

"Move More"

www.movemore.org

Move More is a community group in Central Maine that helps people to be more physically active and eat better.

The Move More Online Replication Guide: A guide to create a community-based physical activity and chronic disease self-management program.

Alison Jones Webb, Public Health Specialist, MaineGeneral Medical Center

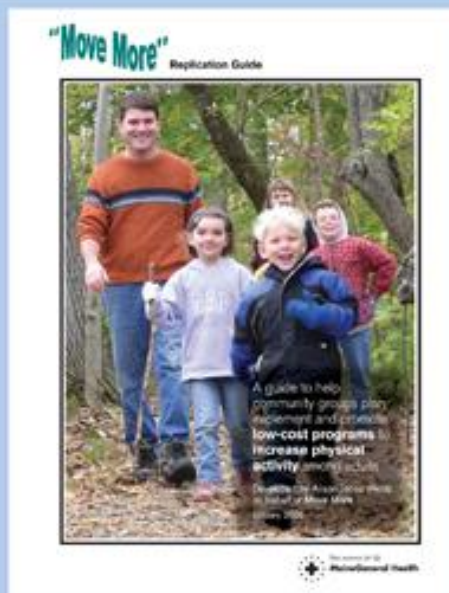
The Move More Replication Guide

- Assembles in one place the rationale, methods and tools for building a community-based physical activity and chronic disease self-management promotion program that is tailored to meet specific community needs and characteristics.
- Can be used by any community with a group of committed individuals who want to create a locally-based program to increase physical activity levels in adults.
- Includes concrete steps, such as creating a physical activity asset map and walking maps; identifying indoor walking spaces; and developing resources guides, information sheets, and a social marketing plan.
- Includes reproducible materials, such as enrollment forms and point-of-decision prompts, and links to on-line resources.
- Enables community groups to realize the power of a community-based, locally-developed intervention

The Move More Replication Guide
is available on-line at
www.movemore.org

All Move More resources
may be reproduced free of charge.

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Move More is a community based group that addresses chronic disease prevention through interventions designed to improve physical activity and nutrition behaviors.

Over a three year period, Move More has built a sustainable network of over 110 volunteer "Movers" and 10 Lay Health Educators who serve over 2000 enrollees.

Between 2000 and 2005, adults reported increased levels of physical activity (based on data from the Behavioral Risk Factor Surveillance System); however due to other physical activity interventions, it is not possible to identify Move More as the sole effective intervention.

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Project Goal

To help people with type 2 diabetes and other chronic diseases increase their physical activity levels and improve their self-management skills.

Project Design

- CDC Best Practice Recommendations from The Community Guide for promoting physical activity; creation and promotion of in-town walking trails and indoor walking spaces; peer support; physical activity log sheets.
- Social marketing research and strategies.
- Trans-theoretical Model (Stages of Change).
- Chronic Care Model (community resources, policies and self-management support).

Project Strategies: Volunteer "Movers"

- "Movers" give natural, non-directive peer support to enrollees by walking with them, telling them about places to exercise, sending weekly emails and giving information that helps motivate them.
- "Movers" provide pedometers and physical activity logs to enrollees.
- "Movers" deliver messages about physical activity and help place posters, handbills and weekly news-paper ads using "Mover" photographs as the messenger.
- "Movers" give information to enrollees about diabetes self-management education and support resources that are available in the Kennebec Valley Region.
- "Movers" may receive additional training as Lay Health Educators, who deliver chronic disease self-management courses in the community.