



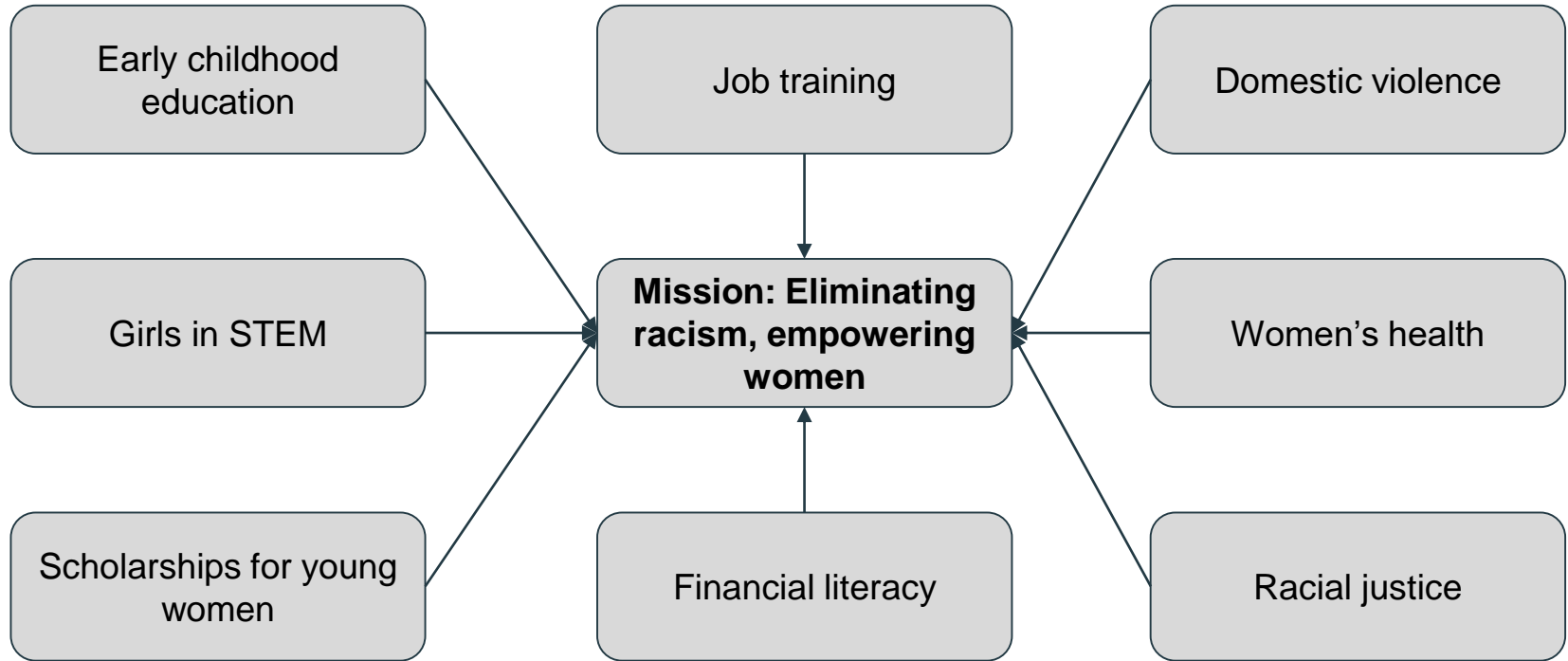
MEDICINE IN MOTION

YWCA and Worcester's Fitness in the Parks Program

Collin Leibold | Brandon Sepe | Katherine Cooper | P. Mimi Oupravanh



YWCA: National organization and mission



YWCA: Worcester Programs

(1) Programs to Support and Empower Women

- **Initiatives for Young Women**

- **Girls CHOICE Initiative**

- Aims to educate young women (middle and high school age) in matters of dating/relationship dynamics, recognition and avoidance of mistreatment, strengthening of personal voice and self-confidence

- **Young Parents Program**

- Providing guidance for young women with newly-born children
- Associated services include schooling support (HiSET prep), daycare, general counseling/advice, job search assistance, financial planning support

It's **Never** Too Late



Earn your HiSET now!

