number, 1 U58 DP005726, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official view of the Centers for Disease Control and Prevention or the Department of Health and Human Services

PRESENTATION “TAKE AWAYS”

- Physical activity assessment, prescription and referral in clinical settings can increase **awareness** of recreational spaces.
- Connecting with clinical providers can increase **utilization** of existing recreational spaces.
- Open use in faith based settings is a means to increase **access** to places for physical activity.

REACH

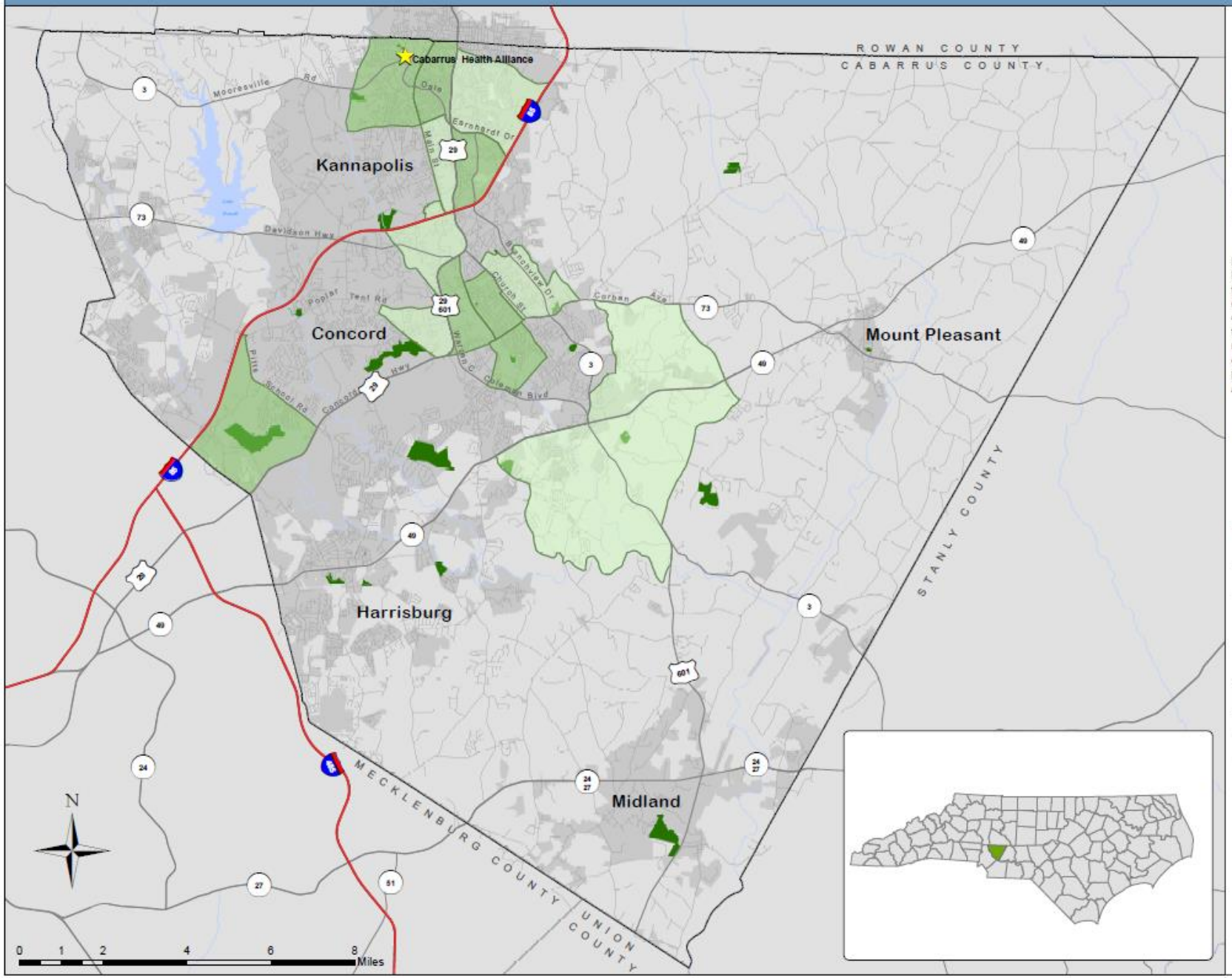
Racial and Ethnic Approaches to Community Health

DEPARTMENT OF HEALTH & HUMAN SERVICES · USA

CDC

CABARRUS COUNTY, NORTH CAROLINA

CABARRUS HEALTH ALLIANCE



REACH Target Census Tract

- Primary
- Secondary

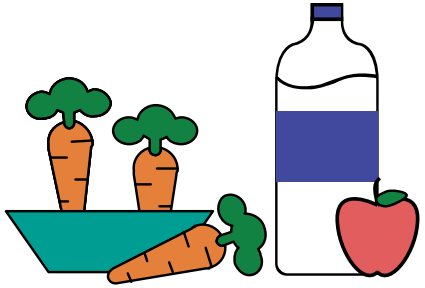
REACH, which stands for Racial and Ethnic Approaches to Community Health, is a program designed to address racial and ethnic health gaps. Target census tracts were chosen based on the number of low income families, educational attainment, and the proportion of population that is African American or Hispanic/Latino.

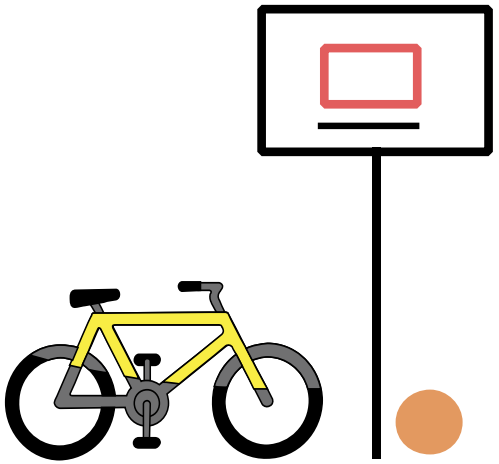
Features

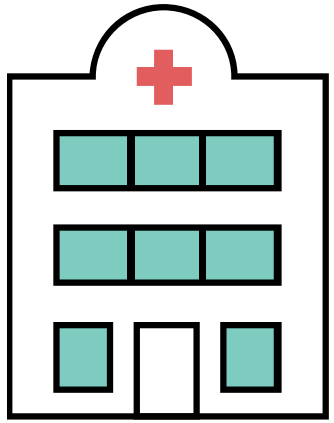
- Cabarrus Health Alliance
- Interstate
- Highway
- Road
- Lake
- Park
- County Boundary
- Municipal District

