



100 Citizens

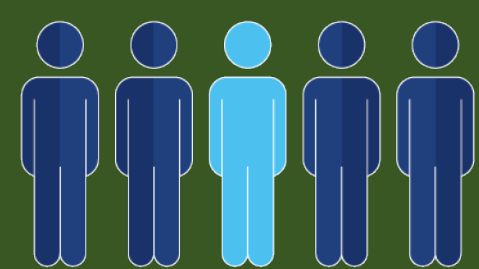
Providing Free, Student-Led, Exercise Programming at the Community Level

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Background

- ↓ physical activity (PA) levels ↑ risk of all cause mortality
- Center for Disease Control and Prevention (CDC): 150 minutes/week of moderate-vigorous physical activity



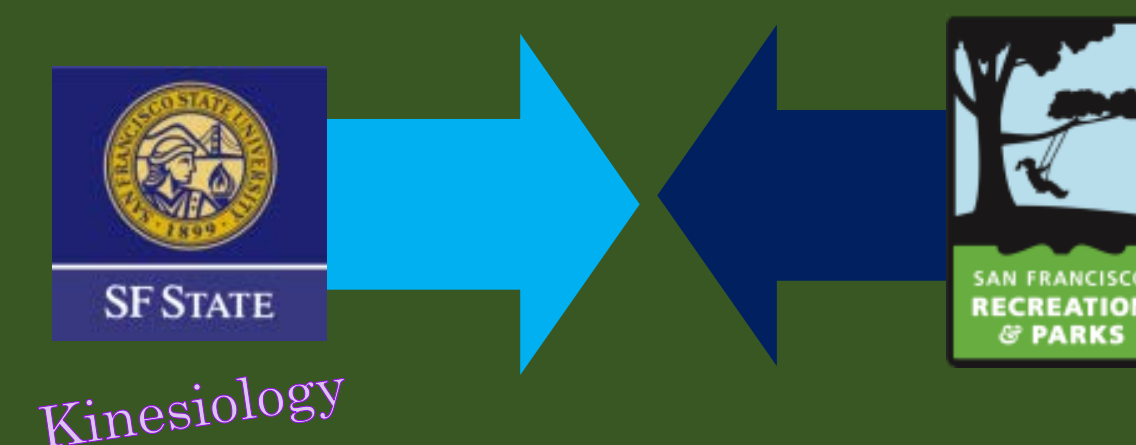
- Only 1 out of 5 American meet these recommendations
- Underserved populations have increased risk of disease and less access to disease prevention
- Quality exercise programming is needed for these communities

Community Partners

- San Francisco Recreation and Parks Department (SFRPD):
- The SFRPD's mission is to provide enriching recreational activities, maintain beautiful parks and preserve the environment for the well-being of our diverse community.
- San Francisco State University (SFSU)- Kinesiology Department
- The Department of Kinesiology's mission is to enhance theory and practice, scholarship and service, about, in, and through human movement and physical activity.

Outcomes

- Increase PA levels for 20 individuals
- Engage 11 volunteers in community service
- Collaboration



Recommendations

- Develop marketing strategies to increase community engagement
- Test a variety of times to engage more of the community
- Addition of Nutrition Program



Project Description

- Location: OMI Community of San Francisco
- Volunteers: Undergraduate and graduate kinesiology students from SFSU
- We work to positively impact three areas:
 - *Community*: Provide access to free quality exercise programming meeting CDC's Guidelines
 - *Students*: Provide real world applications for theory learned in kinesiology courses
 - *Parks*: Provide SFRPD with positive foot traffic



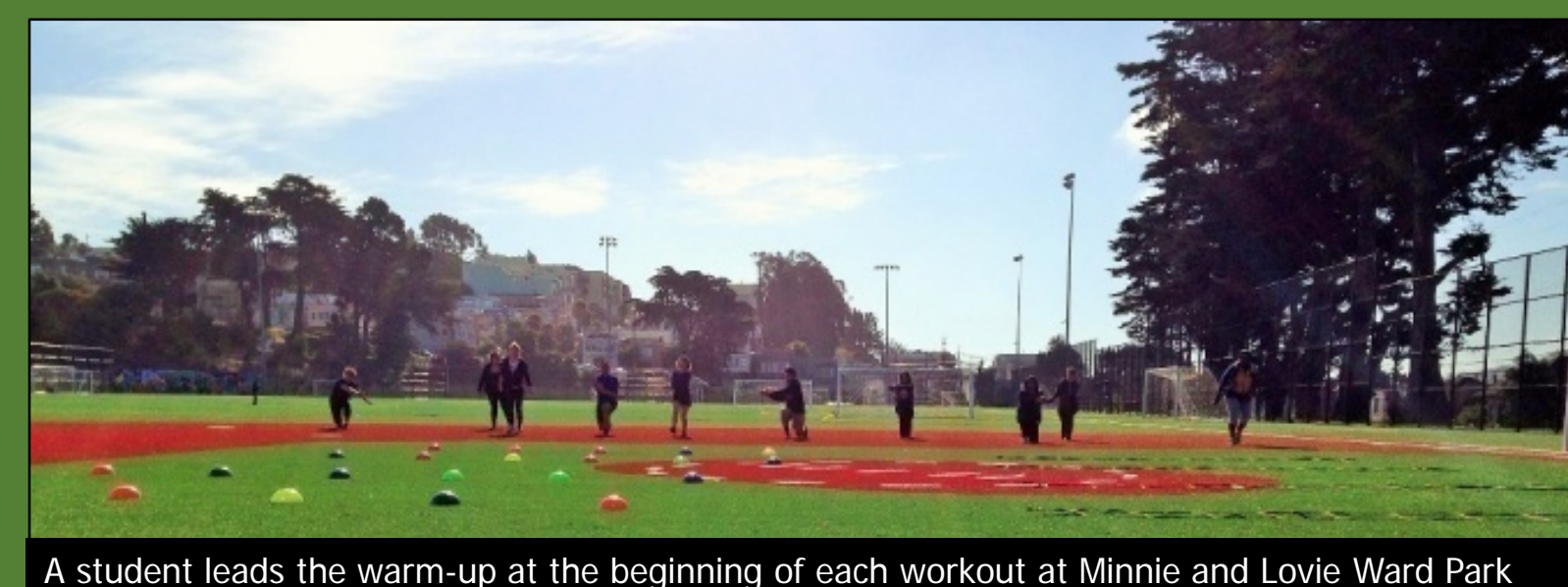
Participants complete an agility course to end a workout.



Students create and lead workouts. Program and exercise directors encourage students and each other to grow in order to provide professionally delivered and innovative programming.



Top: Volunteers with a happy participant. Bottom: A few of our volunteers.



A student leads the warm-up at the beginning of each workout at Minnie and Lovie Ward Park

Lessons Learned

- With limited funding, SFSU Kinesiology students can successfully implement the 100 Citizens program
- Marketing Strategies are essential in order to access the community



Acknowledgements

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- SFRPD
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