

# Building the Community Healthy Living Toolbox



# EnhanceFitness History

Developed by Senior Services (Seattle, WA) in partnership with the University of Washington and Group Health Cooperative in the mid-1990's, Project Enhance offers state-of-the-art, community health promotion programs designed especially for older adults.

EnhanceFitness, a low-cost, evidence-based group exercise program, helps older adults at all levels of fitness become more active, energized, and empowered to sustain independent lives.

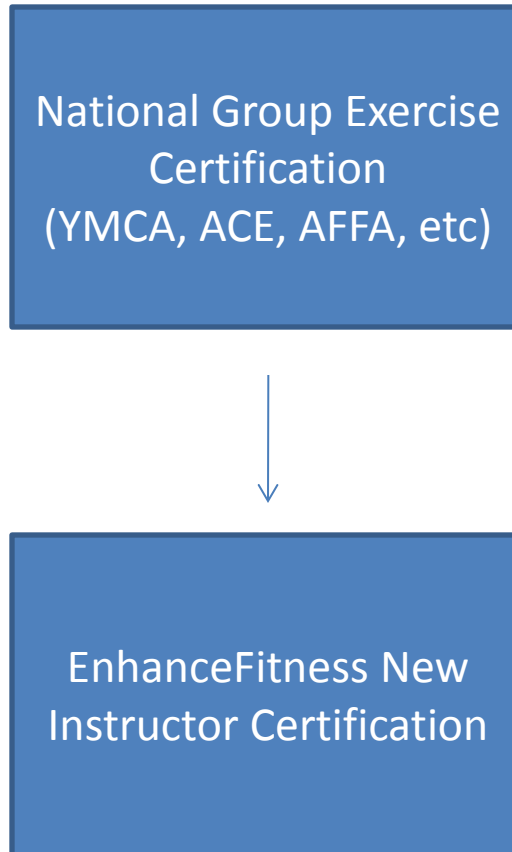


# Way Back in '07....

- Michigan Department of Community Health receives CDC Grant
- Partners with Oak Park YMCA (Lansing, MI)
- Begin partnership with 3 Y Assoc in Michigan—Grand Rapids, Lansing, Detroit

# Developing Capacity

## Training EnhanceFitness Instructors



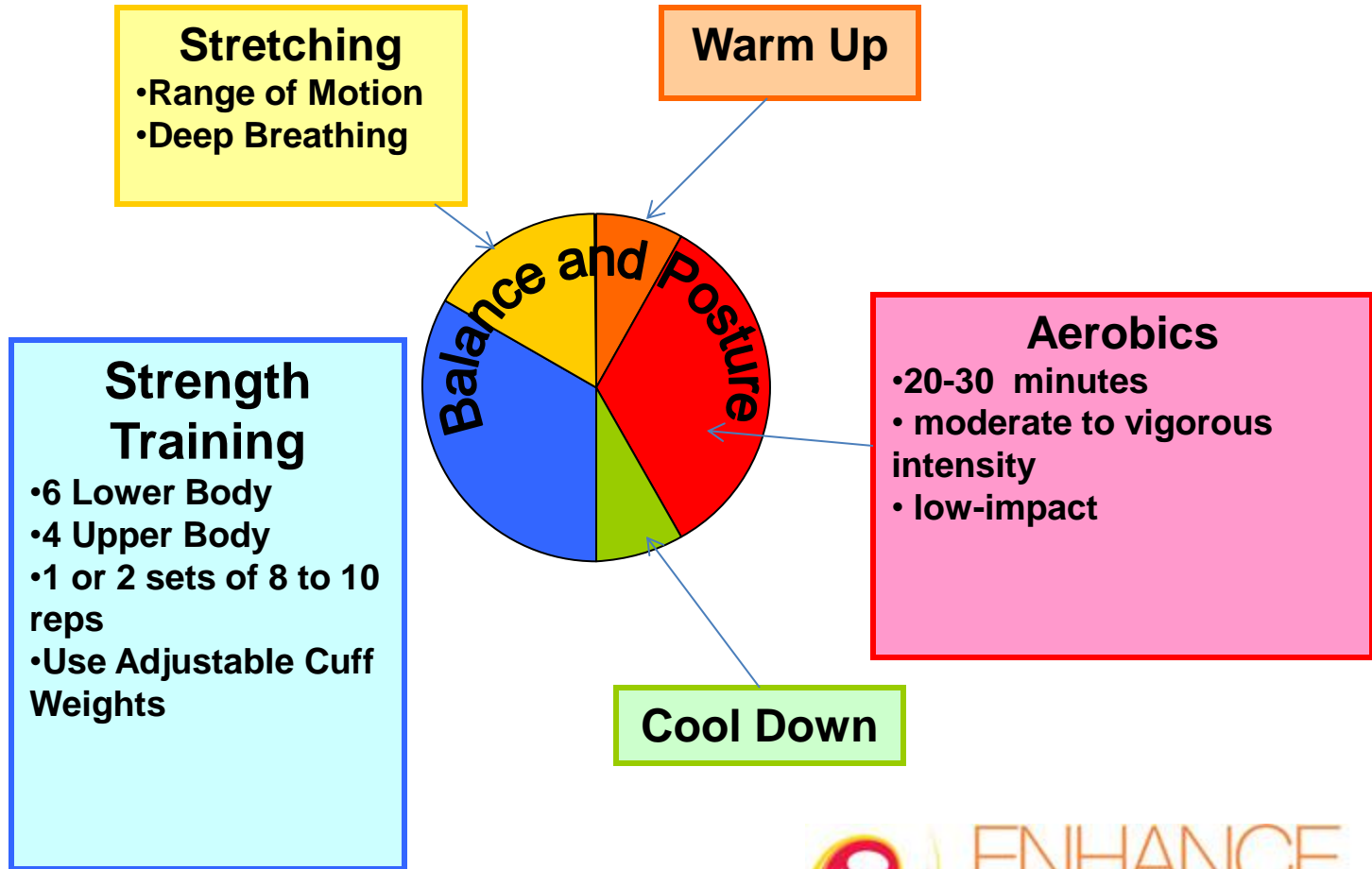
# Key Learnings: Community Partner Sites

- Site has a captive senior audience
- Seniors come to the site regularly for different activities
- Space for a class of 25+ participants is available
- Class can be offered at “prime time” for that location
- Site is open to the community at large
- Site is not restricted to a specific community sector (e.g. gated communities)
- There is not a finite number of residents or members that can participate in the class
- Easy community access
- Site has an invested interest in the implementation of the class (committed partner)
- Site is willing to advertise the program through their network
- There is a contact/responsible person at the site that takes ownership of the program
- Contact person actively helps with participant recruitment
- Site has established partnerships with organizations in the area (e.g. City, businesses, corporations, churches)

# Key Learnings: Instructors

Retired
Cultural match to the group
Fitness Instruction may be their second career
Age match
Started as a participant of the class
Income is not "needed" to sustain household
Basic computer knowledge
Active in the community
Extrovert
Enjoy working with other seniors
Has a desire to give back to the community
Eager to learn new skills
Bilingual

# 1 hour 3x/week



Statewide Network Link:

<http://mihealthyprograms.org/enhance-fitness.aspx>