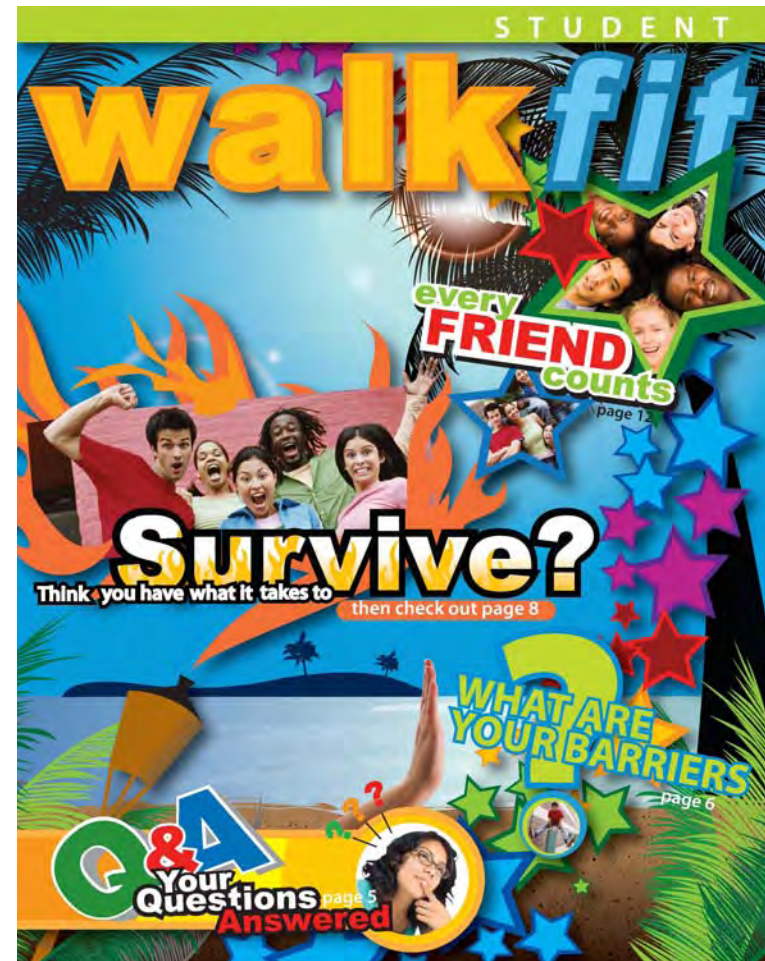


Marketing



walkfit...marketing

- 6th grade math & PE content standards
- Has interactive component using step counters
- Magazine-style workbook for each student
- Curriculum is flexible





walkfit

...marketing

Can be used...

- with EatFit
- alone
- during school or in an after school setting
- as a review before standardized testing
- after standardized testing
- in several different locations quad, blacktop, classroom, multipurpose room, library, or baseball field



walkfitmarketing materials

walkfit PROGRAM BASICS

Social Cognitive Theory

Social Cognitive Theory (SCT) is the theoretical framework upon which the curriculum is based. Three major SCT constructs are threaded throughout the program: self-efficacy, outcome expectations, and self-regulation. Strategies used to achieve self-efficacy and behavior change are modeling, contracts, goal setting, skill building, monitoring, barrier removal, and cognitive restructuring.

Education Standards

The lessons align with the California Department of Education standards for mathematics and physical education.

Goal Setting

Changing physical activity habits are designed for the program. Goal setting is a proven learning technique. Goal setting is a proven learning technique. Goal setting is a proven learning technique.

Step Counters

Students have an opportunity to use active and track progress. Repetitive involvement opportunities include support.

Community Involvement

Involvement opportunities include support.

walkfit AT A GLANCE

Lesson 1... Guided Goal Setting

The introductory lesson introduces students to goal setting and tracking. Students are introduced to step counters and how to use them. They also learn the importance of goal setting and how to use them.

Lesson 2... Barriers: What are mine?

What barriers keep students from being active? Top barriers include lack of time, lack of motivation, and lack of knowledge. In pairs, students address personal barriers and seek solutions together.

Lesson 3... Will You Survive?

Students learn that being active can be challenging. They learn they can get started and keep it up by walking more.

Lesson 4... Calorie Counts

Students examine the link between diet and activity. They use the calorie counter to track their own calorie intake. Students also learn how to use the calorie counter to track their own calorie intake.

Lesson 5... Stepping into a New Mindset

This lesson teaches students to change their mindset. They learn how to use the step counter to track their own step count. Students also learn how to use the step counter to track their own step count.