Map By: Katie Zager, March 2015
Data: Cabarrus County GIS, Cabarrus Health Alliance

CABARRUS REACH OVERARCHING OBJECTIVES

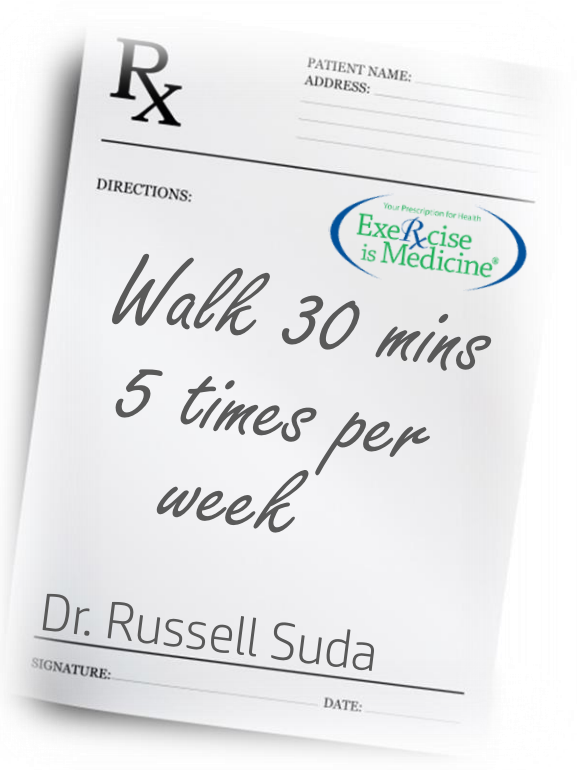




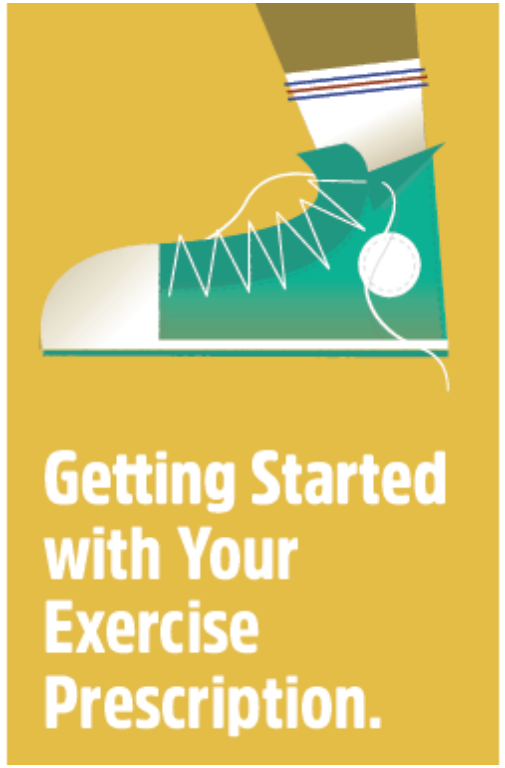


CABARRUS REACH PHYSICAL ACTIVITY INITIATIVES

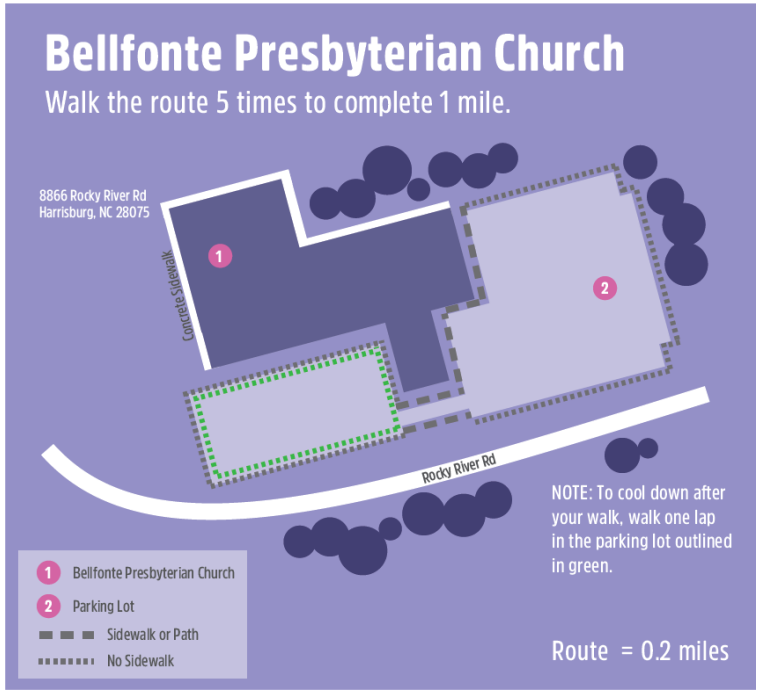
EXERCISE IS MEDICINE® PRESCRIPTIONS



EXERCISE IS MEDICINE® REFERRAL AND RESOURCE NETWORK



OPEN USE POLICIES IN FAITH BASED SETTINGS



NOTE: SRTS/ARTS and city planning are additional PA initiatives not included in this presentation.

EXERCISE IS MEDICINE®

A global health initiative launched by ACSM and AMA in 2007.

3-Step model:

- PA Assessment
- PA Prescription
- PA Referral

EIM IMPLEMENTATION

EIM Locations and Reach					
	Cabarrus Rowan Community Health Centers, inc.	The Community Free Clinic	cha CABARRUS HEALTH ALLIANCE	Faith Community Health Ministry	All Sites
# of locations	4	1	1	5	11
# African American patients	1,359	233	1,262	758	3,612
# Hispanic / Latino patients	3,373	179	1,951	50	5,553

PATIENT MATERIALS DEVELOPED (ALSO AVAILABLE IN SPANISH)

Date: ____/____/____ The Community Free Clinic

Patient's name: _____ DOB: ____/____/____

Walk or exercise _____ minutes _____ days per week

for a total of _____ minutes per week.