Are you a parent under 24? Do you qualify for TAFDC? Do you want to provide better opportunities for yourself and your family? **YWCA of Central Massachusetts can help! Our FREE Young Parents Program is designed for your success.**

PROGRAM INCLUDES:

- 20 hours a week of HiSET prep
- Case management services and referrals
- One-on-one resumé/career building
- Fitness membership
- Internship opportunities
- On-site childcare (vouchers accepted)
- College readiness/college tours

eliminating racism
empowering women
ywca
Central Massachusetts



For more information, contact Jessica Diaz, Program Director, 508-767-2505 x3073

YWCA: Worcester Programs

(1) Programs to Support and Empower Women

- **Initiatives for Adult Women**

- Transitional Housing Program

- Live-in residence floors of the YWCA provide a safe, supportive atmosphere to help uplift marginalized individuals as they build a stable life
- Includes discounted gym membership, 2-year residency term with routine/monthly meetings with staff to track progress

- Taking Care of HER--Cancer Prevention and Education for Women

- Aims to provide information regarding breast/cervical cancer risk factors, facilities available for routine mammograms, and lifestyle changes to reduce cancer risk
- Raises awareness of the increased cancer mortality rates in minority communities due to healthcare disparities

YWCA: Worcester Programs

(2) Programs to Provide Access to Childcare



- **Early Childhood Education**

- Based on specific criteria, childcare offered at subsidized rate to families with children from infant, to preschool, to pre-kindergarten age
- Serves individuals from a wide range of socioeconomic and ethnic backgrounds (including a prominent population of Ghanaian families)
- In addition to providing early education, promotes healthy living through exposure to active play, swim lessons, and provided morning/afternoon snacks

- **YouthConnect**

- Summer program to engage Worcester youths ages 11-15 in fitness/educational activities
- Aims to serve marginalized youths from a variety of ethnic backgrounds and of varying socioeconomic means (with a majority of the participants having an annual household income that ranges from \$0-\$20,000)

YWCA: Worcester Programs

(3) Fitness Programs

- **Aquatics**

- SPLASH Program--Swim & Play, Aquatic Safety and Health)

- Free summer program directed at educating children and parents about swimming and water safety
- Provides free swim lessons to kids

- Swim classes--classes for all ages

- **Gym Memberships**

- **Fitness in the Parks**

- Initiative designed to improve access to fitness opportunities for marginalized individuals throughout the Worcester community
- Free summer fitness classes offered in a variety of parks throughout Worcester, with a bevy of classes ranging from “Boot Camp,” to Tai Chi, to yoga

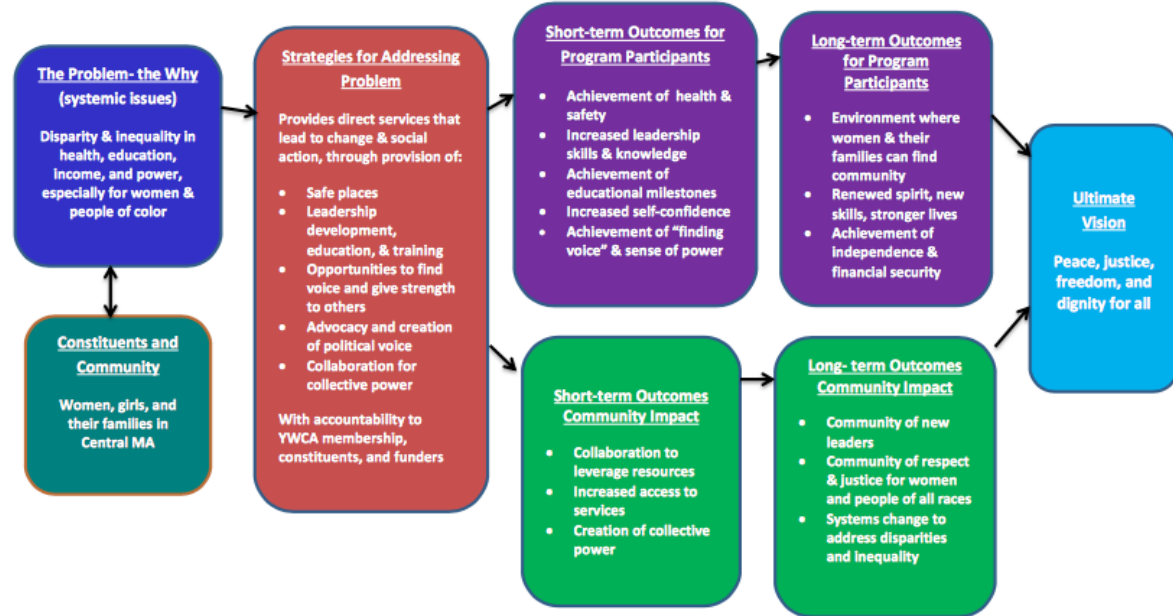


YWCA Central Massachusetts Theory of Change

YWCA Mission
The YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

*Each of the programs described in previous slides illustrates how INTERPROFESSIONAL connections within the YWCA help achieve the Theory of Change!

