



**Exploring physical activity strategies through
Georgia's **Power Up for 30** program
in rural, urban, and sub-urban settings**

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Georgia's Childhood Obesity

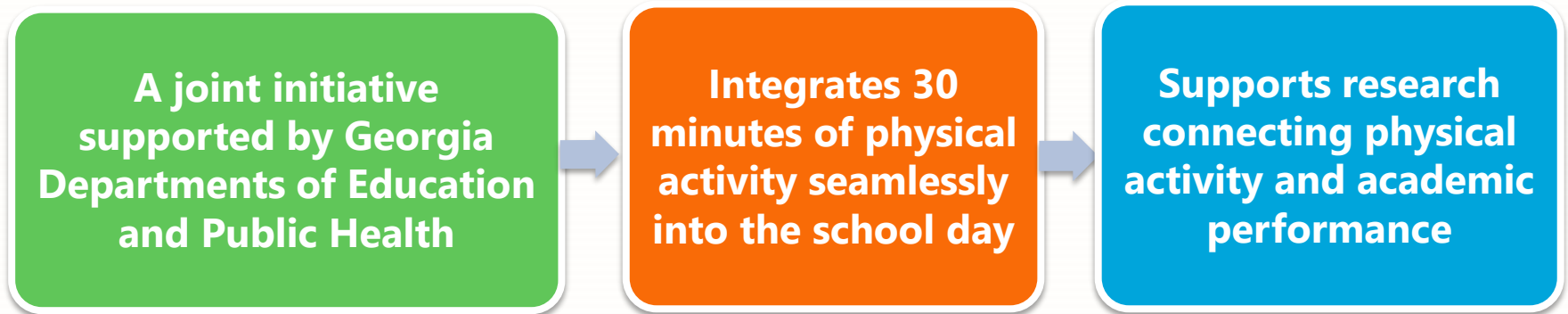
Georgia ranks **17th in the nation**
for childhood obesity
(Georgia ranked second in 2009)