Remember, you don't have to do all of your activity at once. Try three, 10 minute sessions throughout the day for a total of 30 minutes.

Ask about The Community Free Clinic's Free Exercise Class

Provider Signature: _____

Your Prescription for Health: ExeRcise is Medicine®

For office use only:

How many days/week of moderate to strenuous exercise? 0 1 2 3 4 5 6 7

How many minutes per day? 0 10 20 30 40 50 60 90 120 or 150 or greater

Referral CFC Other _____

Find more exercise resources by clicking on the icon at www.cabarrushealth.org/EIM

Patient's name: _____

Date: ____/____/_____

Your Prescription for Health: ExeRcise is Medicine®

Walk or exercise _____ minutes _____ days per week

for a total of _____ minutes per week.

At _____

See your Activity Log for more information about your prescription.

Ask about Free Exercise Classes at this Church

DOB: ____/____/____ Height: _____ Weight: _____ BP: ____/____

Find more exercise resources by clicking on the icon at www.cabarrushealth.org/EIM

Ask your doctor about your exercise prescription today!

Start your exercise program now!

Take one of the Aerobic, Strengthening and Stretching brochures below.

Encuentre folletos en español en la parte de atrás de este anuncio.

cha CABARRUS HEALTH ALLIANCE

Made possible with funding from the Centers for Disease Control and Prevention.

Learn more about the health benefits of exercise at: www.cabarrushealth.org/EIM

Your Prescription for Health: ExeRcise is Medicine®

Exercise Basics

So, you don't have time for an hour-long aerobics class? You can't squeeze in 30 to 40 minutes on the treadmill? That's ok. Recent research has shown that getting the exercise our bodies need is a lot easier and quicker than we once thought.

Looking at Exercise in a New Way

Take It Easy
Many experts now say that moderate exercise can benefit you as much as intense exercise.

Get Your Exercise Bit by Bit
Research has shown that you don't have to fit your daily exercise into one session. Instead, you can split your workout into short sessions spread out throughout the day.

The Three-Part Exercise Program

To be complete, your exercise program should combine the three types of exercise discussed below.

1. **Aerobic** (at least 150 minutes per week)
2. **Muscle Strengthening** (2 days a week)
3. **Stretching** (5-10 minutes a day)

Aerobic Activity Essentials

Before you begin, make sure you can do it safely and effectively. Aerobic activity, or cardio, is any activity that gets you breathing harder and your heart beating faster. It includes activities such as taking a brisk walk, swimming, or dancing.

1. **Do 5 Days Per Week, 30 Minutes per Day.** The National Physical Activity Guidelines recommend at least 150 minutes - or 2 hours, 30 minutes - of moderate intensity aerobic activity per week. The best way to reach those 150 minutes is to walk 5 days per week, 30 minutes per day.
2. **Use the Talk Test.** The Talk Test is an easy way for you to know the intensity of your aerobic activity. Intensity is how hard your body is working during the activity. In general, if you are doing moderate intensity activity you can talk, but not sing during the activity.
3. **Challenge Yourself.** For your safety and health it is important to feel comfortable doing moderate activities before moving up the intensity. However, gradually replacing moderate activities such as brisk walking with vigorous activities that take a lot more effort such as jogging will give you the same health benefits in half the time!
4. **Build it into your daily routine.** Two hours and 30 minutes may sound like a long time, but if you break it up into 10 minutes in the morning, 10 minutes at lunch and 10 minutes after dinner you will reach your goal in no time!

Exercise is Medicine

Aerobic Activity

Patient Name:

Date of Prescription:

Find exercise videos and links to community resources that can help you with your physical activity plan at www.cabarrushealth.org/EIM/resources.

www.cabarrushealth.org/EIM

cha CABARRUS HEALTH ALLIANCE

This campaign is made possible by the Center for Disease Control and Prevention

Your Prescription for Health: ExeRcise is Medicine®

Learn more about the health benefits of exercise at: www.cabarrushealth.org/EIM

The Benefits of Aerobic Activity

Doing moderate intensity aerobic activity such as brisk walking can help control your weight and help you live longer. It can also lower your risk of heart disease, diabetes and some cancers. Regular aerobic activity can even strengthen your muscles and bones and improve your mental health and mood.

Getting Started

- Start with a least 5 minutes per day, 3 days per week.
- After 2 weeks, add 5-10 minutes to your walk each day.
- When you reach 30 minutes per day, 3 days a week, add 1-2 more days until you reach 2 hours, 30 minutes a week.

Activity Log

WEEK	SUN	MON	TUES	WED	THURS	FRI	SAT
SAMPLE							
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							

EXERCISE VIDEOS ONLINE

STRETCHING

Hamstring Stretch

Jennifer West, Cabarrus Health Alliance Exercise Physiologist and REACH Program Manager

Child's Pose

Carly Waller, Cabarrus Health Alliance Women's Health Nurse Supervisor

Hip and Lower Back Stretch

Suzanne Knight, Cabarrus Health Alliance Clinical Director

Chest Stretch

Dr. Russell Suda, Cabarrus Health Alliance Medical Director

MUSCLE STRENGTHENING

Strength Training Introduction Video

Chair Squat

Greg Stewart, Cabarrus Health Alliance Health and Wellness Coach

Back Row

Jennifer West, Cabarrus Health Alliance Exercise Physiologist and REACH Program Manager

CABARRUS HEALTH ALLIANCE

The Public Health Authority of Cabarrus County

EN ESPAÑOL | Search | SHARE | SITE TOOLS

Clinical & Dental Services | Community Health | Environmental Health | Public Health Information | How Do I...?

