

*YMCA Healthy Kids Camp
Integrating 5,4,3,2,1 Go!*

Barbara Taylor
YMCA of Metropolitan
Chicago



A bit about theYMCA

- 2600 nation wide: 33 here in Chicago
- Mission: spirit, mind and body
- Focus: Health and wellness, family strengthening, youth development
- 18,000,000 nation wide: nearly ½ million here in Chicago
- What 2 Olympic sports were started at the Y?
- When you think of the Y, what do you thing of?
- Y of Chicago is celebrating what milestone?



History

- Early 2000
- Response to the growing rate of overweight and inactivity among youth
- Physician input and guidance
- Day camp selected (sheer numbers)
- Deliverables and support developed
- Resurge in 2007 with Activate America



Enter 5,4,3,2,1, Go!

- CLOCC Early Childhood Co Chair
- 54321 message
- PepsiCo Healthy Living Grants
- Message had “sticking power”, ease and simplicity
- Dosage beyond the Y (like assets)
- Ease in measuring outcomes
- Support from Day Camp cabinet



Healthy Kids Camp Deliverables

- **All campers will participate in physical activity every day The goal is one hour of cumulative activity, some of it vigorous.**
- **All campers will participate in a minimum of 3 exercise/fitness classes/activities per week.**
- **All campers will consume healthy snacks in YMCA day camp.**



Healthy Kids Camp Deliverables

- **All campers will participate in daily nutrition education/activities.**
- **All camps will have a minimum of 5 speakers throughout the summer who highlight health and/or safety activities.**
- **All parents receive weekly communication about healthy lifestyles.**
- **All targeted campers participate in a pre and post camp survey to allow us to track outcomes.**



Incorporating the Message

- Added 54321 to the set of deliverables
- Invited CLOCC staff to all day camp staff training
- Training for staff (with 54321 message)
- Invited Go Team to select sites
- Tool Kit (included a Logic Model...see next slide)
- Designed measurement tools (survey and interview tools) around message
- Worked it into our language, communication with parents



Logic Model for 54321

- Inputs: 54321 message and curriculum
- Activities 54321 curriculum and activities
- Outputs: Youth participated in 54321 lessons, activities and such; parents took home messages
- Outcomes: Activity, healthy eating at camp, limited screen time, water
- Indicators: knowledge, behavior
- Measurement tools: Surveys and interviews



Other strategies (some successful, some not)

- Activity (no problem)
- Screen time (no problem)
- Dairy (no real strategy)
- Water preferred beverage
- Serve fruits and vegetables for snack (whenever possible)
- Communicate with parents (Healthy Family Homes (www.ymca.net))



Barriers

- Competing priorities...some staff got off track
- Lunches from home (opportunity)
- Fruits and vegetables
 - Cost, delivery, preparation,
- Disconnect between “I know” and “I do”



Outcomes

- Parent surveys
- Youth surveys
- Knowledge gains
- Behavior change
- Center differences
- Implications



What we learned

- Parent surveys...gains in most areas, modest in some
- Youth surveys: gains in knowledge, behavior...not so much
- Activity, Water and Screen Time easier than fruits, vegetables and dairy
- Easy to tell which centers had buy in and capacity to deliver



Next

- Expansion to afterschool
- More curriculum; more activities
- Transition from juices
- More nutrition input
- Expand work with parents
- Find a “sexy” and “engaging” way to introduce Healthy Habits
- More active pursuit of funding?

