

COLORADO PARTNERS PROVIDE EASY ACCESS TO PHYSICAL ACTIVITY

Corporate fitness challenge and exercise classes held in natural settings promote physical activity to Pueblo County residents.

Public Health Problem

- Half of all Colorado adults are overweight or obese, increasing the risk of chronic diseases such as heart disease, diabetes, and stroke.
- Only one-fourth of the state's adults meet the Surgeon General's recommendation of 30 minutes of moderate physical activity most days of the week.
- Twenty percent of adults report no physical activity.

Program

- The YMCA of Pueblo and Steps to a Healthier Pueblo sponsored two community programs promoting physical activity:
 - The *YMCA Corporate Cup* challenged teams from local organizations and businesses to compete in events such as volleyball, golf, bowling and bike relays. Awards were presented for sportsmanship, participation, team T-shirt design, and event winners. Financial sponsors included Colorado State University-Pueblo and Parkview Medical Center.
 - *YMCA Fitness on the Riverwalk*, a three-month physical activity campaign, offered Pueblo residents the opportunity to participate in free fitness classes held at the beautiful Historic Arkansas Riverwalk. This project received additional funding from the Pueblo Board of Water Works and in-kind media sponsorship from a local radio station.

Impact

- Over the past 15 years, the Corporate Cup has grown from six participating businesses to 25 companies and 1,650 team members in 2005. Several companies have made policy changes to promote nutrition and organized physical activity.
- Many of the more than 800 Pueblo residents who participated in *Fitness on the Riverwalk* noted that it was their first experience with group exercise classes.
- Programs such as these provide easy access to fitness programs and no- or low-cost opportunities for community members to try healthy behaviors.
- The partners planned activities that maximized the strengths of each organization, teaching the value of regular physical activity not only to their members but to the community as a whole.

Contact

Cathy Dehn
Pueblo City-County Health Department
719-583-4315
cathy.dehn@co.pueblo.co.us

