



Strategies to increase physical activity in elementary school aged children:

Unfreezing:

- Doing a needs assessment via survey focus groups
- Identifying the need and looking at ways to address the needs either through implementing changes or improving knowledge, etc.
- Make light of some myths the community has about exercise
- Have guest speakers come in and talk to the community (school, parents and children of the school)
- Create scrapbook/newsletter with evidence-based benefits on exercise and its relationship/links between a child's/individuals overall health. For example, use of media such as newspapers articles, radio, TV

Moving:

- Implementing programs that increase activities within the school.
 - After-school programs run by volunteer teachers/parent's such as team sports
 - Stretching exercises done over PA by entire school for 10 minutes every morning (like in Asian countries)
 - Extending gym periods to 15 minutes longer per day → extend school hours everyday, to equal an extra week during spring break.
 - Walking programs for parent's/teachers.
- Promote buy-in from community by creating programs that fit within the needs of the community
- Encourage community participation in running exercise programs to increase sustainability of programs that are implemented

Refreezing:

- Encourage community participation in running exercise programs to increase sustainability of programs that are implemented
- Look at long-term participation, so that practice becomes habit
- Continue knowledge with evidence-based studies that show positive benefits to exercise and health.
- Long-term study to continually have a needs assessment of the community → to make changes where needed according to the needs.