MEDICINE IN MOTION

YWCA and Worcester’s
Fitness in the Parks Program

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YWCA: National organization and mission

Mission: Eliminating racism, empowering women

- Early childhood education
- Girls in STEM
- Scholarships for young women
- Job training
- Financial literacy
- Domestic violence
- Women's health
- Racial justice

Financial literacy

Racial justice

Women's health

Domestic violence

Job training

Early childhood education

Girls in STEM

Scholarships for young women
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

Photo: [https://www.facebook.com/YWCACM/photos/d41d8cd9/10156680527984699/](https://www.facebook.com/YWCACM/photos/d41d8cd9/10156680527984699/)
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

Photo: https://s3-media4.fl.yelpcdn.com/bphoto/7N2TTqTwQKxxco0IP5mRqA/o.jpg
*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.
Fitness in the Parks: Overview

Three year contract with potential to renew

Funder
Blue Cross / Blue Shield

City Departments
Dept. of Public Health, Dept. of Parks & Recreation

Program coordinator
YWCA

Instructors

Collaborate to select parks, classes, and times
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)
Advocacy for Physical Activity in Worcester

**SPLASH!**
Swim & Play, Aquatic Safety & Health

**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, Monday and Wednesday 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

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

**Elm Park at Newton Hill**

**Cross Park Ave here to access**
12 Station Fitness Course • 18 Hole Disc Golf Course • 6 Hiking Trails
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.