*Approximately **1 Million**
Children in Georgia are
Overweight or Obese

What is **Power Up for 30?**

A Statewide Physical Activity Intervention



Funded in part by The Coca-Cola Foundation

Power Up for 30 STATUS as of October 2015

750+
PLEGGED
SCHOOLS

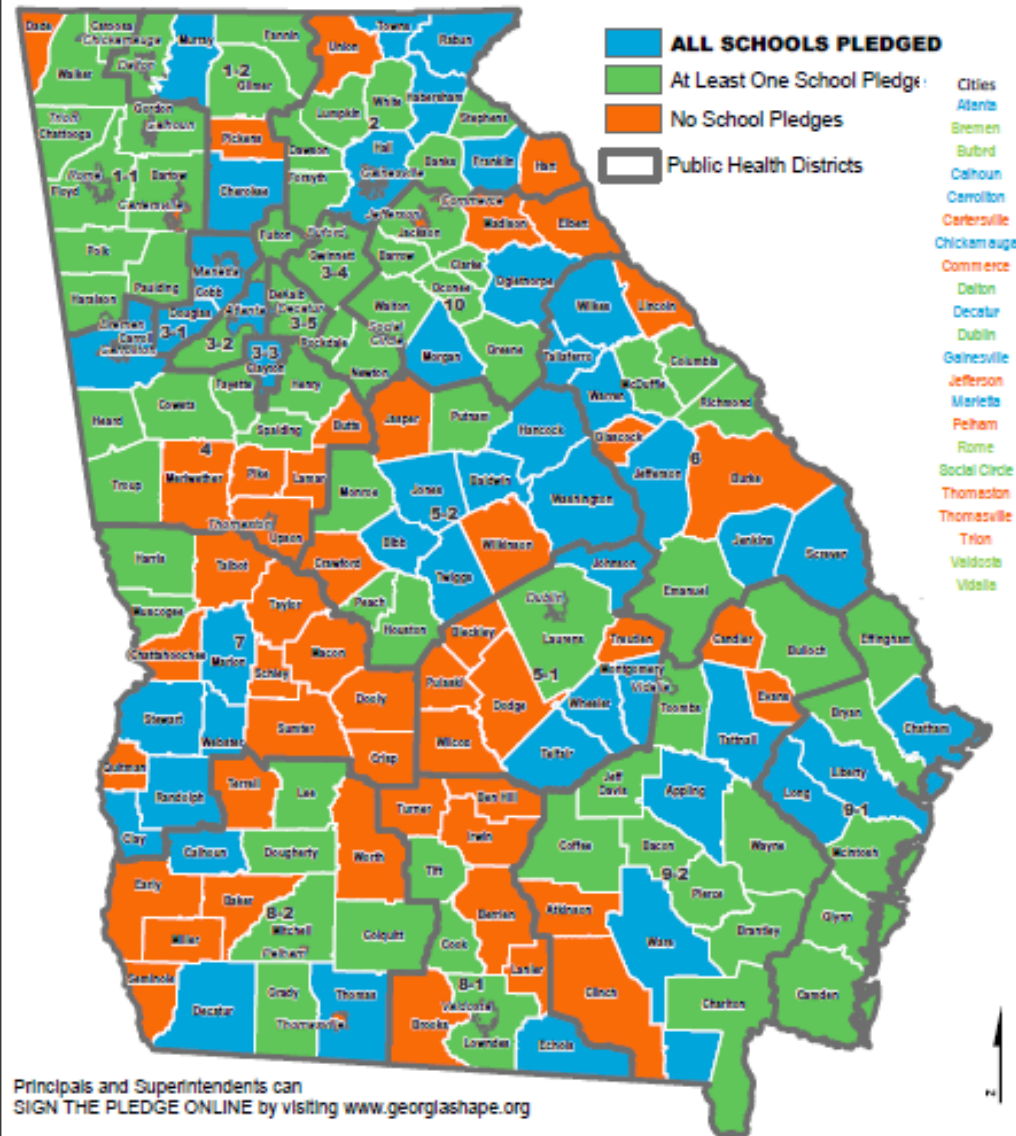
500+
TRAINED
SCHOOLS

70%
SURVEY
RESPONSE RATE

300K+
STUDENTS
IMPACTED

Power Up for 30 Pledge Status by School District

As of October 28, 2015



One child at a time, one step at a time, one healthy meal at a time

I would describe my community as...