- EIM Homepage
- Community Walking Maps
- Stretching Video Series - English
- Stretching Video Series - en Español
- Muscle Strengthening Video Series - English
- Muscle Strengthening Video Series - en Español

INTERNATIONAL TRAVEL

DENTAL SERVICES

RESOURCE CAFÉ

HEALTHY CABARRUS

NOTIFY ME®

REPORT A CONCERN

You Are Here: Home › Community Health › Wellness › Exercise is Medicine › Resources

View archive

Resources

Resources to help you meet the guidelines

Physical Activity Brochure Series:

Aerobic Activity Log – helps you track your total minutes of aerobic activity each day (en Español)
Stretching Brochure (en Español)
Stretching During Pregnancy Brochure (en Español)
Muscle Strengthening Activities Brochure (en Español)

Find Free Local Resources:

Find Your Fit – helps citizens locate a park or recreation facilities and obtain information about recreation activities in Cabarrus County
Community Walking Maps – includes easy to use community walking maps with mile markers. Locations include churches, small neighborhoods, and local parks and are open to the public
Kaboom Map of Play – list of local playgrounds open to the public
Free exercise classes – list of free exercise classes at local churches

Workout From Home:

Stretching Video Series – English
Stretching Video Series – en Español
Muscle Strengthening Activities Videos Series – English
Muscle Strengthening Activities Video Series – en Español
Physical Activity Basics Video Series

ADDITIONAL BROCHURES, RESOURCES AND VIDEOS AVAILABLE ONLINE

www.cabarrushealth.org/EIM/resources

CABARRUS EIM REFERRAL AND RESOURCE NETWORK

SUPERVISED PLUS REFERRAL SITES

- Fitness facilities, programs, and/or classes that receive referrals for patients that meet their referral requirements.
- Have certified exercise professionals on staff trained to meet the needs of the referred patient.

Include: Carolinas Healthcare System Wellness Center and Cannon YMCA

SUPERVISED SITES

- Fitness facilities, programs, and/or classes that have certified exercise professionals on staff trained to meet the needs of the general population.

Include: Cabarrus County Active Living and Parks, local gyms, Rowan Cabarrus Community College Healthy Living programs.

UNSUPERVISED SITES

- Fitness facilities, programs, and/or classes that may not have certified exercise professionals on staff.

Include: Churches with free exercise classes, parks, recreation centers, trails, etc.

PATIENT HANDOUT

Physical Activity Resources

Supervised

Fitness facilities, programs, or classes that have certified fitness professionals on staff and charge a fee.

Cabarrus County Active Living and Parks
331 Corban Ave SE, Concord, NC 28025
704-403-9250

Carolinas HealthCare System Wellness Center
1090 NorthEast Gateway Ct. Ste. 102,
Concord, NC 28025
(704) 403-9250

Rowan-Cabarrus Community College
Personal Enrichment and Healthy Living
1531 Trinity Church Rd., Concord, NC 28027
1333 Jake Alexander Blvd., Salisbury, NC 28146
(704) 216-3552

Cannon YMCA
West Cabarrus
5325 Langford Ave., Concord, NC 28027
(704)795-9622

Kannapolis
101 YMCA Drive, Kannapolis, NC 28081
(704) 939-9622

Harrisburg
4100 Main St. Ste. 200, Harrisburg, NC 28075
(704) 454-7800

Unsupervised

Fitness facilities, programs, or classes that may not have certified fitness professionals on staff and do not charge a fee.

Free Exercise Classes

Bellfonte Presbyterian Church
8866 Rocky River Rd., Harrisburg, NC 28075
(704) 441-4197

Cabarrus Health Alliance - Community Free Yoga
300 Mooresville Rd., Kannapolis, NC 28081
(704) 920-1000
yoga@cabarrushealth.org

Centergrove Road Church of Christ
2304 Centergrove Rd., Kannapolis, NC 28083
(704) 796-8118

First Missionary Baptist Church
59 Chestnut Dr. SW, Concord NC 28025
(704) 786-6017

Forest Hill United Methodist Church *chair aerobics only
11 Elm Ave, Concord, NC 28025
(704) 782-1109

Macedonia Missionary Baptist Church
6734 Macedonia Church Rd, Concord, NC 28025
(704) 786-7308

Price Memorial AME Zion Church
192 Spring St. SW, Concord, NC 28025
(704) 786-6818

Templo Redención–Hablamos español
1027 Rockland Cir. SW, Concord, NC 28027
(704) 441-4197

Zion Wesley AME Zion Church
9001 Reid St., Mt. Pleasant, NC 28124
(704) 436-9753

Your Prescription for Health
ExeRxcise is Medicine® Network

See reverse side for additional unsupervised recreational resources.

Physical Activity Resources

Recreational

Concord

Academy Recreation Center 147 Academy Ave. NW

Camp T.N. Spencer Park 3155 Foxford Rd.

James L. Dorton Park 5790 Poplar Tent Rd.

Frank Liske Park 4001 Stough Rd.

Hartsell Recreation Center 60 Hartsell School Rd.

Harold B. McEachern Greenway
Enter at Les Myers Park or J.W. McGee Park

Hector Henry Greenway 1215 Moss Farm St.

J.W. (Mickey) McGee Park 219 Corban Ave. SE

Les Myers Park 228 Lawndale Ave.

Logan Multi-Purpose Center 184 Booker St. SW

Marvin Caldwell Park 362 Georgia St. SW

Senior Center - Concord 331 Corban Ave. SE

Vietnam Veterans Park 760 Orphange Rd.

Kerr Street United Methodist Church
5790 Poplar Tent Rd.

Mount Pleasant

Buffalo Creek Preserve Trail 7911 Malibu Rd.

Senior Center - Mt. Pleasant 8615 Park Dr.

Kannapolis

Bakers Creek Park 1275 West A St.

Village Park 700 West C St.

Walter M. Safrit Park 1314 Bethpage Rd.

Harrisburg

Harrisburg Park 191 Sims Pkwy.
Pharr Mill Park 6775 Pharr Mill Rd.
Stallings Road Park 4050 Stallings Rd.

