Physical Activity in the School Setting

Strategy Formation Session
Kentucky Tweens Nutrition and Fitness Coalition
28 January 2005
Topics for the Day

- Physical Activity During School
  - PE Classes
  - Daily Activity Time
  - Activity in non-PE course curriculums

- Physical Activity Before and After School
  - Intramural Activities
Goals

- Enhance opportunities for physical activity in Fayette County Schools

- Determine mutually acceptable ways the Coalition can be of service to Fayette County Schools in achieving success with the PEP Grant.
Our Data

- 51 focus groups conducted with Lexington tweens and their parents in Spring/Summer 2004

- Interviews with eight Lexington middle school principals
Today’s Format

- Open discussion

- Brief data presentations for each topic followed by discussion of pros and cons of addressing the topic

- End of the day: Choosing priorities and determining action steps via marketing mindset
Importance of Issue

- Regional Obesity Forum: Increasing school PE is number one priority
- Key issue for parents in focus groups, as well
- PEP Grant = ability to fund improvements
Physical Education Classes

Known Barriers

- Length of school day
- State curriculum requirements
- Staff size
- Facilities limitations
- Perceived detraction from academic time
Physical Education Classes

Reactions to PE Programming

- Parents adore the “take it home” messages

- Tweens prefer more innovative approaches

- PEP Grant goals appear to match well with parent and tween desires
Marketing Questions

- What are the benefits of increased availability of PE?
- What are the barriers associated with increased PE availability?
- Who must be convinced in order to increase PE availability?
- How can the coalition help?
The “Recess Problem”

- Middle school transition to no recess is problematic
- Tweens and parents believe that daily activity time would improve performance and behavior.
- Added activity time is a PEP Grant objective.
- Strong Principal support for daily activity time
Daily Physical Activity Time

- This activity can take multiple forms.
  - Specific recess period
  - In-classroom activity breaks

- Known barriers
  - Supervision
  - Training teachers to lead activity
  - Facility limitations
  - Length of school day
Daily Physical Activity Time

I would ask a state lawmaker or principal to do what we’re asking these kids to do: You come into school at a little bit before 9:00 and you stay until almost 4:00, and you sit, seven periods a day. I can’t do it.

--(Lexington Middle School Principal)
Marketing Questions

- What are the benefits of daily activity time?
- What are the barriers associated with daily activity time?
- Who must be convinced in order to increase daily activity time?
- How can the coalition help?
Incorporating Activity into Non-PE Course Curriculums (p. 5)

- Physical activity should be a lifestyle, not just a class.
- Parents, principals support activity in non-PE course curriculums
- Tweens like the idea of being active in the classroom
- Trusted teachers have a strong influence on tween decisions
Incorporating Activity into Non-PE Course Curriculums

**Known Barriers**

- Teachers and Principals don’t have time to develop new curriculums that meet state requirements
- Training teachers to lead physical activity
- Curriculum adoption (SBDM Councils, Principals)
Marketing Questions

- What are the benefits of activity in the curriculum?
- What are the barriers associated with activity in the curriculum?
- Who must be convinced in order to increase activity in the curriculum?
- How can the coalition help?
Discussion

- How can the coalition best be of service to Fayette County Schools in making the PEP Grant as successful as possible?
- How can the coalition help increase activity in non-PEP Grant schools, as well?
Physical Activity Before and After School (p. 6)

- Elementary/Middle School Transition
  - No/less daily time for activity
  - Team sports become competitive (try-outs)
- Sizeable segment of Lexington tween population becomes less active during this transition
- Intramural activities provide non-competitive opportunities to increase/maintain physical activity levels
Physical Activity Before and After School

- Tweens like the idea of intramural activities
  - Extra time to spend with friends
  - Less pressure to succeed (no try-outs)
  - Trying new activities is “fun”
  - Tweens enjoy sense of team spirit
  - Good source of exercise

- Tweens tell us that they are/would be likely to participate
Physical Activity Before and After School

- Precedent – success of middle school track teams
  - Extra time to spend with friends
  - Less pressure to succeed (minimal/no tryouts)
  - Trying new activities is “fun”
  - Tweens enjoy sense of team spirit
  - Good source of exercise
Physical Activity Before and After School

- Known barriers
  - Supervision and training
  - Facilities space
  - Funding
  - Transportation for tweens
  - Homework for tweens
Physical Activity Before and After School

Possible solutions

- Use non-school staff (i.e. UK students)
- Use existing downtime (i.e. students waiting before school)
- Take advantage of/improve Fayette County Schools intramural funding ($1500/school/year)
- One program/rotating activities
Marketing Questions

- What are the benefits of intramural activities?
- What are the barriers associated with intramural activities?
- Who must be convinced in order to increase intramural activities?
- How can the coalition help?
Creating Action Steps

- Which of today’s issues does the coalition wish to adopt? (Prioritization)

- Are there other ways we could help market physically active lifestyles in the schools?
Creating Action Steps

- Product
- Price
- Place
- Promotion