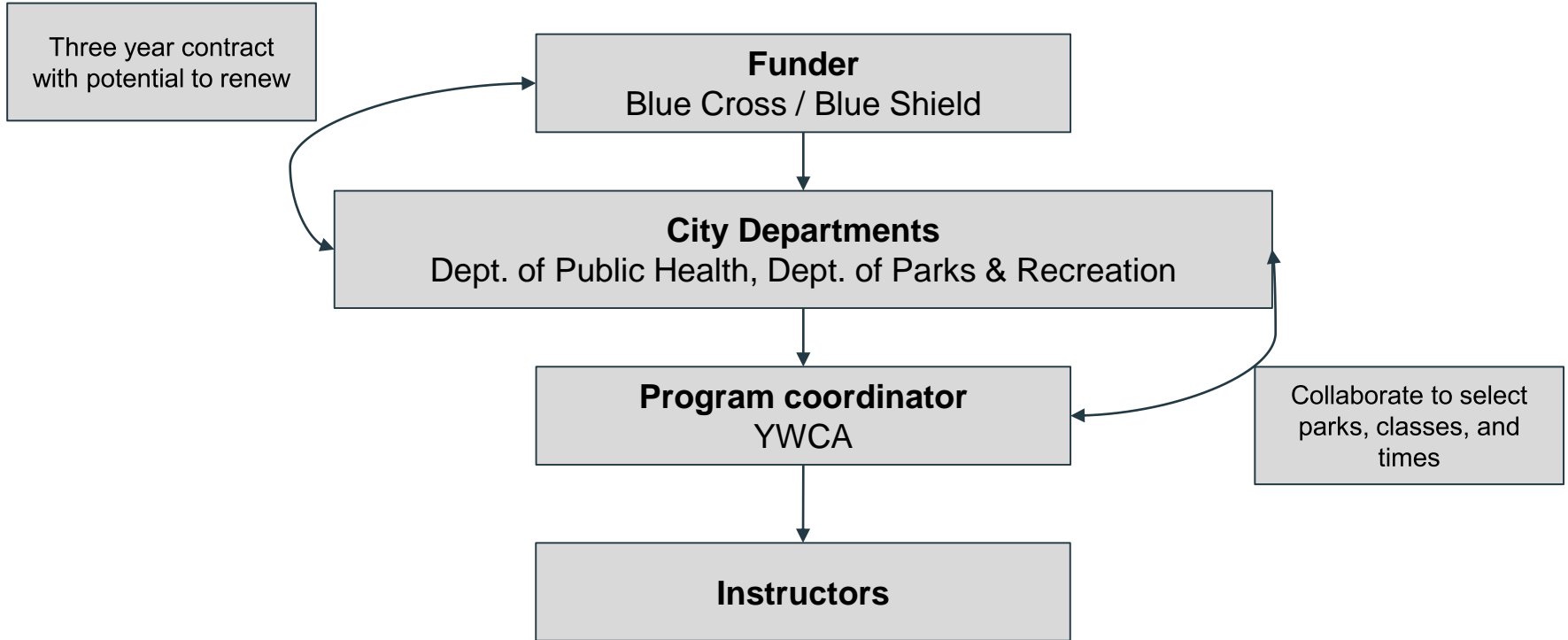
*As future healthcare professionals, it is critical for us to work along with these teams to aid in fostering support and empowerment.