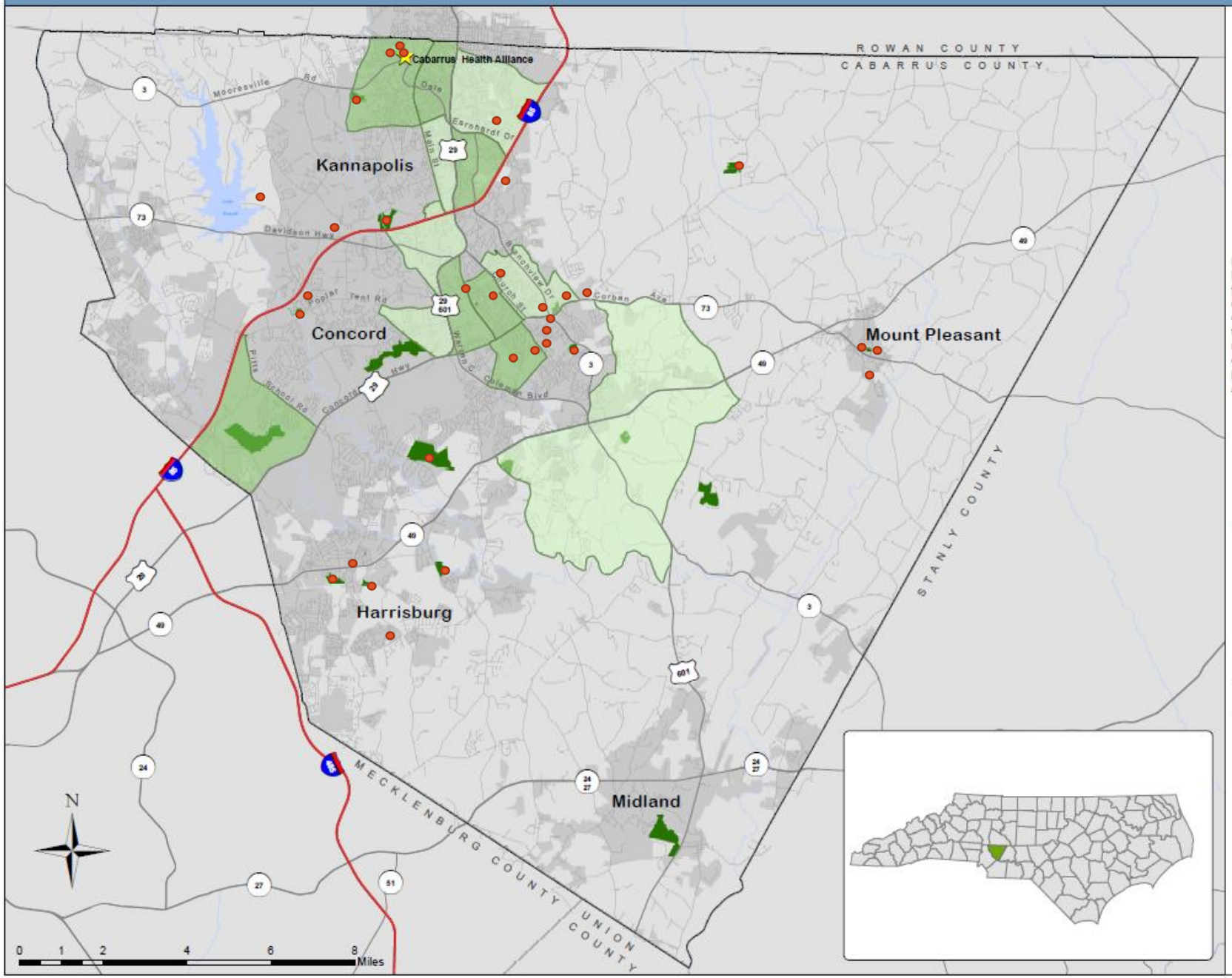
Facilities Key

- Swimming Pool
- Outdoor Walking Paths Greenway Access
- Soccer Fields
- Basketball Courts
- Weight Rooms Fit Stations
- Cardio Equiptment
- Bike Trails
- Game Rooms
- Playground
- Exercise Classes
- Softball Fields
- Volleyball Courts

For more information please call 704-920-1337 or visit www.cabarrushealth.org/EIM/resources

CABARRUS COUNTY, NORTH CAROLINA

CABARRUS HEALTH ALLIANCE



REACH Target Census Tract

- Primary
- Secondary

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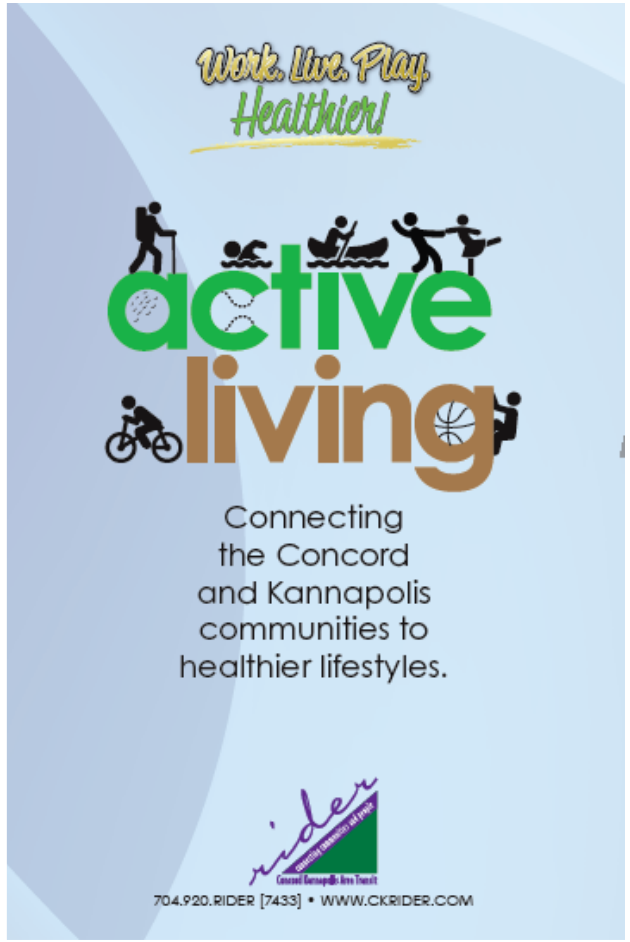
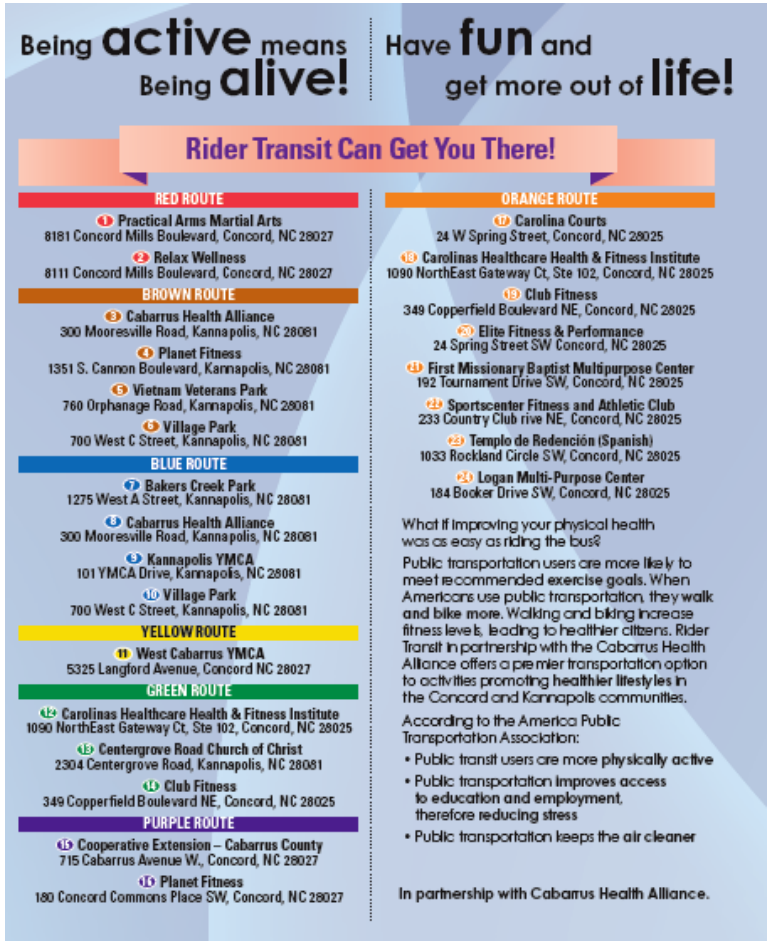
- Interstate
- Highway
- Road
- Lake
- Park
- County Boundary
- Municipal District

