

## **SUMMER SCORECARD ADDS UP FOR KENTUCKY YOUTH**

*Innovative campaign to increase physical activity takes advantage of national campaign*

### **Public Health Problem**

- Kentucky children are not physically active at recommended levels for good health.
- Almost a third of the state's high school students are already overweight or at risk of becoming overweight.
- Overweight increases the risk of developing Type 2 diabetes, high blood pressure, sleep apnea, heart disease and other conditions, even in children.

### **Program**

- The Lexington Fayette County Health Department organized the Tweens Nutrition and Fitness Coalition, dedicated to improving the health of youth ages 9-13.
- The coalition developed the *VERB Summer Scorecard*, building on CDC's national VERB™ campaign which encourages youth to be physically active every day.
- Trained high school students conducted focus groups with local youth to learn what would make the program appealing to them.
- Youth tracked their physical activity using a wallet-sized scorecard. Each time they visited a Summer Scorecard Site, such as a pool, bowling alley or skating rink, their scorecards were stamped. Many program sites offered special deals such as free or reduced admission and sports clinics. Parents could also initial a square each time their children played for an hour or more. Completed cards were entered in a drawing for prize.
- The coalition hosted the "Longest Day of Play" on June 21, the day with the most hours of sunlight. Special fitness events took place throughout the community.
- During the Grand Finale youth and their families played at game stations and received fitness-related gifts from local sponsors.

### **Impact**

- One mother explained the benefit of the Scorecard campaign this way:  
"I never thought about if my kids exercised or not. The Scorecard made me think about it every day. And now I'm still checking."
- Youth made more than 2,000 visits to program sites, completed more than 350 scorecards and partially-completed many more.
- Over 1000 children and adults participated in the Grand Finale event.
- Youth, parents and businesses were overwhelmingly positive about the program and all business sponsors said they would participate again.
- Lexington County is developing the scorecard campaign into a year-round project to provide incentives for participating kids to be regularly active.

### **Contact**

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