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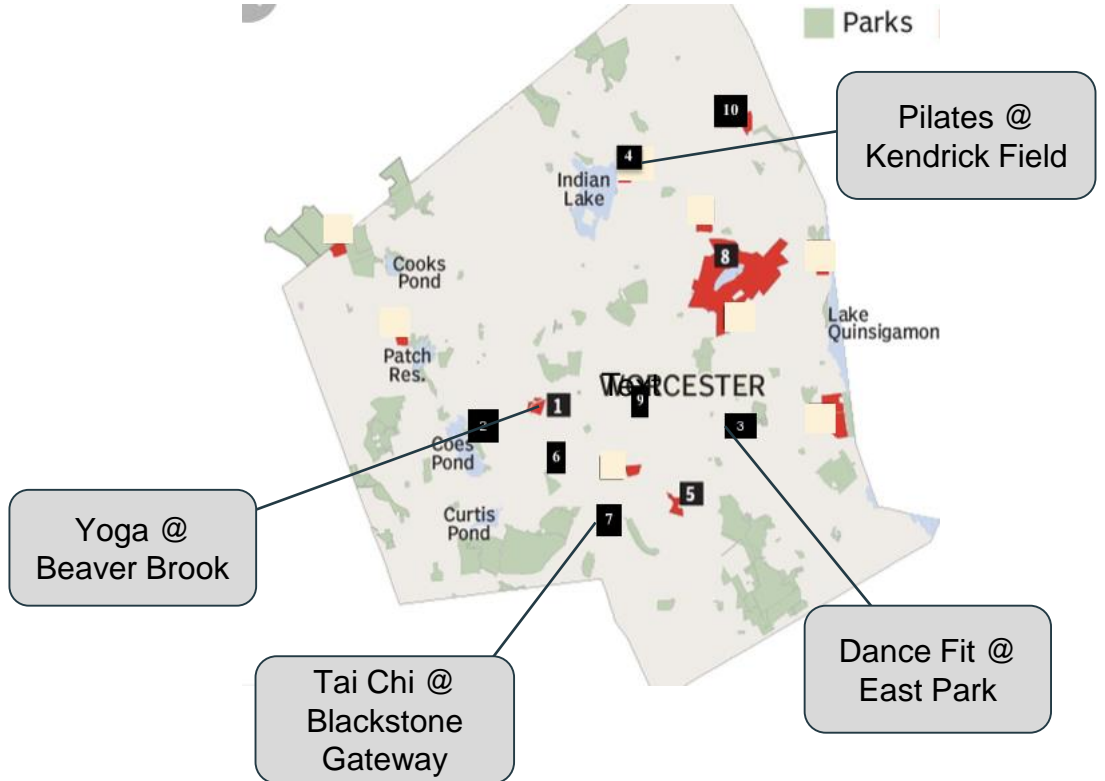
Acknowledgement: Diagram provided courtesy of Patricia Flanagan, YWCA Director of Wellness and Health Equity; Diagram was created by YWCA

Fitness in the Parks: Overview



Fitness in the Parks 2019

- Class Attendance
 - 84 classes returned sign ins
 - 392 participants
 - ~ 5 people per class
 - Ages 3-78y/o
- Demographics (N=22)
 - 95% exercise outside of class
 - 32% have gym membership
 - Hypertension
 - 14% vs 36.7% (pop)
 - Overweight/Obesity
 - 18% vs. 26% (pop)



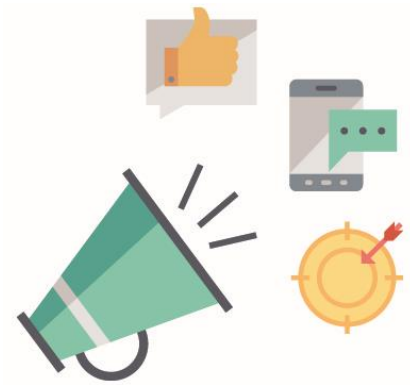
FITNESS IN THE PARKS

Future Recommendations



- **Marketing**
- **Instructor Involvement**
- **Partnerships**
- **Midsummer Review**
- **Data Collection**