Lesson 6... Every Friend Counts

In this lesson, about goal attainment, taking a goal about personal activity.

walkfit TOP 10 REASONS WHY YOU WILL WANT THIS PROGRAM

1. correlate to current standards in mathematics and physical education.
2. have supplemental information for teachers.
3. are provided in a magazine style workbook for each student.
4. have easy to use lesson planning teachers focus on teaching.
5. use a step counter for each student.
6. include fun and engaging activities.
7. promote a framework for establishing lifelong physical activity habits.
8. integrate health and physical activity.
9. incorporate components needed for most school wellness policies.
10. address stress and health issues (depression, anxiety, etc.).

walkfit MORE INFORMATION

Overview

The Walkfit curriculum includes lessons promoting physical activity, math content standards, and guided goal setting. It is based on Bandura's successful application of Social Cognitive Theory to change health behaviors. Each interactive lesson provides students with new ways to live an active lifestyle. Lessons are aligned with California Department of Education content standards for mathematics and physical education. Using the current physical activity research, the guided goal choices in Walkfit are:

- Increase steps by 8%, 10% or 12%.
- Choose an activity outside of school/leisure time barriers, and aim to overcome the barriers.
- Replace a high calorie food or beverage with a lower calorie one.
- Find a new friend with similar active interests and cognitive targeting.
- Replace one sedentary activity with an active one.

Background Information

The first representative survey was conducted by CALTECH in 2008. The survey results showed that students in California schools are not getting enough physical activity. The survey results showed that students in California schools are not getting enough physical activity.

Guided Goal Setting*

Goal setting is effective. Changing physical activity behaviors is very difficult. With the help of goal setting, the walkfit curriculum provides an effective method for achieving physical activity behavior change in students. There are four types of goal setting from which to choose: self-set, participatory, assigned and guided. The latter developed specifically for this program and is based on Walkfit.

Team Creates Guided Goal Setting

Guided goal setting provides young people with clear, realistic, and achievable goals. It is a proven method for achieving physical activity behavior change in students. It is a proven method for achieving physical activity behavior change in students.

walkfit SUMMARY PROFILE

Introduction

Using social cognitive theory, Walkfit is a physical activity promotion program for adolescents. Each student receives an interactive magazine style workbook and a step counter to track daily steps. In tandem with a focus on increasing physical activity, each lesson addresses California's education standards for mathematics and physical education. Step counters (also called pedometers) are used to track daily step counts and provide immediate feedback. The lessons program is aligned with CA content standards for mathematics and physical education for Grade 6.

Program Components:

- Teacher guidebook (20 pages)
- Full color magazine style workbook for each student (16 pages)
- Self monitoring resources
- Teacher resource for Cognitive Extension
- Evaluation tool

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walkfit CONTENT STANDARDS SUMMARY