Map By: Katie Zager, March 2015
Data: Cabarrus County GIS, Cabarrus Health Alliance

CONNECTIONS TO PUBLIC TRANSIT





Being **active** means Being **alive!**

Have **fun** and get more out of **life!**

Rider Transit Can Get You There!

RED ROUTE

1. **Practical Arms Martial Arts**
8181 Concord Mills Boulevard, Concord, NC 28027
2. **Relax Wellness**
8111 Concord Mills Boulevard, Concord, NC 28027

BROWN ROUTE

3. **Cabarrus Health Alliance**
300 Mooresville Road, Kannapolis, NC 28081
4. **Planet Fitness**
1351 S. Cannon Boulevard, Kannapolis, NC 28081
5. **Vietnam Veterans Park**
760 Orphanage Road, Kannapolis, NC 28081
6. **Village Park**
700 West C Street, Kannapolis, NC 28081

BLUE ROUTE

7. **Bakers Creek Park**
1275 West A Street, Kannapolis, NC 28081
8. **Cabarrus Health Alliance**
300 Mooresville Road, Kannapolis, NC 28081
9. **Kannapolis YMCA**
101 YMCA Drive, Kannapolis, NC 28081
10. **Village Park**
700 West C Street, Kannapolis, NC 28081

YELLOW ROUTE

11. **West Cabarrus YMCA**
5325 Langford Avenue, Concord NC 28027

GREEN ROUTE

12. **Carolinas Healthcare Health & Fitness Institute**
1090 NorthEast Gateway Ct, Ste 102, Concord, NC 28025
13. **Centergrove Road Church of Christ**
2304 Centergrove Road, Kannapolis, NC 28081
14. **Club Fitness**
349 Copperfield Boulevard NE, Concord, NC 28025

PURPLE ROUTE

15. **Cooperative Extension – Cabarrus County**
715 Cabarrus Avenue W., Concord, NC 28027
16. **Planet Fitness**
180 Concord Commons Place SW, Concord, NC 28027

ORANGE ROUTE

17. **Carolina Courts**
24 W Spring Street, Concord, NC 28025
18. **Carolinas Healthcare Health & Fitness Institute**
1090 NorthEast Gateway Ct, Ste 102, Concord, NC 28025
19. **Club Fitness**
349 Copperfield Boulevard NE, Concord, NC 28025
20. **Elite Fitness & Performance**
24 Spring Street SW Concord, NC 28025
21. **First Missionary Baptist Multipurpose Center**
192 Tournament Drive SW, Concord, NC 28025
22. **Sportscenter Fitness and Athletic Club**
233 Country Club rive NE, Concord, NC 28025
23. **Templo de Redención (Spanish)**
1033 Rockland Circle SW, Concord, NC 28025
24. **Logan Multi-Purpose Center**
184 Booker Drive SW, Concord, NC 28025

What if improving your physical health was as easy as riding the bus?

Public transportation users are more likely to meet recommended exercise goals. When Americans use public transportation, they walk and bike more. Walking and biking increase fitness levels, leading to healthier citizens. Rider Transit in partnership with the Cabarrus Health Alliance offers a premier transportation option to activities promoting healthier lifestyles in the Concord and Kannapolis communities.

According to the America Public Transportation Association:

- Public transit users are more physically active
- Public transportation improves access to education and employment, therefore reducing stress
- Public transportation keeps the air cleaner

In partnership with Cabarrus Health Alliance.

CABARRUS HEALTH ALLIANCE

Public Health Assessment and Wellness

LEARNING CENTER

This Web site is a resource for individuals, families and agencies concerned with community health. It provides information about community health services, laws, and related news, as well as communication tools and other features. Regardless of where you begin your search for assistance with community health issues, the Network of Care helps you find what you need. It helps ensure that there is "No Wrong Door" for those who need services.

