



Mayor's Youth Fitness Initiative (MyFi) Program Update

Dallas Park and Recreation Board Meeting

June 18, 2015

Outline



- Program Overview
- Measurements and Results
 - FitnessGram Progress Report
 - Behavior Health Survey
- Nutrition
- Participation Levels
- Community Impact
 - High 5 Partners
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- Grants and Awards
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Mayor's Youth Fitness Initiative (MyFi) Overview



- The Mayor's Youth Fitness Initiative is the City of Dallas signature Youth Fitness and Wellness program. The program is designed to lead children ages 6-12 in making long-term improvements in their nutrition and behavior choices
 - Currently Implemented at 39 of 42 Recreation Centers
 - Oncor contributed \$1M as the initial seed money for the program
- Five Core Components of MyFi:
 - Nutrition
 - Fitness
 - Measurement
 - Family involvement
 - Rewards

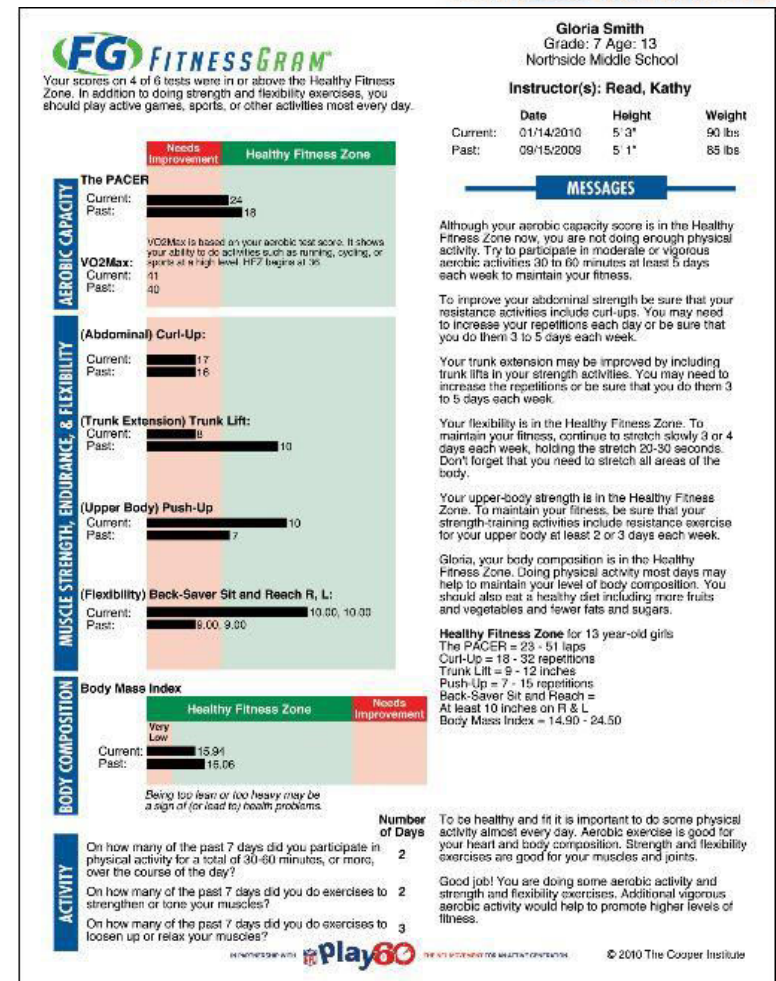


Mayor's Youth Fitness Initiative (MyFi) Overview



- A unique aspect of the MyFi program is our commitment to ongoing assessment
 - MyFi utilizes the FitnessGram[®] -a measurement tool developed by the Cooper Institute to chart each participant's progress and success in the Healthy Fitness Zones domains: aerobic capacity, abdominal endurance, trunk extension, upper body strength, body composition measured by BMI, and flexibility
 - Participants also complete a pre/post Behavioral Health Survey designed by Baylor HealthCare System
 - Program leaders and participants commit to a minimum of 60 minutes of daily moderate to vigorous physical fitness activities

- In year one, only 10% of participants met HFZ criterion along all six fitness domains. In contrast, at the completion of year three, this percentage increased to 27%. The number of participants meeting the HFZ standards for body composition improved from (2013) 51% to 57% (2014)
- The girls made slight improvement in 2 domains: Flexibility **82%** (75% 2013) and Body Composition **57%** (56% 2013). Where the boys made improvement in 3 domains: Aerobic Capacity **77%** (75% 2013), Flexibility **83%** (82% 2013), and Body Composition **59%** (53% 2013)