Counting Steps

Health: 1.10
PE: 3.3, 3.4, 3.5

Stepping Into an Active Mind

Health: 1.10
PE: 3.3, 3.4, 3.5

Making Activity Count

Health: 1.10
PE: 3.3, 3.4, 3.5

Calories Count

Health: 1.10
PE: 3.3, 3.4, 3.5

walkfit CONTENT STANDARDS SUMMARY

Counting Steps

Health: 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19, 1.20, 1.21, 1.22, 1.23, 1.24, 1.25, 1.26, 1.27, 1.28, 1.29, 1.30, 1.31, 1.32, 1.33, 1.34, 1.35, 1.36, 1.37, 1.38, 1.39, 1.40, 1.41, 1.42, 1.43, 1.44, 1.45, 1.46, 1.47, 1.48, 1.49, 1.50, 1.51, 1.52, 1.53, 1.54, 1.55, 1.56, 1.57, 1.58, 1.59, 1.60, 1.61, 1.62, 1.63, 1.64, 1.65, 1.66, 1.67, 1.68, 1.69, 1.70, 1.71, 1.72, 1.73, 1.74, 1.75, 1.76, 1.77, 1.78, 1.79, 1.80, 1.81, 1.82, 1.83, 1.84, 1.85, 1.86, 1.87, 1.88, 1.89, 1.90, 1.91, 1.92, 1.93, 1.94, 1.95, 1.96, 1.97, 1.98, 1.99, 2.00, 2.01, 2.02, 2.03, 2.04, 2.05, 2.06, 2.07, 2.08, 2.09, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20, 2.21, 2.22, 2.23, 2.24, 2.25, 2.26, 2.27, 2.28, 2.29, 2.30, 2.31, 2.32, 2.33, 2.34, 2.35, 2.36, 2.37, 2.38, 2.39, 2.40, 2.41, 2.42, 2.43, 2.44, 2.45, 2.46, 2.47, 2.48, 2.49, 2.50, 2.51, 2.52, 2.53, 2.54, 2.55, 2.56, 2.57, 2.58, 2.59, 2.60, 2.61, 2.62, 2.63, 2.64, 2.65, 2.66, 2.67, 2.68, 2.69, 2.70, 2.71, 2.72, 2.73, 2.74, 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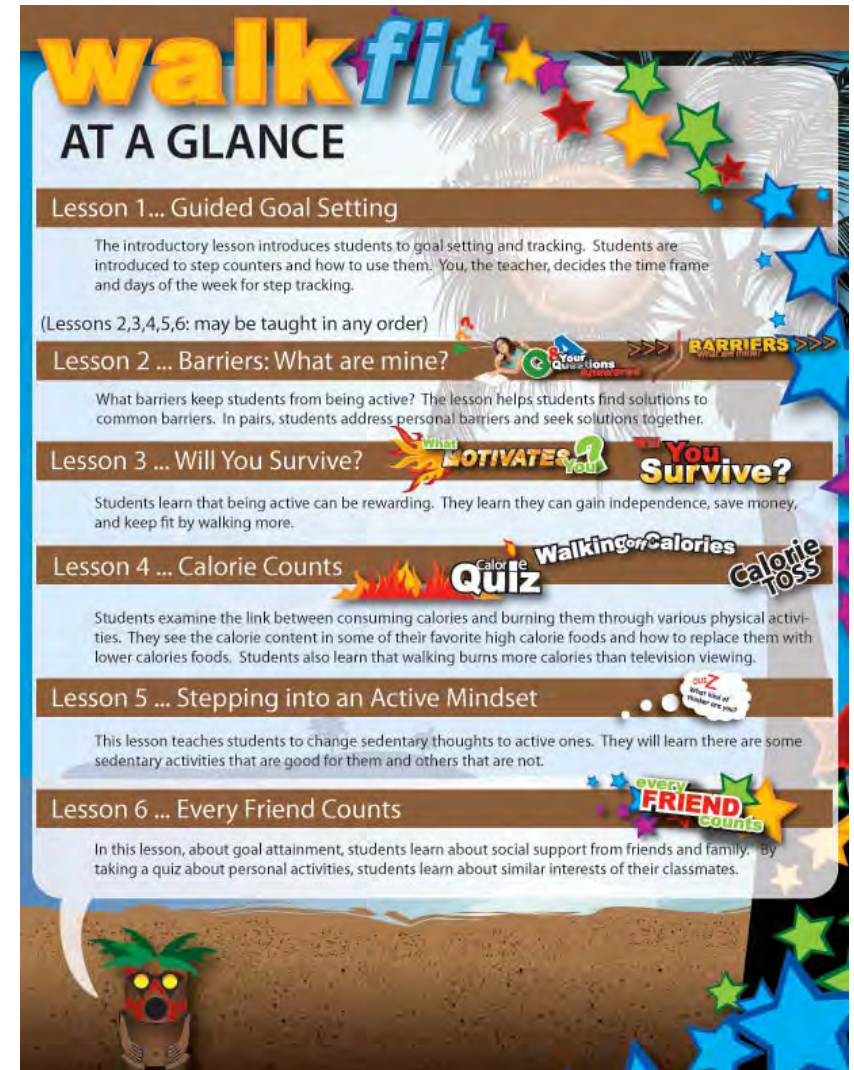
walkfitmarketing materials

- Walkfit Program Basics describes the theoretical framework behind the curriculum.
- It is marketed to teachers, administrators and wellness committee members.



