



FitEx

FitEx is a healthy and fun program brought to you by the Physical Activity Workgroup for Virginia Cooperative Extension. An 8-week group-based walking and fruit/vegetable consumption program where teams of 6 people pool their mileage to “walk” or actively move across Virginia with their friends, family members, and/or coworkers. In addition to tracking their physical activity, participants can also track their fruit and vegetable intake on a daily basis. The goal for each adult participant is to consume 5 or more cups of fruits and vegetables each day, or 35 cups or more each week, and report their total intake in cups, along with their “miles” of physical activity, to their team captain each week. “Miles” are calculated based on the type, duration, and intensity of physical activity. In general, 15 minute bouts of moderate intensity physical activity equate to 1 mile. For example, a 60 minute bike ride would be roughly 4 miles.

Justification

FitEx is designed to improve the health of all Virginians by increasing the participation in physical activity and the number of fruit and vegetables consumed each week. According to the Centers for Disease Control and Prevention, engaging in at least 30 minutes of moderate intensity physical activity on 5 or more days of the week will improve the health of those who are not meeting this recommendation.

Audience

The program is primarily targeted to inactive adults, but children 5 and older as well as more active adults are also encouraged to participate. Team captains are recruited at the county/city level and are asked to recruit five team members to form a team. Ideal team size is six individuals, but agents can allow some variations in team size.

Approach

What do agents do?

Agents are responsible for recruiting and registering team captains, program promotion, and providing weekly communication to ensure weekly reports to the website and newsletters are sent to all. For evaluation purposes, agents help encourage participants to complete the pre and post program surveys on the website and submit any paper surveys to the program manager - FitExManager@gmail.com

What do captains do?

Captains will recruit and register team members and provide leadership, goal setting, and accountability to help teams reach their goals. Captains can also encourage team bonding by organizing group events such as a walk in the park or healthy potluck dinner!

What do participants do?

Participants will log their exercise and fruit and vegetable consumption on the website. They can also post recipes, try the recipes, and utilize the new social media aspect of the website! Participants can do all of these things to help other people be successful as well. This will add excitement to the program, and in turn, intrigue others to participate as well.



Month	Activities
1	Attend Training 1. Determine FitEx goals 2. Read program manual and materials 3. Set a meeting with program manager if needed
2	1. Start thinking about task force 2. Tailor recruitment materials
3	1. Setting-level recruitment 1. Worksites, faith-based organizations, governmental entities, hospitals, etc. 2. Review Fit-Ex.org
4	1. Set up task force meeting 2. Recruit captains
5	1. Launch program 2. Send weekly newsletters
6	1. Send weekly newsletters 2. Close program
Housekeeping	1. Receive Impact Statement