



2014 “Crews Into Shape” Challenge



NAVY AND MARINE CORPS PUBLIC HEALTH CENTER
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Crews Into Shape

Outline

- What is the “Crews”?
- Why “Crews”?
- How to “Crews”
- Evidence of effectiveness
- How to participate



Crews Into Shape

What is it...?

- 4 week challenge
- Every March since 2001
- Objectives:
 - Eat 2 cups of fruit and 3 cups of veggies
 - Aerobic exercise 150 minutes moderate (or 100 minutes vigorous) weekly AND complete two muscle-strengthening sessions
 - Achieve or maintain a weight loss goal
- Fun, free, DoD-wide
- Newsletter with health info (“Crews News”)
- Workplace-focused (the “crew”)
 - Fosters teamwork / support mechanism



Crews Into Shape

What is it...?

- No weigh-in
- Establish personal weight loss goal
 - Recommended max = 8 lbs in 4 weeks
- PAR-Q and “Contract” administered
- Extra member points:
 - Participate in a weekly crew activity
 - Register at USDA Choose-My-Plate Supertracker
 - Turn-in weekly worksheet to crew leader on time
 - Complete the post-crews survey
 - Commit to post-crews health event
- Extra Crew points:
 - If all members achieve certain individual targets
- On-line list of Crews
- Some bases/ships also sponsor local challenges



Crews Into Shape

Why “crews”?

- Overweight*
 - 63% of active duty over 20 years of age are overweight (BMI>25) or obese (BMI>30)
- Low fruit / veggie intake*
 - Only 11-13% ate 3 or more servings per day
- Low physical activity levels*
 - Only 63% exercise at moderate activity level 150 minutes / week
- “Crew” concept:
 - Group support
 - Peer pressure (to earn “bonus crew points” / help the team)
 - Workplace environmental change
- Timing:
 - National Nutrition Month
 - Post-holidays / Pre-swimsuit

* 2011 DoD Survey of Health Related Behavior (Barlas et al, 2013)

<http://www.tricare.mil/tma/dhcape/surveys/coresurveys/surveyhealthrelatedbehaviors/downloads/Final%202011%20HRB%20Active%20Duty%20Survey%20Exec%20Summary.pdf>



Crews Into Shape

Evidence of Effectiveness

- 2013 data
 - 1,990 registered crew members
 - 271 Crews
 - Soldiers, sailors, marines, airmen, coast guardsmen, family members, civilians, contractors
 - 448 post-challenge survey responses



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Evidence of Effectiveness

- “Improved my daily habits”:
 - exercise: 71%
 - fruit intake: 82%
 - veggie intake: 85%
- Comments:
 - Loved the teamwork
 - Learned a lot
 - Fun!



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How to Participate

- Next “crews”: 2-29 March 2014
 - Register by 28 February 2014
 - Form a “crew” of 2-10 people (including Crew Leader)
 - Download the Crew Worksheet and Leaders’ Notes
 - Administer “contract” and “PAR-Q”
 - E-mail your Crew Worksheet to NMCPHC
 - Collect weekly worksheets from crew members
 - E-mail final Crew Worksheet at end of challenge
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- Promote the Crews Into Shape locally using downloadable marketing materials
 - [http://www-nmcpHC.med.navy.mil/Healthy Living/Resources Products/Crews Into Shape/crews info.aspx](http://www-nmcpHC.med.navy.mil/Healthy_Living/Resources_Products/Crews_Into_Shape/crews_info.aspx)



Crews Into Shape

Summary

- What is the “Crews”?
- Why “Crews”?
- How to “Crews”
- Evidence of effectiveness
- How to participate

Questions?





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