COMMUNITY ANNOUNCEMENTS

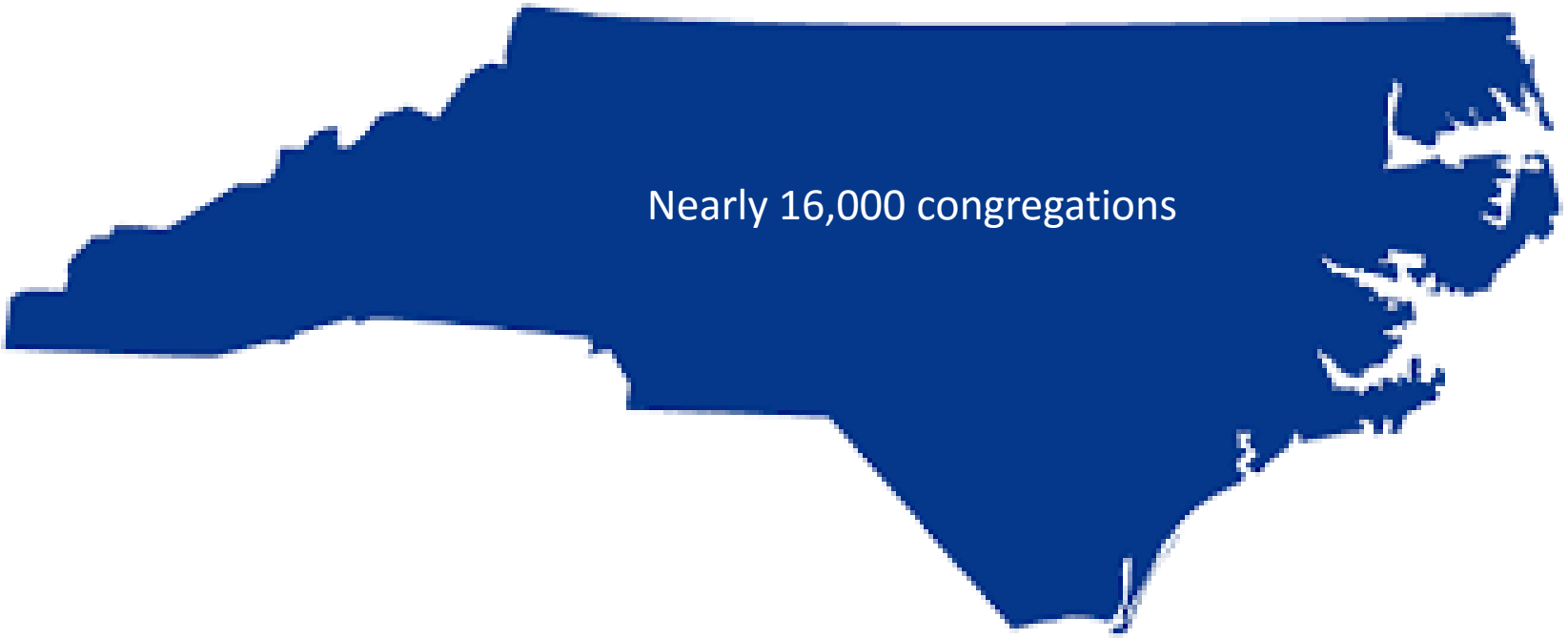
2016 Summer Camp Information for Children and Families with

PHYSICAL ACTIVITY

Physical activity programs and places to help you be more active.

NATIONWIDE NEWS

LETTER: URGING BUTTS COUNTY TO SPRAY FOR MOSQUITOES
8/24/2016
Read Article »

