

Abstract

In 1995, Gundersen Clinic and Lutheran Hospital-La Crosse formed Gundersen Lutheran, Inc. a not-for profit healthcare system. Gundersen Lutheran, Inc. is located in La Crosse County, Wisconsin, with a population of 108,958 in 2005 (City-Data.com, 2005). Gundersen Lutheran has been ranked among the Top 100 healthcare systems in the nation 10 times in the last 10 years. The mission statement of Gundersen Lutheran of La Crosse is: “We distinguish ourselves through excellence in patient care, education, research and improved health in the communities we serve.” In an effort to improve the health of the La Crosse area community, Gundersen Lutheran has created the *Minutes in Motion* program. The overall goal of this physical activity program is to engage community members to participate in a six week challenge to exercise or be active at least 30 minutes a day. *Minutes in Motion* was successfully implemented in La Crosse in 2007. In 2008, the *Minutes in Motion* program will continue to improve the health of participants.

Needs Statement

According to the Center for Disease Control (CDC), one third of our nation is overweight. In Wisconsin in 2003, only 55% of adults were getting the minimum amount of physical activity required per day. To meet the minimum requirement, the CDC suggests at least 30 minutes of moderate activity five days per week.

Locally in La Crosse County, a survey of adults 18 and over revealed that 33.2% of the population is considered overweight, having a Body Mass Index (BMI) measurement between 25.0 and 29.9 and another 30.2% of our population is obese, with a BMI of 30 or greater (La Crosse Medical Health Science Consortium, 2007).

Additionally of the 63.4% of people in La Crosse that are overweight or obese, only 7% of people surveyed considered themselves to have fair or poor health.

In addition to being overweight, physical inactivity has been linked to many ill health effects including coronary heart disease, heart attacks, high blood pressure, adult onset diabetes, colon cancer and hip fractures. According to the CDC, all of these could be reduced or prevented by increasing physical activity.

Physical activity has also been shown to have many benefits besides the reduction of these risks. It helps maintain healthy bones, muscles and joints. It can reduce symptoms of anxiety and depression and improves a person's mood and feeling of well being. And, physical activity will aid in controlling weight, developing lean muscle and reducing body fat.

Purpose

Physical inactivity is a major health concern in La Crosse County. Gundersen Lutheran recognizes this concern and seeks to increase physical activity with a program called *Minutes in Motion*. *Minutes in Motion* has been designed by Gundersen Lutheran of La Crosse to improve the health of members of the La Crosse area community by challenging them to become more physically active. The *Minutes in Motion* overall program goal is as follows: to engage community members to participate in a six week challenge to exercise or be active at least 30 minutes a day. *Minutes in Motion* objectives include:

1. To recruit over 3000 community members
2. To recruit members of the community that are not currently active

3. To encourage 10% of *Minutes in Motion* participants to join Shoe Crew as a result of participating

As reported by the La Crosse Health Scorecard Project, 63.4% of the La Crosse county population is overweight or obese. Because a high proportion of the community is overweight or obese, a physical activity challenge will be beneficial to many individuals. All community members will be able to register and participate in the program for no cost. Through increased publicity, made possible by grant funding, Gundersen Lutheran will reach members of the community that are currently physically inactive. Gundersen Lutheran expects that participants will become more physically active after completion of the six week challenge.

Evaluation of the program has shown its success in improving the health of participants. Last year, 3505 people enrolled in *Minutes in Motion*. Of the 3505 participants, 2750 (78.4%) submitted some minutes and 2134 (60.8% of the total) met the goal of 30 minutes of daily exercise. Participants were asked to fill out an electronic survey at the beginning and the end of the program. The surveys included questions about the participants' current level of activity and perceived improvements in their health after completing the program. Questions about perceived improvement were about weight loss, current activity level, endurance and mood. Overall, 51% of participants reported that they had lost weight, 44% of participants reported improved endurance and 51% of participants reported their mood had improved through the *Minutes in Motion* program. In addition, 58% of participants increased the number days per week they were active. Overall, 41% of participants reported that *Minutes in Motion* definitely

made them more active and 50% reported that *Minutes in Motion* made them somewhat more active.

In addition, Gundersen Lutheran will encourage participants to become involved in Gundersen Lutheran's Shoe Crew, a long-term physical activity incentive program. Participants receive incentives after achieving exercise "milestones." Milestones are reached after a participant is physically active for a set number of minutes or after running or walking a set number of miles. Gundersen Lutheran knows *Minutes in Motion* can help serve as a "gateway" into this more long-term behavior change program.

Approach

One month prior to the program, Gundersen Lutheran will begin promoting *Minutes in Motion* through the local media and major employers in the community. Registration for the program will begin March 1, 2008 and will allow community members to register either individually or in teams. The registration deadline is March 29, 2008. The first 1,600 people to register will be given a free pedometer as an incentive. Participants will then begin their exercise plans to work out for at least 30 minutes a day, and record their times. Times will be submitted to Gundersen Lutheran after three weeks on April 23, 2008 and after six weeks on May 11, 2008. At the end of six weeks on May 16, 2008, a celebration will be held for all participants to conclude the program, celebrate accomplishments, and draw for prizes for those who met the program goal. Please see Appendix A for the *Minutes in Motion* Timeline of Events.

