



Kids Run RVA: Do They Run Your Town Too?

Presented by:
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Today's Agenda

- Explore the issue of physical inactivity
- Take a peek at RVA demographics
- Overview of Sports Backers & Kids Run RVA
- Discover how to implement a youth running program in your community

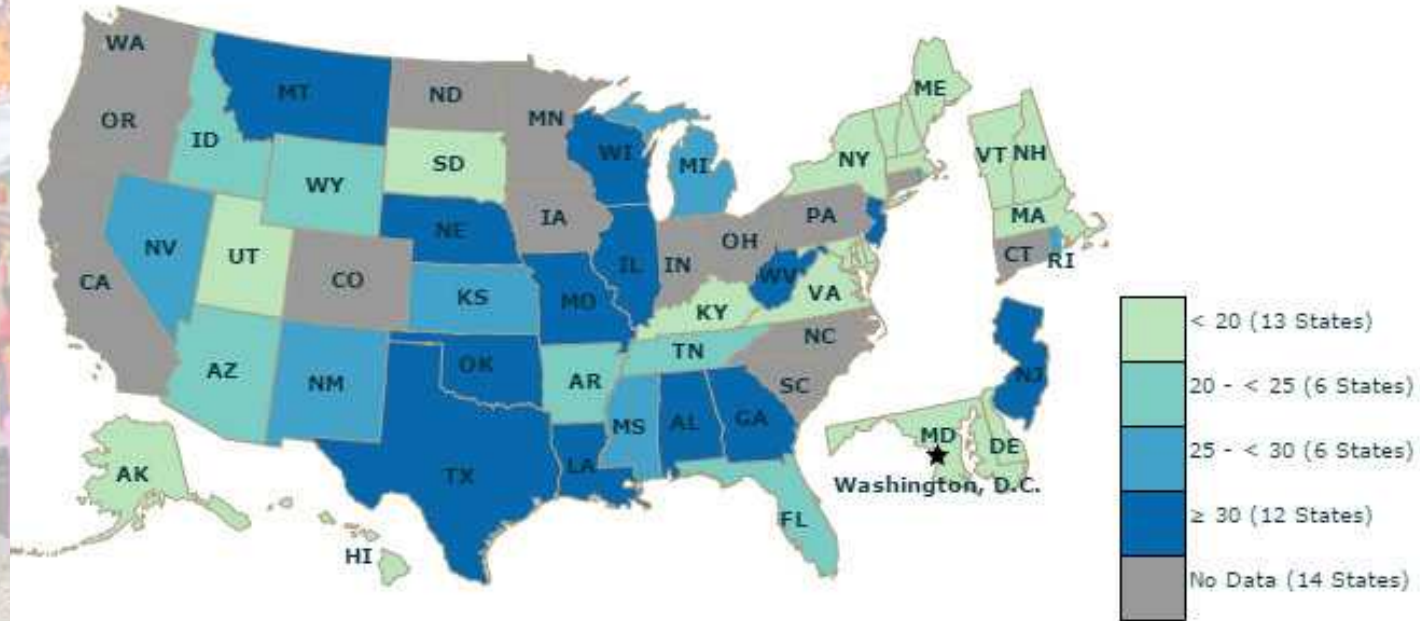


The Issue

- We have become a highly sedentary society
- Physical inactivity is a key contributor to obesity and other preventable chronic diseases.
- Obesity & chronic disease disproportionately affect minority populations & communities with economic disadvantages
- VDOE PE Guidelines – Void in extracurricular activities and PA programs

How does VA compare to other states?

2013: Percent of students in grades 9-12 who participate in daily physical education †