MARKETING



Logo Design

Launch Party

Social Media Reach

Flyers & Signage

Incentives Program



INSTRUCTOR INVOLVEMENT

Survey instructors

Have them help promote

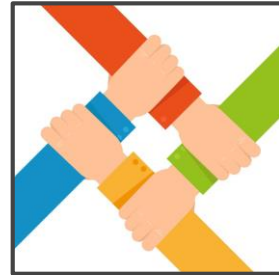
Encourage to take ownership of classes

PARTNERSHIPS

Community centers/health offices

“Friends of” organizations

Local companies





MIDSUMMER REVIEW

To reassess the program

Survey participants

Make any necessary adjustments



DATA COLLECTION

Sign-in sheets w/contact info

Surveys

Fitness in the Parks Specific Populations to Target

- **Elderly adults**
 - Friends of Worcester Senior Center
- **Recoverers of substance abuse**
 - Everyday Miracles Peer Recovery Center
- **Population-dense neighborhoods with low fitness facility access**
 - Main South neighborhood (Oread Castle Park area)
 - Outreach to “Neighborhood Associations” that serve as liaisons!
- **Individuals attending organizations with fitness programs that serve a broad spectrum of socioeconomic backgrounds**
 - Members of the Worcester YWCA
 - Members of the Greendale and Central MA branches of the YMCA
- **Healthcare patients interested in physical fitness or referred to fitness programs by a physician**
 - UMASS University Hospital Weight Center
 - Local physical therapy centers (i.e. Greendale Physical Therapy)



photo:<https://clip.cookdiary.net/sites/default/files/wallpaper/community-clipart/424269/community-clipart-community-outreach-424269-6117376.jpg>

Advocacy for Physical Activity in Worcester



advancing women
empowering women
ywca
Central Massachusetts

SPLASH!

Swim & Play, Aquatic Safety & Health



July 9–August 15
Mondays and Wednesdays, 3–5 PM

Come make a SPLASH this summer!

Introducing Swim and Play, Aquatic Safety and Health (SPLASH), a **FREE** summer swimming and water safety program for youth at the YWCA Central Massachusetts.

What is SPLASH?

- FREE swim lessons and water safety for youth. Includes **two swim lessons per week, Mondays and Wednesdays 3:00–5:00 p.m., July 9–August 15.**
- Water safety instruction for parents (details provided at orientation)
- YWCA summer membership for independent practice swim

Who can join?
Children age 7–12 years old currently enrolled in Recreation Worcester after school program.

How do I join?
Apply online at ywcacm.org/splash.

–or–

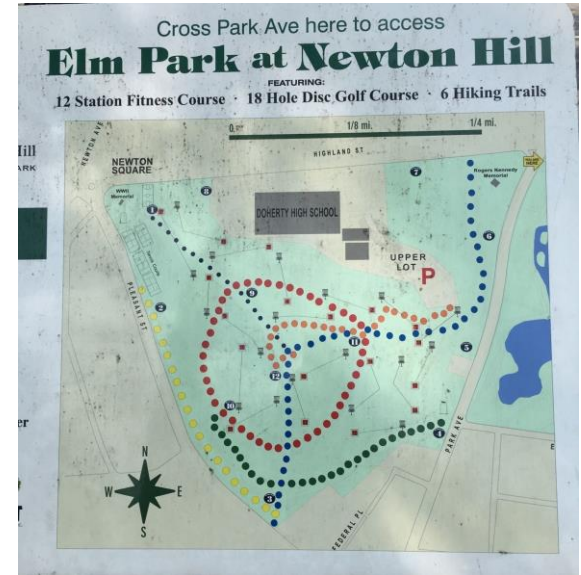
Complete the application form on the back of this flyer and ~~return by May 25, 2016 to:~~

**YWCA Central Massachusetts Aquatics Department,
1 Salem Square, Worcester, MA 01602**

Program is limited to 80 participants. If more applications are received, selection will be by lottery. We will notify you by June 1 if your child is NOT selected.

Registration **must** be completed **IN PERSON** at one of the orientation sessions listed on the back of this flyer.

YWCA IS ON A MISSION YWCA Central Massachusetts, 1 Salem Sq., Worcester, MA 01608 • 508-767-2505 • ywcacm.org  