All program tasks will be carried out by Gundersen Lutheran Community and Preventive Care Services staff. No special training will be needed. Evaluation of the program will be conducted by administering a voluntary electronic survey to participants

at the beginning and the end of the program. This program evaluation has received Institutional Review Board approval. The survey will ask participants questions regarding their current level of activity and perceived improvements and their self-efficacy regarding exercise. After a successful program in 2007, Gundersen Lutheran anticipate to surpass those numbers by having more than 3,500 participants and more than 60% of participants meet the goal of 30 minutes of daily exercise.

Budget Request

Minutes in Motion's initial year in 2007 was funded from start to finish by Gundersen Lutheran. Gundersen Lutheran anticipates that *Minutes in Motion* will be offered yearly. Gundersen Lutheran is requesting for a grant of \$12,500 for the costs of the *Minutes in Motion* program. The majority of this money would be allocated to the promotion and publicity of the program for the purposes of increasing program awareness and the number of participants. For a detailed budget, please see Appendix B Budget Summary attached. For a list of vendor bids Gundersen Lutheran has received, please see Appendix C Vendor sheets attached.

Qualifications

Gundersen Lutheran has improved health in the La Crosse area community through several programs. Programs provided to increase physical activity and reduce obesity/overweight include, Winning Weighs for Kids with Disabilities, Swing into Shape, Shoe Crew and *Minutes in Motion*. The Community and Preventive Care Services department of Gundersen Lutheran successfully implemented *Minutes in Motion* last spring. The program was directed last year by Brenda Rooney, PhD, MPH and will be directed this year by Brenda Rooney and Jessica Boland, MPH, CHES.

References

- Centers for Disease Control and Prevention. (2007). Overweight and obesity. Retrieved November 19, 2007, from Centers for Disease Control and Prevention Web site: <http://www.cdc.gov/nccdphp/dnpa/obesity/index.htm>
- City-Data.com. (2005). La Crosse County, Wisconsin. Retrieved November 30, 2007, from City-Data Web site: http://www.city-data.com/county/La_Crosse_County-WI.html
- Department of Health and Family Services. (2006). Wisconsin nutrition and physical activity data. Retrieved November 19, 2007, from Department of Health and Family Services Web site: <http://dhfs.wisconsin.gov/health/physicalactivity/WIdata.htm>
- La Crosse Medical Health Science Consortium. (2007.). Health score card home page. Retrieved November 19, 2007, from La Crosse Medical Health Science Consortium Web site: <http://www.lmhscscorecard.com/>

Minutes in Motion Appendices

Appendix A

Timeline of Events

Minutes in Motion Timeline of Events

| | February | February and March | | March and April | | April and May | May |
|------------------------------|-----------|--------------------|----------|-----------------|----------|---------------|----------|
| Activity | 2/10-2/23 | 2/24-3/8 | 3/9-3/22 | 3/23-4/5 | 4/6-4/19 | 4/20-5/3 | 5/4-5/17 |
| Marketing | | | | | | | |
| Registration Deadline | | | | | | | |
| Program Implementation | | | | | | | |
| Midpoint activity report due | | | | | | | |
| Final activity report due | | | | | | | |
| Celebration | | | | | | | |

Appendix B

Budget Summary

2008 Minutes in Motion Program Budget Sheet

| Item | Cost |
|-------------------------------|-----------------|
| Special/Extra Office Supplies | \$1,100 |
| Outside Printing | \$2,000 |
| Advertising/Promotion | \$2,000 |
| Food Costs | \$800 |
| Mileage | \$100 |
| Promo Items | \$3,000 |
| Door Prizes | \$3,000 |
| Incentives | \$2,500 |
| Total | \$12,500 |

Appendix C

Vendor Bids

Vendor Bids

| | |
|--------------------------------------|----------------------|
| <u>Advertising/Promotion</u> | <u>\$2,000</u> |
| Local radio station spots | \$ _____ |
| La Crosse Tribune newspaper ad | \$ _____ |
| Local TV station commercial | \$ _____ |
| <u>Mileage</u> | <u>\$100</u> |
| Gas, 30 gallons | <u>\$3.15/gallon</u> |
| <u>Special/Extra Office Supplies</u> | <u>\$1,100</u> |
| Office Max | \$ _____ |
| Best Buy | \$ _____ |
| Wal-Mart | \$ _____ |
| <u>Outside Printing</u> | <u>\$2,000</u> |
| La Crosse Graphics Inc. | \$ _____ |
| Curtis Printing | \$ _____ |
| Office Max | \$ _____ |
| <u>Food Costs</u> | <u>\$800</u> |
| Woodman's | \$ _____ |
| Festival Foods | \$ _____ |
| Wal-Mart | \$ _____ |
| <u>Promo Items</u> | <u>\$3,000</u> |
| <u>Door Prizes</u> | <u>\$3,000</u> |
| Best Buy | \$ _____ |
| YMCA Adult Membership (1) | \$ _____ |
| <u>Incentives</u> | <u>\$2,500</u> |
| Pedometers (1.00 x 1,600) | <u>\$1,600</u> |
| Other Incentives | <u>\$900</u> |