Behavior Health Survey Results



○ Eating Habits

The number of children reporting eating 3-4 servings of fruit and 3-4 servings of vegetables on a typical day increased from 27.3% to 36.9% (fruit) and 24.1% to 30.9% (vegetables)

○ Physical Activity Habits

With regards to sedentary time, in year three, the number of hours per day participants devoted to TV/video game time also decreased, with the majority (58%) of participants having less than 3 hours of screen time on an average school day

Health Behavior Survey Results



○ Physical Activity Support

Responses improved when participants were asked if their parents encouraged daily activity. At baseline, 25.4% of participants report at least one of their parents encouraged them to do physical activity almost every day over the past week; at follow up this increased to 28%

○ Future Physical Activity

Future physical activity is one area that showed great improvements from baseline reports to follow up surveys. The percentage of children who report they will definitely do regular physical activity increased across all three categories: next school year, outside school, and as an adult. E.g., at baseline 45% reported they will definitely do physical activity as an adult, which increased to 51.8% at follow up

Nutrition Component



2014-2015

- Parent Cooking Classes and Healthy Cooking Demonstrations
- Diabetes Health and Wellness Institute (DHWI) Nutrition Education
- Dallas Academy of Nutritionist and Dieticians (DAND) provide healthy cooking demonstrations for participants in the After School Program

2015-2016

- MyFi will implement the Out-of-School Time Nutrition program through the recently awarded Nutrition Literacy Grant funded by NRPA and the Wal-Mart Foundation
- Parent Cooking Classes and Healthy Cooking Demonstrations

Participation Levels



The following represents the number of youth that were registered in the MyFi program. A registered participant is one who completes the initial Behavioral Health Survey and FitnessGram[®] assessment

Year	Summer	After School	Total
2011-2012	2,601	284	2,885
2012-2013	3,098	1,110	4,208
2013-2014	3,073	1,264	4,337
2014-2015	*3,200	1,658	*4,858

**FY 14-15 projection*

MyFi's Community Impact



○ MyFi High Five Community Grant

The MyFi High Five Grant is an outreach geared towards reaching youth in community organizations and schools implementing FUN activities for kids to get fit and become healthy. This grant is funded by our partners at Oncor

○ Organizations earn a High Five seal of approval by pledging to:

- Incorporate MyFi's five core components (nutrition, fitness, measurement, family involvement and rewards)
- Enroll their participants in MyFi online
- Participate in citywide celebrations



MyFi High-Five Partners



Elementary Schools:

- James Bowie Elementary School
- Anne Frank Elementary School
- Margaret B. Henderson Elementary School
- Louise Wolff Kahn Elementary School
- Robert E. Lee Elementary School
- Esperanza Hope Medrano Elementary School
- Alex Sanger Elementary School
- Edward Titche Elementary

Non-Profit Organizations:

- Catholic Charities
- Girls on the Run
- Marathon Kids
- Roseland Boys and Girls Club
- West Dallas Community Center

2014-2015 Community Events



- Cummings Grand Re-Opening
- Community Fall Carnival
- City of Dallas Employee Field Day
- Girls on the Run 5K
- Mayor's Race
- Pleasant Oaks Grand Re-Opening
- MyFi Family Skate Night
- Teen Summit at Beckley Saner
- Community Egg Hunt
- Mi Familia Mi Hogar
- Get Kidz Fit Festival
- Univision's Unase Al Reto
- Anne Frank Elementary School Health and Safety Fair

Grants and Awards



- MyFi will continue to research and apply for alternative funding sources to support this program and our community outreach efforts. Since the program's inception in 2011, MyFi has been the recipient of 2 grants and 2 financial awards
 - Aetna Voices of Health \$20K
 - US Conference of Mayor's \$25K
 - NRPA Walk with Ease Grant \$4K
 - NRPA Out-of-School Time/Wal-Mart Grant: \$30K



Next Steps



- Continue to develop the Family Involvement/Family Focused programs and activities thru:
 - Nutrition/Cooking programs for Parents
 - Additional incentives for family attendance and registration at events
- Enhance and strengthen the fitness curriculum to ensure the participants are maximizing their exertion levels
- Closely monitor each participant's activity logs to determine which activities promote the most exertion and adjust accordingly

A Few Faces of MyFi...





For more information:

www.myfidallas.com

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