State & National Advocacy for Physical Activity



Image retrieved from <https://www.mass.gov/orgs/mass-in-motion>



Image retrieved from <https://health.gov/moveyourway>

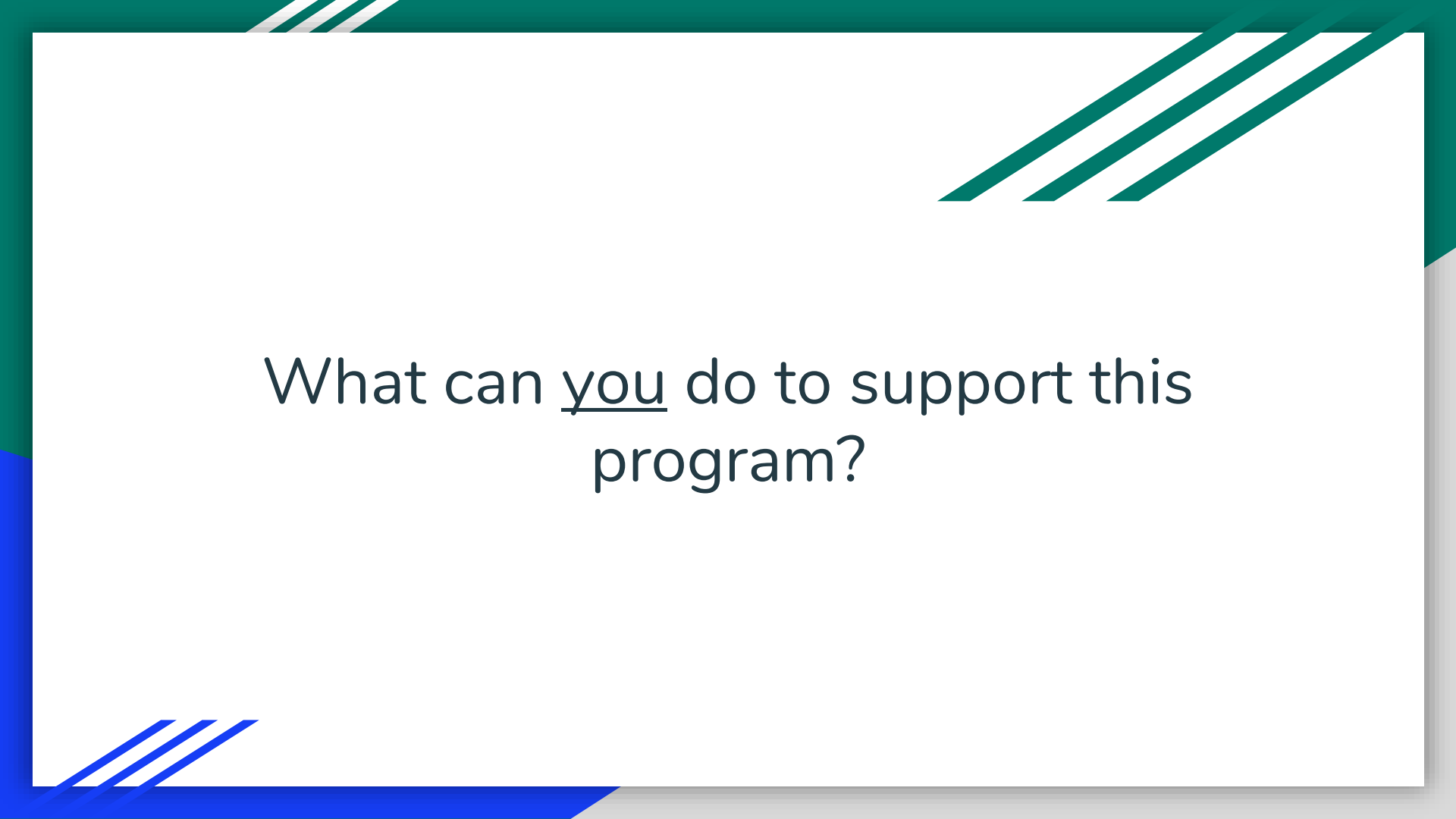


MASSACHUSETTS

Image retrieved from <https://www.bluecrossma.com>



Image retrieved from <https://www.cdc.gov/physicalactivity/activepeoplehealthynation>



What can you do to support this
program?



Patty Flanagan and everyone at the YWCA for hosting us during this clerkship, teaching us about the YWCA, and answering our questions patiently.

Dr. Liz Erban for passionately supporting the fitness in the parks program and showing us how important it is for the health of this city and its citizens.

Dr. Phil Bolduc for hiking with us at Newton Hill and showing us how a small group of dedicated individuals can transform public spaces.

Dr. Mattie Castiel for making time in her busy schedule to talk with us about the fitness in the parks program.

Jennifer Widener at the Boston Parks Department for the advice on how to improve the program.