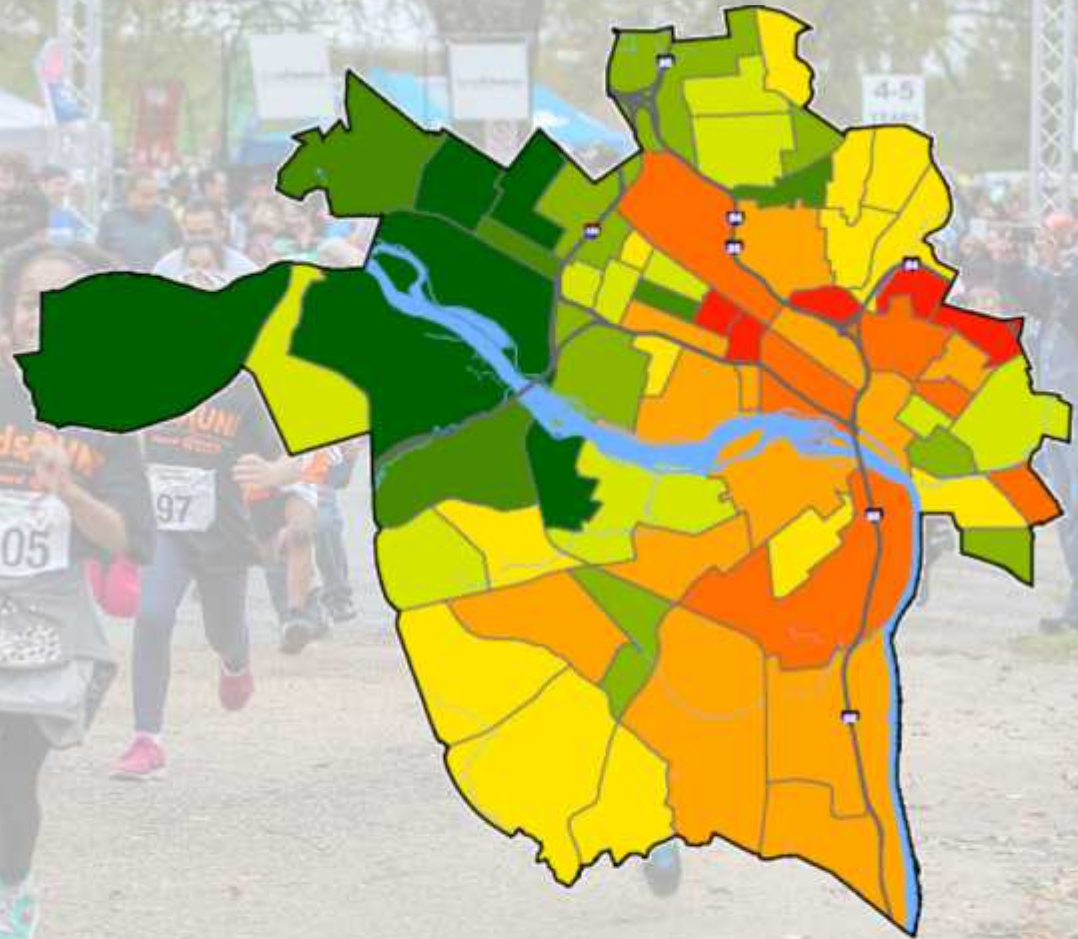
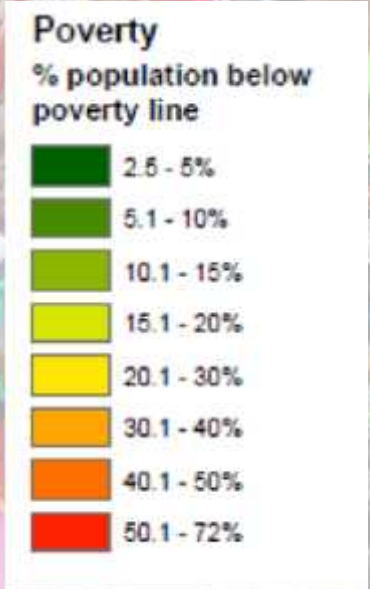
Nutrition, Physical Activity and Obesity Data, Trends and Maps web site. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), National Center for Chronic Disease Prevention and Health Promotion, Division of Nutrition, Physical Activity and Obesity, Atlanta, GA, 2015. Available at <http://www.cdc.gov/nccdphp/DNPAO/index.html>.

Footnotes

† Respondents were classified as participating in daily physical education if they answered, "5 days", to the following question: "In an average week in school when you go to school, how many days do you attend physical education classes?" Denominator: Students surveyed in grades 9-12.

- Data not available because sample size is insufficient

A Peek Into RVA



Data source:
US Census Bureau 2009-2013, American Community Survey

Health Outcomes in RVA

	Richmond City	Petersburg City	Hopewell City	Colonial Heights City	Henrico County	Chesterfield County
Obesity Rate (Adults)	30%	38%	34%	26%	28%	27%
Diabetes Rate (Adults)	11%	16%	12%	10%	10%	9%
Physical Inactivity Rate (Adults)**	22%	28%	27%	26%	22%	20%

The inactivity rate is only reporting on **complete inactivity, not **under activity**.

Data source: RWJ Foundations County Health Rankings

RVA Health Rankings

	Richmond City	Petersburg City	Hopewell City	Colonial Heights City
Quality of Life Ranking (Reported days of poor physical and/or mental health)	121 out of 134	134 of 134	114 of 134	77 of 134
Health Behavior Ranking (Diet, exercise, substance use, etc.)	129 out of 134	134 of 134	120 of 134	53 of 134
Socioeconomic Ranking (Education, income, employment)	127 of 134	134 of 134	131 of 134	52 of 134

Data source: RWJ Foundations County Health Rankings



So What Is Sports Backers Doing About It?

- Quick Sports Backers history
- Transition from economic impact to participatory events and community programs
- Creation of Greater Richmond Fit4Kids
- Programs created to address community needs
- Our mission today: *To inspire people from all corners of our community to live actively*

Kids Run RVA

KidsRUN RVA

A Program of Sports Backers

KidsRUN RVA

A Program of **SPORTS BACKERS**

The Low Down on Kids Run RVA

- Run Clubs
- Recruitment, training & ongoing support of coaches
- Mini-grants for clubs & running events
- Kids Challenge and Incentives
- Training guides
- Youth running events
- Extra support for low income schools/communities
- Free equipment rental

How To Get This Going In Your Town

- Develop a toolkit
- Secure funding
- Establish partnerships
- Find your champions
- Support your coaches
- Lace up and run!

How To Get In Touch With Us

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