



PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland

Portland Parks & Recreation and Health





Unprecedented epidemic of childhood obesity in Oregon

- The proportion of 8th graders who were overweight or at risk of it in 2005 was 1 in 4.
- The proportion of 11th graders who were overweight or at risk of it in 2005 was 1 in 4.
- The percentage of 11th graders who were overweight increased 63% since 2001.

**Source: Oregon Overweight, Obesity, Physical Activity, and Nutrition Facts. January 2007. Oregon Department of Human Services, Physical Activity and Nutrition Programs.*



Total Media Use

Among all 8- to 18-year-olds, average amount of time spent with each medium in a typical day:

	2009
TV content	4:29
Music/audio	2:31
Computer	1:29
Video games	1:13
Print	:38
Movies	:25
TOTAL MEDIA EXPOSURE	10:45
Multitasking proportion	29%
TOTAL MEDIA USE	7:38

Notes: See Appendix B for a summary of key changes in question wording and structure over time.

GENERATION M²

Media in the Lives of 8- to 18-Year-Olds

A Kaiser Family Foundation Study

JANUARY 2010

On a typical day, 8- to 18 year olds in this country spend more than 7½ hours (7:38) using media — 7 days a week. (Computer time is outside of school work use.)





PP&R Strategic Plan and Health

- Expand active recreation by partnering with the public health community
- Contribute to improved health outcomes for youth through increased physical activity and improved nutrition



Silver & Fit

- Silver & Fit is a fitness and healthy aging program designed to help seniors achieve better health through regular exercise.
- Include a monthly membership for benefit eligible seniors at PP&R full service community centers (Dishman, Charles Jordan/Columbia Pool, Southwest, East Portland, and Mt Scott).
- PP&R is reimbursed for each visit.



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Rx:play

Physical activity is good for your health!

*P*rescription
*L*everage for
*A*ctive
*Y*outh

Portland metro area



Doernbecher
Children's Hospital
A division of Oregon Health & Science University



Legacy Emanuel
Children's Hospital



Nature
HISTORY
Discovery



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Connecting
People, Parks
& Nature



College of Health and
Human Sciences



African American Health Coalition

- Alliance of individuals, agencies, and organizations working together to address the health issues faced by African Americans in Portland, Oregon.
- Promote and improve health among African Americans is best achieved through interventions that build capacity, and that strengthen, empower, and sustain healthy lifestyles among African Americans.
- AAHC provides a monthly, lump sum payment to PP&R, and to date, approximately 1,500 AAHC members have received a 6-month pass, with an unlimited amount of visits, to participate in drop-in fitness activities at Matt Dishman Community Center & Pool, University Park Community Center, and Columbia Pool.



Incorporate health standards into all PP&R youth programs

Identify and define accepted health standards for youth and establish criteria for meeting these standards within PP&R programs.





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Southwest Community Center
6820 SW 45th Ave. | 503-823-2840
www.portlandoregon.gov/parks/swcc

6mo-4yrs

Parent/Child Classes

Art, Cooking, Movement & Sports

Sports

Sports Start - Mommy, Daddy & Me age: 2-4
Throw & Catch! Kick & Run! Together develop motor skills necessary to successful game participation. Gain strength & stamina, increase listening skills, build confidence & self-esteem exploring the basics in a variety of activities! No Class 11/29. Location: Gym. No class 11/29.

412247 F 9:20-9:50am Ellen 11/15-12/13 \$24

Soccer - Mommy, Daddy & Me age: 2-4
Don't watch from the sidelines! An introduction to the 'World's Most Popular Game! Interact with your child as you both learn the basics - pass, trap, dribble & shoot. Gain confidence, bond & exercise! Location: Gym. No class 11/28.

412254 Th 10-10:30am Nancy 11/7-12/12 \$27

412255 Sa 12-12:30pm Eric 10/5-11/2 \$27

412256 Sa 12-12:30pm Eric 11/9-12/14 \$29

Baseball - Mommy, Daddy & Me - NEW! age: 2-5
Want to know how to handle a bat? Catch, throw & hit while playing games that focus on the skills you'll need to succeed. A non-competitive atmosphere encourages understanding basics while promoting eye-hand coordination & motor skill development. Location: Gym. No class 10/11.

412241 F 10-10:30am Ellen 10/4-11/1 \$24

412452 Tu 6:05-6:35pm Eric 10/1-10/15 \$22

Get your workout in too!

Super Sidekicks - NEW! age: 3-6
Be a Super Healthy Hero! Join forces to get hearts pumping, burn calories & increase strength. Discover together just how fun exercise can be! Location: Gym. No class 11/26, 11/28.

413413 Tu 9:20-9:50am Nancy 10/1-10/29 \$27

413414 Tu 9:20-9:50am Nancy 11/5-12/10 \$27

413415 Th 9:20-9:50am Nancy 10/3-10/31 \$27

413416 Th 9:20-9:50am Nancy 11/7-12/12 \$27




JUMP START

Look for the Jump Start icon by the activities in our catalog and know that each program will inspire even the youngest children to eat well, learn about their bodies or be active!

Sustaining a healthy park and recreation system to make Portland a great place to live, work and play.
www.portlandoregon.gov/parks/swcc • Commissioner Amanda Fritz • Director Mike Abbate





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THANK YOU!