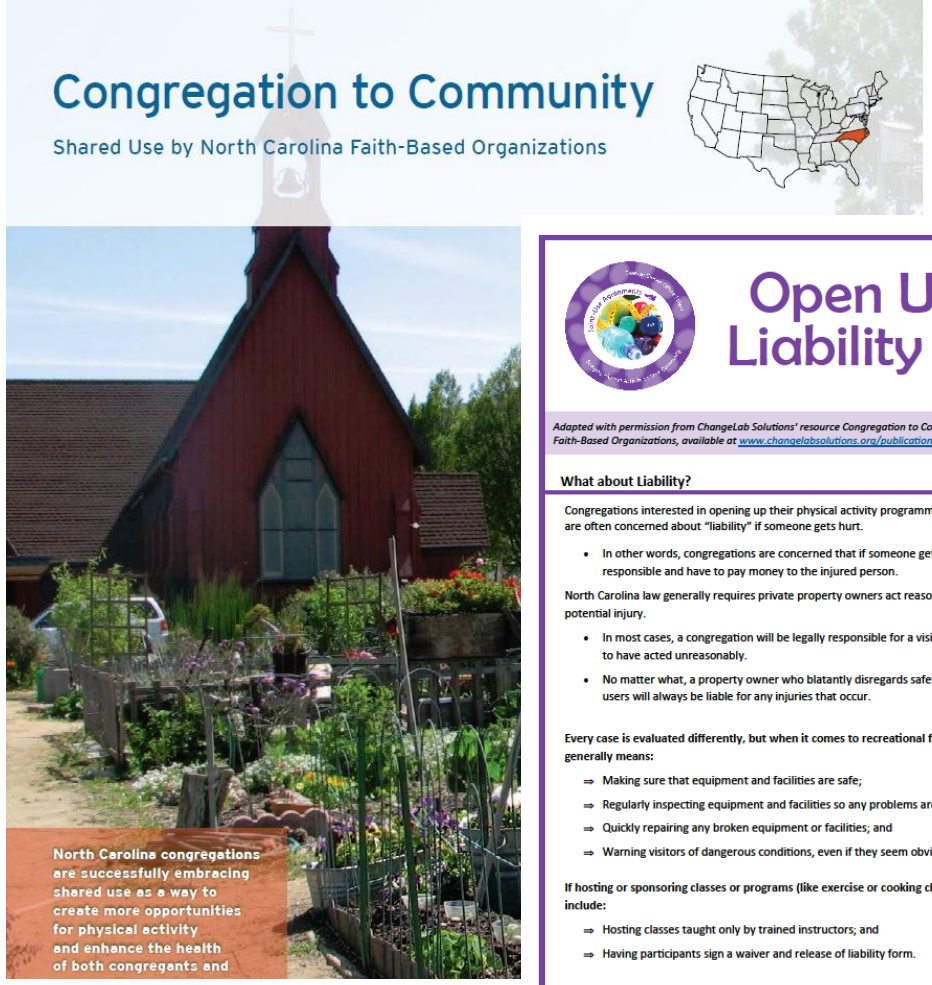


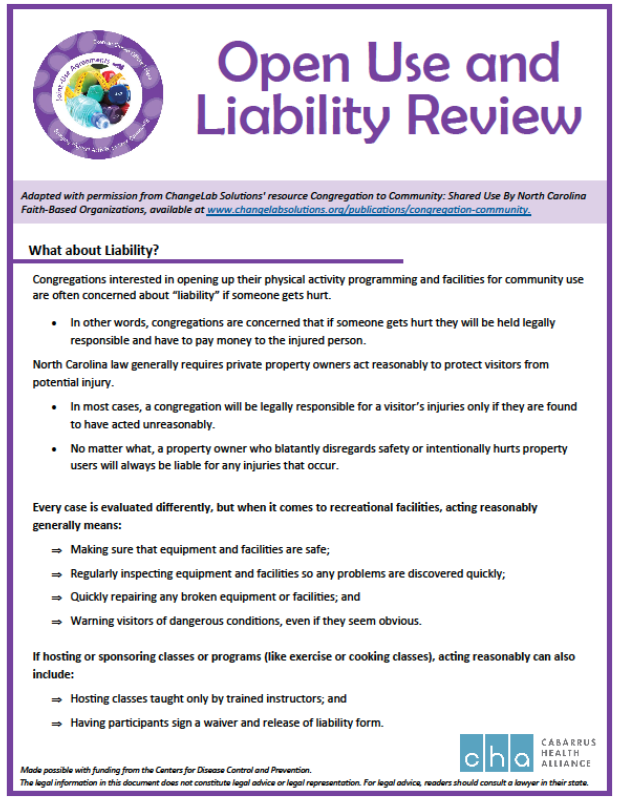
OPEN USE POLICIES IN FAITH BASED SETTINGS

North Carolina ranks third nationally for having the highest number of faith communities.

OUP IMPLEMENTATION

- 7 churches identified through
  - Year 1 – referrals from Healthy Lives Healthy Futures program
  - Year 2 – application process
- Volunteer coordinator required at each site
- Environmental assessment completed by REACH coordinator
- Exercise class survey
- Introductory training
  - Sample OUPs provided
  - liability and insurance discussed
- OUP development and promotion
- Funds to support sustainable enhancement of classes and facilities





Open Use and Liability Review

Adapted with permission from ChangeLab Solutions' resource Congregation to Community: Shared Use By North Carolina Faith-Based Organizations, available at www.changelabsolutions.org/publications/congregation-community.

What about Liability?

Congregations interested in opening up their physical activity programming and facilities for community use are often concerned about "liability" if someone gets hurt.

- In other words, congregations are concerned that if someone gets hurt they will be held legally responsible and have to pay money to the injured person.

North Carolina law generally requires private property owners act reasonably to protect visitors from potential injury.

- In most cases, a congregation will be legally responsible for a visitor's injuries only if they are found to have acted unreasonably.
- No matter what, a property owner who blatantly disregards safety or intentionally hurts property users will always be liable for any injuries that occur.

Every case is evaluated differently, but when it comes to recreational facilities, acting reasonably generally means:

- ⇒ Making sure that equipment and facilities are safe;
- ⇒ Regularly inspecting equipment and facilities so any problems are discovered quickly;
- ⇒ Quickly repairing any broken equipment or facilities; and
- ⇒ Warning visitors of dangerous conditions, even if they seem obvious.

If hosting or sponsoring classes or programs (like exercise or cooking classes), acting reasonably can also include:

- ⇒ Hosting classes taught only by trained instructors; and
- ⇒ Having participants sign a waiver and release of liability form.

cha CABARRUS HEALTH ALLIANCE

Made possible with funding from the Centers for Disease Control and Prevention.
The legal information in this document does not constitute legal advice or legal representation. For legal advice, readers should consult a lawyer in their state.

Templo Redención

First Missionary Baptist Church

Price Memorial AME Zion Church

Zion Wesley AME Zion Church

COMMUNITY WALKING ROUTES

Kerr Street United Methodist Church

Walk the route 2 times to complete 1.5 miles.

Route = 0.77 miles

NOTE: Walking the Kerr Street UMC parking lot twice and the route once is equal to 1 mile.

Take steps to a healthier you:

Walking is a great way to get active, manage weight and chronic disease, reduce stress and improve the quality of sleep. Kerr Street United Methodist Church has identified a safe and convenient route that you can walk today. So grab your water, shoes, and let's walk!

Safety tips to keep in mind:

- Let someone know where you plan to walk
- Always carry your ID
- Wear comfortable closed toe shoes
- Drink water to stay hydrated
- Stay alert and walk facing traffic
- Use crosswalks and follow traffic signals
- Avoid walking after dark

Energize your walk today:

- Walk in groups, make exercise a part of social activities
- Do arm and leg exercises while walking such as arm circles or bicep curls and high knees or skip/jump
- Increase your walking speed
- Track your progress

cha CABARRUS HEALTH ALLIANCE

Exercise is Medicine

For more information visit www.cabarrushealth.org/EIM

Kerr Street United Methodist Church

Camine la ruta 2 veces para completar 1.5 millas.

Ruta = 0.77 millas

TOME EN CUENTA: Dar dos vueltas al estacionamiento de la iglesia Kerr Street UMC y caminar la ruta una vez equivale a 1 milla.

Dé los pasos para estar más saludable:

Caminar es una excelente manera de estar activo, controlar el peso y las enfermedades crónicas, reducir el estrés y mejorar la calidad del sueño. La iglesia Kerr Street United Methodist ha identificado una ruta segura y conveniente que usted puede usar para caminar hoy. ¡Así que agarre su botella de agua, los zapatos y vamos a caminar!

Consejos de seguridad:

- Déjele saber a alguien dónde va a caminar
- Lleve siempre su identificación
- Use zapatos cerrados y cómodos
- Tome agua para mantenerse hidratado
- Permanezca alerta y camine mirando hacia los carros que vienen
- Use los cruces peatonales y siga las señales de tráfico
- Evite caminar después de que oscurezca

Póngale más energía a su caminata:

- Camine en grupo, haga del ejercicio una parte de sus actividades sociales
- Haga ejercicios de brazos y piernas mientras camina, tales como círculos con los brazos o flexiones de bíceps y rodillas o de pequeños saltos
- Aumente la velocidad con que camina
- Monitoree su progreso

Para más información visite www.cabarrushealth.org/EIM

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Exercise is Medicine

REACH PROJECT NEXT STEPS

- Train CHS Faith Community Health Ministry leadership to deliver EIM trainings to all faith community nurses in their system.
- Continue to build the EIM Referral and Resource Network.
- OUPs with schools.

PRESENTATION “TAKE AWAYS”

- Physical activity assessment, prescription and referral in clinical settings can increase **awareness** of recreational spaces.
- Connecting with clinical providers can increase **utilization** of existing recreational spaces.
- Open use of faith based settings is a means to increase **access** to places for physical activity.