

Coconino County Heartbeat Program

Aerobic Winter Challenge

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Thank you

to everyone who is participating in the 2009-2010 Aerobic Winter Challenge. We have 25 worksites, 165 teams, with a total of 1,343 participants this year!

Don't forget to partici-

pate in a Team Activity every month. Take a walk at lunchtime, meet at the Skydome. There's a chance to win \$60 for your team! Check out the Rules on the right for more details.

We will be submitting the t-shirt order soon so

t-shirts should be delivered early December.

Best in Health!
Tara & Caroline



TEAM ACTIVITY RULES

To help with your aerobic winter goals, we wanted to incorporate more of group support by challenging your team to get together and be active. Here are the rules:

1. We ask that 50% or more of your team get together for 15 minutes or more and do something aerobic together. You can even count that toward your 30 minutes or more for the day!
2. Once you have accomplished this, log it on your Team Monthly report.

The Teams that have 50% of their members participate in 3 out of 4 months of the Aerobic Winter Challenge will have their team name put into a drawing. We will draw for two teams to win \$60 cash per team. So get out and be active with your team!

It Takes A Town (To Lose Lots of Pounds)

Thanks to a grass-roots campaign called Fight the Fat, Dyersville, Iowa, is 3,998 pounds lighter than it was four years ago. The 10-week, team-oriented program inspired 383 men and women in this meat-and-potatoes Midwestern town to shed their unhealthy habits and get fit for life. Bobbi Schell, co-author of *The Town That Lost a Ton* (Sourcebooks, 2002) and one of the program's creators, says Fight the Fat's success boils down to these three factors:

The buddy system

"Whether there are two people or 20 on a team,

having built-in support keeps participants motivated and focused. It's a group challenge, and no one wants to let the team down. Plus, you realize you're not alone."

Don't go it alone: Having diet-and-exercise buddies can help you lose weight.

Interval training

"Exercise can be intimidating for beginners because they don't have the strength to do it well. Interval training -- injecting short, measured bursts

of high-intensity exercise into a workout -- increases strength and endurance no matter what level you're at. Workouts fly by and you never plateau. Best of all, it doesn't bore you to death, the way straight cardio can."

Portion control "This is most people's biggest diet problem. Once they realize what an actual serving size looks like compared to the gigantic portions they're used to consuming, eating a healthy, lowfat, high-carbohydrate diet is a lot easier."

Source: www.shape.com

Dietary Recommendations

The Dietary Guidelines for Americans recommend eating 2 ½ cups (three to five servings) of vegetables and 2 cups (two to four servings) of fruit daily.

Specific amounts depend on your age, gender, and activity level. For example, a moderately active 32-

year old woman should consume 4 cups of fruits and vegetables per day, while a man in his 40s who exercises regularly should consume at least 5 cups daily. To obtain optimal nutrition, aim for variety.

The National Cancer Institute recommends eating at least one serving of a high-fiber fruit or vegetable, at

least one serving of a vitamin A-rich fruit, and at least one serving of a vitamin C-rich fruit or vegetable daily, and several servings of cruciferous (cabbage family) vegetables



weekly. All forms of fruits and vegetables count: fresh, frozen, or canned. Dried fruits and 100 percent juices can also help meet your daily produce tally, but be advised that they often contain more calories than fresh whole fruits and vegetables. Dried fruit is concentrated, while juices isolate the fruit or vegetable's sugars.

Source: *Cooking Light* magazine (June 2009)

What Does Aerobic Activity Mean?

Here is a clarification on what you can count toward your days for the AWC.

An aerobic activity is one that gets your heart and breathing rate up. Activities such as yoga and Pilates are great for stretching, relaxation and some strength building, but it

generally is not an aerobic activity.

The less technical way to determine if an activity is aerobic enough to get you in your target heart rate is if you are able to talk with a friend while

you are doing it. It shouldn't be as easy to talk as if you were sitting having coffee together, and it shouldn't be so hard that you can't keep up the conversation.

Everyone's activity level is different, so just remember that the main goal is to get you moving more!



Coconino County Health Department Heartbeat Program

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THANK YOU!

Thank you to the businesses that gave donations to support the Aerobic Winter Challenge!

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