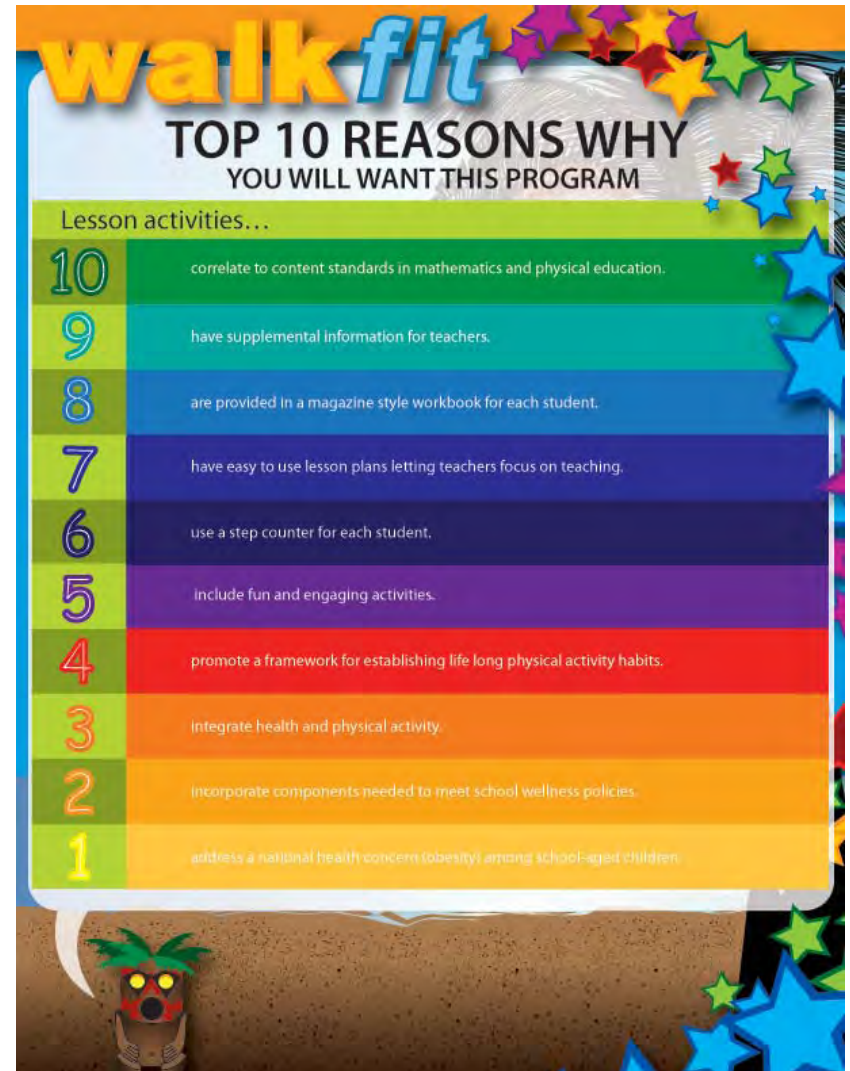
walkfitmarketing materials

- Walkfit At a Glance describes each lesson and is marketed to teachers.



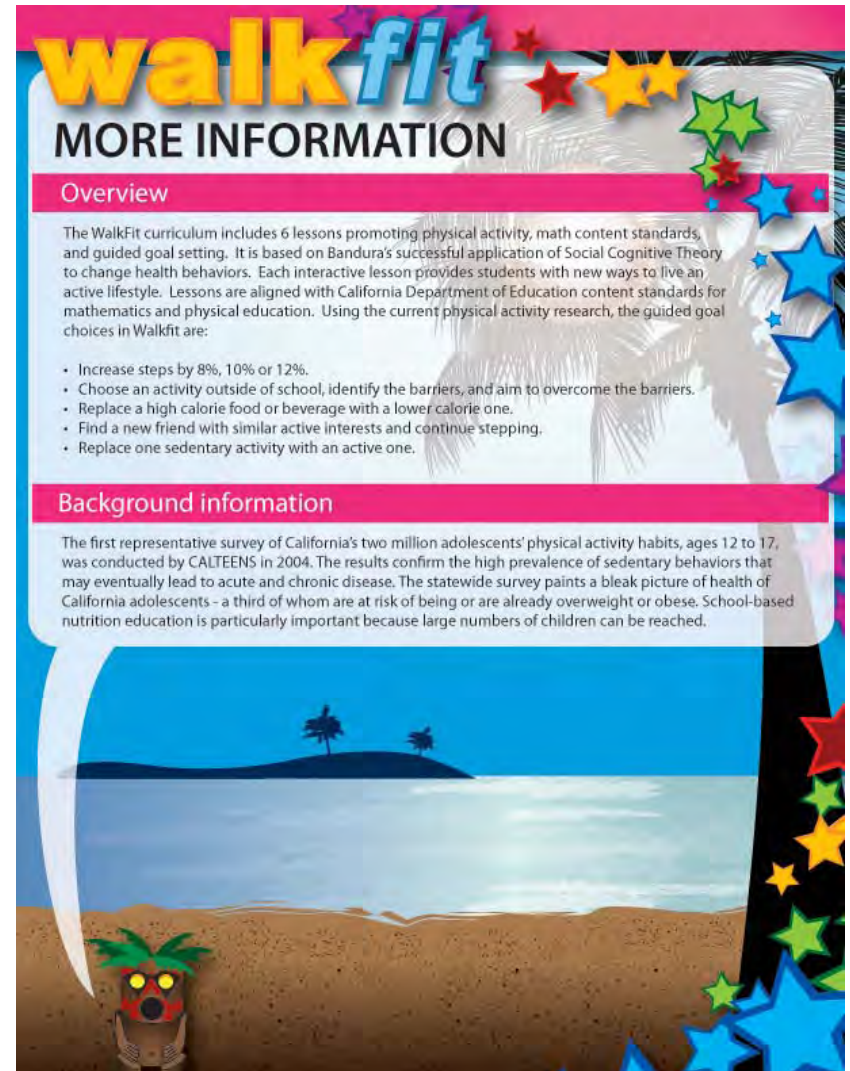
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- Walkfit Top 10 Reasons Why describes reasons to use the curriculum including content standards and wellness policies.
- It is marketed to teachers, administrators and wellness committee members.