RURAL

Jumping Jacks

URBAN

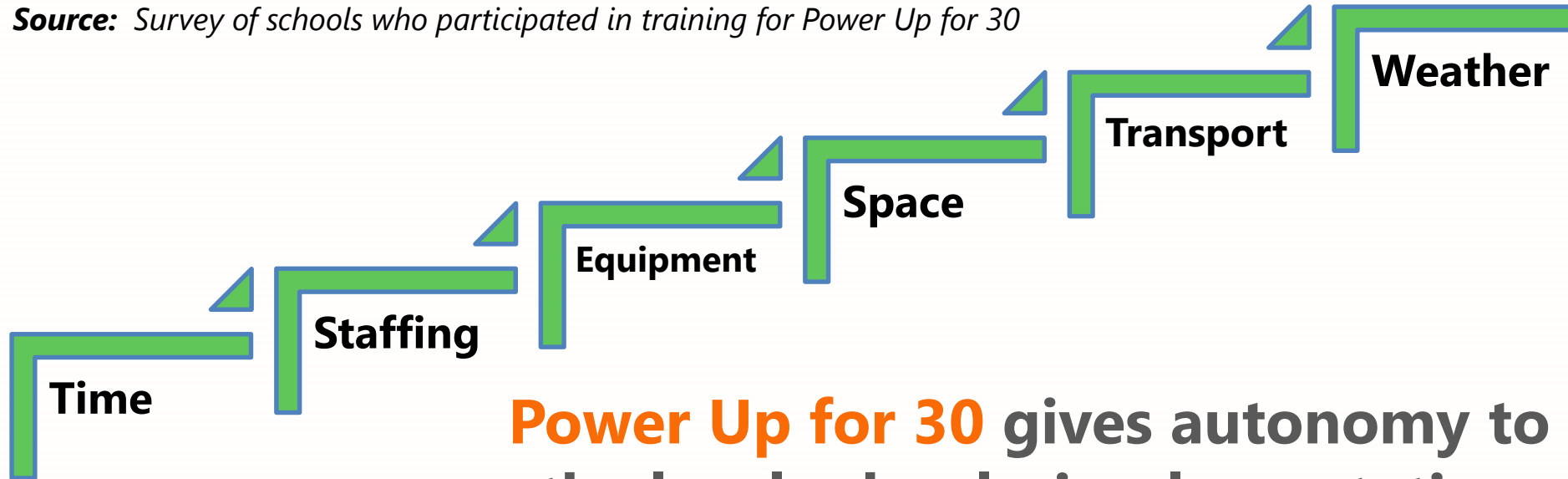
Hop

SUB-URBAN

Run in Place

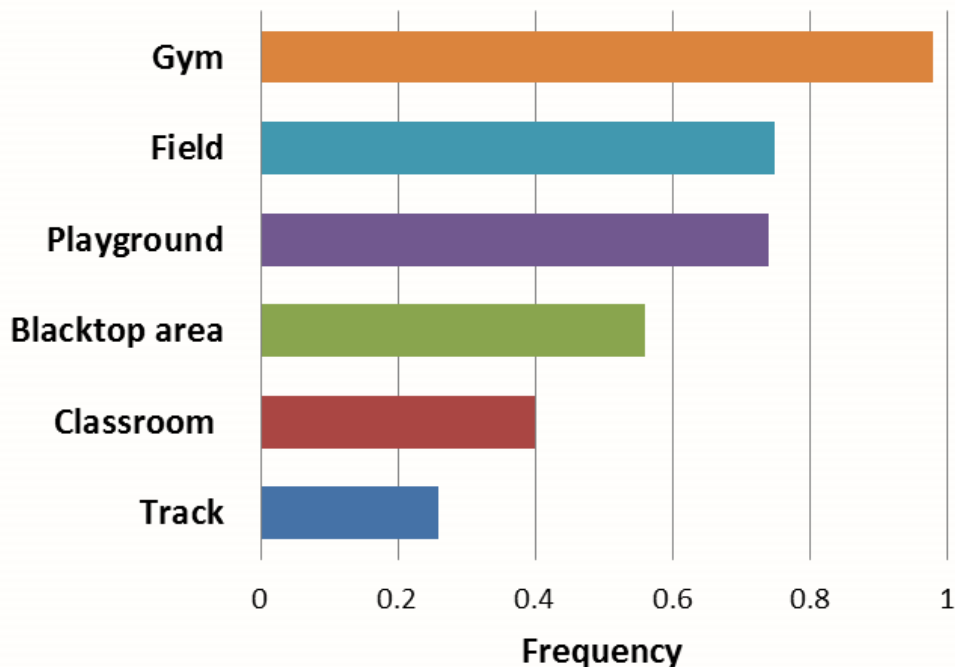
Barriers to Providing Opportunities to be Physically Active

Source: Survey of schools who participated in training for Power Up for 30



Power Up for 30 gives autonomy to the local school - implementation can be adapted to meet the needs of the individual school and community

School Differences and Variations: By Setting & Population



- More **rural schools** reported **22 fewer minutes** of physical activity
- As the student population increased, 7 more minutes of physical activity was reported for each 250 students.

Figure 3. Overall frequencies of physical activity facilities.

Source: Preliminary analyses of Baseline Power Up for 30 Survey,
 , ¹Patricia C. Cheung, MPH¹, Adria M. Meyers², Paul S. Weiss¹, Christi M. Kay², Diane M. Allensworth, PhD², Julie A. Gazmararian, PhD, MPH¹

¹Rollins School of Public Health, Emory University; ²HealthMPowers, Atlanta, Georgia

School Differences and Variations: By Rates of Free and Reduced Lunch

Physical Activity Volume

The frequencies of physical activity facilities and equipment are highest among schools with lowest %FRL

Recess

Frequency and duration lower at schools with higher %FRL

Physical Education

Among 4th graders with >80% FRL:

- 21% have ≤ 1 day of PE/week (vs. 12%)
- 14% have 5 days of PE/week (vs. 5%)

Source: Preliminary analyses of Baseline Power Up for 30 Survey,

¹Patricia C. Cheung, MPH (currently MD/PhD Student) MPH¹, Adria M. Meyers², Paul S. Weiss¹, Christi M. Kay², Diane M. Allensworth, PhD², Julie A. Gazmararian, PhD, MPH¹

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POWER UP FOR 30 VIDEO

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Thank You!