Opportunities and Challenges: Zero Budget Activity Programs

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Summary: Fitness professionals need creative and effective methods to impact the health and physical fitness of individuals, organizations and communities by using low and no cost resources and by identifying useful resources within existing organizational budgets. This presentation will describe the development and implementation of fitness programs that have demonstrated success even when faced with limited or no financial resources. Presenters will identify free or low-cost methods to conduct environmental inventories, acquire equipment, deliver assessments, and establish programs for children and adults.

I. Global Recommendations for Physical Activity

   A. Physical activity guidelines for children and adults

   B. Global sloth: where do we go from here?

   B. Why move? Why Play?

II. Overcoming Barriers to Physical Inactivity

   A. Limited financial resources

   B. Environmental considerations

   C. Limited access to equipment, facilities, and qualified fitness professionals

   D. Lack of time and motivation

   E. Misperceptions about “exercise”

III. Promoting active lifestyles in adults and older populations

   A. Need for creativity
1. When fitness centers work and when they don’t

2. Alternate locations for fitness programs

B. Joint use agreement

1. Necessity

2. Content

3. Example

C. Developing and implementing adult programs on a limited budget

1. Finding partners

2. Identifying appropriate locations

3. New assessment tool(1)

4. Other resources

5. Recruiting members/clients

6. Maintaining relationships

D. Sample programs


2. Physically Active Residential Communities and Schools

IV. Activating Inactive Youth

A. Children are not miniature adults

1. Fundamental principles of pediatric exercise science

2. Identifying youth with “exercise deficit disorder”

B. Developing a partnership with schools and community centers

1. Service learning for college students
2. Role of physical education teachers and health care providers

C. Developing and implementing youth programs on a limited budget
   1. Visit existing programs
   2. Think big but start small
   3. Effective program design and instructional strategies
   4. Examples of no (or limited) budget activities for youth
   5. Advertising youth programs with no budget
   6. Get “connected”

D. Sample program ideas
   1. Project JUMP: A community-based intervention for underserved youth
   2. FIT for youth: A school-based program for children and adolescents

V. Four Take-Away Messages
   A. Fitness professionals need to be aware of common barriers to physical activity and develop creative and cost-effective strategies to overcome them in order to promote physically activity lifestyles for all youth and adults
   B. Existing resources in most communities can be used to begin and maintain exercise programs for children and adults at little or no cost to the fitness professional and program participants.
   C. Both resources and partnerships can be identified to increase the visibility and effectiveness of both the fitness professional and the exercise program.
   D. There are simple assessments available to assess participant progress and show program success.

VI. Selected References


- Physically Active Residential Communities and Schools
  [http://www.youtube.com/watch?v=QaYJ6xS6P5Y](http://www.youtube.com/watch?v=QaYJ6xS6P5Y)

- Chase Near Eastside Legacy Center (The 2012 National Football League Super Bowl Legacy Project)
  [http://www.youtube.com/watch?NR=1&v=udGVHeF8t7I&feature=endscreen](http://www.youtube.com/watch?NR=1&v=udGVHeF8t7I&feature=endscreen)