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- Walkfit More Information focuses on the foundation of the curriculum including theory, *guided* goal setting and research.
- It is marketed to administrators.



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- Walkfit *Guided* Goal Setting is a review of *guided* goal setting components, how it works, and it's use throughout the curriculum.
- It is marketed to administrators and wellness committee members but teachers may also find it interesting.



The poster is titled "walkfit GUIDED GOAL SETTING*" and features a green header with the "walkfit" logo in orange and blue. The background is decorated with colorful stars. The content is organized into four sections with green headers: "Goal Setting is Effective", "Team Creates Guided Goal Setting", "Students Set Goals", and "Goal Tracking and Rewards". Each section contains text explaining the concept and its application, along with small footnotes. A cartoon character of a person with a large head and a speech bubble is visible in the bottom left corner.

walkfit GUIDED GOAL SETTING*

Goal Setting is Effective

Changing physical activity behaviors is very difficult. With the help of goal setting, it is easier. Goal setting has been shown to be an effective method for enhancing physical activity behavior change in adults. There are now four types of goal setting from which to choose: self-set, participatory, assigned and guided. The latter developed especially for adolescents and is used in WalkFit.*

Goal setting directs attention to the task or new behavior. Using personal motivators, it increases confidence to practice selected tasks. Goal setting is a learning technique, combining information transfer, application, and new health behavior adoption. It is a life skill – practical, applicable to other behaviors, and enduring.

*Shiltz M, Horowitz M, Townsend MS. Goal Setting as a Strategy for Dietary and Physical Activity Behavior Change: A Review of the Literature. *American Journal Health Promotion* 2004; 19:81-93.

Team Creates Guided Goal Setting

Guided goal setting provides young people with choice from a list of practitioner-developed goals. It retains adolescent autonomy while assuring that goals are *specific, proximal, and difficult, yet attainable* – keys to goal achievement.

Developed at UC Davis, guided goal setting is a new goal setting type specific for this adolescent audience. Setting a goal requires abstract reasoning. This reasoning begins to develop during adolescence. Many adolescents do not yet have the cognitive ability to self-set a relevant and achievable goal.

*Shiltz M, Horowitz M, Townsend MS. An Innovative Approach to Goal Setting for Adolescents: Guided Goal Setting. *J Nutrition Education & Behavior*. 2004; 36(1):55-156.

*Shiltz MK, Horowitz M, Townsend MS. Effectiveness of guided goal setting in a dietary and physical activity intervention with low-income adolescents. *Int J Adolescent Medicine & Health*. In press.

Students Set Goals

Students set stepping goals after each lesson based on their daily stepping mean which is tracked from the previous lesson. Students also set a second goal related to the lesson topic. They will be asked to aim toward those goals until the next lesson, usually one week, when they will set new goals.

Goals include:

- Stepping Goal
 - o Increase steps by 8%, 10% or 12%
- Topic Goal
 - o Choose an activity outside of school, identify the barriers, and aim to overcome the barriers
 - o Replace a high calorie food or beverage with a lower calorie one
 - o Find a new friend with similar active interests and continue stepping.
 - o Replace one sedentary activity with an active one.

Goal Tracking and Rewards

Students track goal achievements and are rewarded with raffle tickets and prizes. The WalkFit intervention supports goal attainment through skill building activities, social support, reinforcement and barrier counseling.

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- Walkfit Summary Profile is a review of the curriculum and provides information on authors. This page has ordering information.
- It is marketed to administrators.



walkfitmarketing materials

- Walkfit Content Standards Summary (short form) shows a breakdown of what standards are in each lesson. It is marketed to administrators and teachers.



walkfitmarketing materials

- Walkfit Content Standards Summary (long form) shows a breakdown of what standards are in each lesson. It is marketed to administrators and teachers.

