



2015 “Crews Into Shape” Challenge



NAVY AND MARINE CORPS PUBLIC HEALTH CENTER
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<http://www.med.navy.mil/sites/nmcphc/health-promotion/pages/default.aspx>

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 30 minutes daily
 - (or 20 minutes vigorous; or muscle-strengthening exercise)
 - 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 // crew photos**
- **Some bases/ships also sponsor local challenges**



Crews Into Shape

Why “crews”?

- **Overweight***
 - 58-61% of active duty over 20 years of age are overweight (BMI>25)
- **Low fruit / veggie intake***
 - Only 12-27% ate 3 or more servings per day
- **Low physical activity levels***
 - Only 75% exercise at moderate activity / 30 min / 3X weekly
- **“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

* = 2008 DoD Survey of Health Related Behavior (Bray et al 2006) <http://www.nmcphc.med.navy.mil/downloads/healthyliv/2008HealthBehaviors.pdf>



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Evidence of Effectiveness

- 2014 data
 - 1786 registered crew members
 - 267 Crews
 - Soldiers, sailors, marines, airmen, coast guardsmen, family members, civilians, contractors
 - 311 post-challenge survey responses



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Evidence of Effectiveness

- **“Improved my daily habits”:**
 - exercise: 80%
 - fruit intake: 87%
 - veggie intake: ??%
- **Comments:**
 - Loved the teamwork
 - Learned a lot
 - Fun!



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How to Participate

- Next “crews”: 1-28 March 2015
- Register by 28 Feb
- Form a “crew” of 2-10 people
- 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

- Promote the Crews Into Shape locally using downloadable marketing materials



Crews Into Shape

Summary

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

Questions?





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