



Healthy Community Alliance Partner Influence

Organization: Adult Physical Fitness Program /
BSU grad program
Our Audience is: Community of Munde

How do we currently influence our audience around physical activity?

- Programs/Opportunities = offering a program that is all inclusive ~~that~~ & gives participants ~~the~~ information about their current fitness state & monitors them throughout an exercise program.

- Environment = participants are very engaged w/ each other which ~~also~~ keeps them accountable to participating

Policy

✓ Environment

✓ Programs/Opportunities/
Messaging/Information

How would we like to influence our audience around physical activity?

- Partner w/ outside organizations, more to get the word out/network as well as give participants outside opportunities that can differentiate from coming to the facility, i.e. partnerships w/ the AHA, YMCA, etc.

Healthy Community Alliance Partner Influence



Organization: BSU APFP/CEP

Our Audience is: Community

How do we currently influence our audience around physical activity?

environment - programs, education, community engagement, research is a big component of our program as well as all GA's are encouraged to do a thesis.

We, as a program work w/ AHA, AACVPR & ACSM, as well as other groups/organizations for guidelines for exercise - PA.

Policy

Environment

Programs/Opportunities/
Messaging/Information

How would we like to influence our audience around physical activity?

get more people involved, for overall health - wellness for our community as a whole, expand our outreach beyond BSU staff, employees & retired faculty.

Healthy Community Alliance Partner Influence



Organization: several funding organizations
Our Audience is: not for profits

How do we currently influence our audience around physical activity?

We haven't done much — altho we make grants to Cardinal Greenway, BSU athletics

Policy

Environment

Programs/Opportunities/
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introducing funding organization to data showing why this community has a problem

How would we like to influence our audience around physical activity? — perhaps some kind

of incentive program to encourage their employees to exercise and develop healthy life styles.

Healthy Community Alliance Partner Influence

Organization: Ball State University Physical Fitness and Wellness program



Our Audience is: Ball State Undergraduate Students

How do we currently influence our audience around physical activity?

All Ball State, undergraduate students are currently required to pass a semester course that encourages a physically active lifestyle. The 5 major health related fitness components are the prime focus: cardiorespiratory endurance, muscular strength, muscular endurance, flexibility, and body composition.

We provide our students with two days of physical activity per week that are lead by qualified instructors and encourage students to take part in other activities on campus. Our instructors model the behaviors we teach, focusing on the importance of a physically active lifestyle

Our primary message is that Exercise is Medicine and a lifelong physically active lifestyle is beneficial in all dimensions of wellness. All of our students have the "opportunity" to engage in the PFW course, although some may not fully appreciate the message/information until a later point in their lives.

Policy

Environment

Programs/Opportunities/
Messaging/Information

How would we like to influence our audience around physical activity?

Our hope is to encourage students to continue the lifelong pursuit of physical activity and understand the benefits they can receive physically, mentally, and socially from a physically active lifestyle.

We would like to present our students with other opportunities on and off campus in which they can safely participate in physical activity. We would also like to be able to inform them of any partnerships that may be present with the community and the University.

We would like to see the Exercise is Medicine message echoed throughout the community, beginning with the medical community. If we did not have to be the beginning of the conversation about the benefits of physical activity (at a college freshman age), but could expand on how to safely create an individualized program throughout a changing lifestyle/span, I feel we could potentially see some impressive gains in the overall long term wellness of our students.



Healthy Community Alliance Partner Influence

Organization: Hillcroft Services

Our Audience is: individuals with intellectual/developmental disabilities

How do we currently influence our audience around physical activity?

- YMCA discount memberships (2 hour sections)
- Individually when expressed interest
 - CHIO
 - BMAN
- working on community group
- Insurance initiatives w/ ped + water bottles
- Biggest loser "contests" by employees

How would we like to influence our audience around physical activity?

- Greenway connection
- Integration Business w/ dog day care
- Rec Therapist (?)
- Include in self care

Policy

no smoking on grounds/clock

Environment

current building on greenway, used by clients

Programs/Opportunities/ Messaging/Information

- doctoral students w/ PT/OT
- monthly training
 - water
 - movement (fall risk)

Routes for Info
Bulletin - Weekly
Splash Messages

Paula
Tyler
- Rec. Therapist



Healthy Community Alliance Partner Influence

Organization: Purdue Extension Nutrition Education Program

Our Audience is: Limited Resource

How do we currently influence our audience around physical activity?

How would we like to influence our audience around physical activity?

Policy

Environment

Programs/Opportunities/
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- velvet teaching
CATCH training

- Trying to change environment; working on initiatives

- Influence by example:
walking meeting
walking breaks

(Walking Trails;
Stony Trails;
Pike Rocks;
encourage greenway use)

making the healthy choice the easy choice
 Tweaking the environment to make it easier to be physically active.

↳ Programs are okay, as long as they are sustainable, we need changes that are going to stand over time.

Healthy Community Alliance Partner Influence



Organization: Delaware County - ^{city of Muncie} Safe routes to School
Our Audience is: K-5 students & ^{their} families

How do we currently influence our audience around physical activity?

Currently we work to put together a walk to school day in the fall and a bike to school day in the Spring.

Right now these are viewed as "event" days.

Policy

I would like to see all schools enforce walking/biking if you live within a mile of the school.
Environment

Programs/Opportunities/
Messaging/Information

How would we like to influence our audience around physical activity?

I would like to see the program expanded and to become a daily routine rather than a twice a year event.

I would like to see funding in place to offer incentives for students to walk/bike to school. I would love to have ~~a~~ some sort of training/education made available to the students to create walking/biking safety - something like "Safety Town".

Healthy Community Alliance Partner Influence



Organization: Westminster Village

Our Audience is: Residents

How do we currently influence our audience around physical activity?

In Our Wellness Center

- Exercise equipment
- Y trainer comes in 3 days per week to ~~work~~ work with residents on equipment.
- Exercise classes 2 different levels
- Partner @ Y for Silver Sneakers Classes - Public is welcome to join ^{2 days per week}
- Sidewalk goes completely around our building
In nice weather there is a walking group, but residents do walk on their own.
- In winter we encourage residents to walk in our 338,000 sq. ft. building

Policy

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How would we like to influence our audience around physical activity?

Yoga Classes / Zumba
Strength developing classes