

T-News, a quarterly e-newsletter providing Texercise updates, highlights, resources and fitness and nutrition related activities and opportunities.

Spreading the News

Media awareness – *newspaper, television, radio and the Internet* – is vital in promoting fitness events and opportunities. The more coverage a program or event has the greater the turn out.

Texercise has a variety of statewide and local media partners that help us communicate the importance of getting healthy and staying active. Our media partners publish healthy aging and Texercise articles, post local fitness events in their community calendars, and run advertisements promoting Texercise.

Creating media awareness for the local events and activities is equally important; however, Texercise Team members often have other obligations and deadlines. Texercise has developed a “Media Packet” to support the teams in creating awareness for their activities. The packet offers guidance in creating a media plan, a timeline of activities, press release templates, talking points and more.

Texercise has also assembled a variety of stock advertisements ready to use on a moments notice that

teams and media partners are welcome to use.

Keeping the Weight Off

The National Weight Control Registry (NWCR) identifies and investigates the characteristics of individuals who have succeeded at long-term weight loss, thereby helping researchers find out not only how people lose weight but also how they can maintain weight loss.

Anyone who has lost at least 30 pounds and kept it off for at least a year can join the registry. Enrollees fill out questionnaires about their lost weight and other health aspects. There are over 5,000 people in the study who have lost an average of 70 pounds per person and have maintained their weight loss for an average of 5.7 years.

Researchers have published articles describing their findings. Articles include eating and exercise habits of successful dieters, behavioral strategies used to maintain weight, and the effect of successful weight loss maintenance.

Did You Know?

Prevention is cost-effective for diabetes

According to statistics in the journal, *Diabetes Care*, one-third (1/3) of US adults who have diabetes are not aware

they have the disease. People 65 years and older had the highest prevalence of total diabetes (21.6%).

The report determined that lifestyle changes at age 50 had the potential to prevent 37 percent of the new cases of diabetes before age 65. The cost for each quality-adjusted life-year gained would be \$1,288.

Texercise Teams Highlights



Waco Texas launched the **HOT Texercise Team** on May 18 with “Aging Well in Waco”, a citywide Older Americans Month celebration. The event had a Hawaiian theme, complete with grass skirts and a limbo line where participants demonstrated their flexibility. Walter Abercrombie, Baylor alumni and retired professional football player, provided health insights and motivated attendees to sign a

Texercise pledge and commit to a healthier lifestyle.

The **Denton Texercise Two-Step Team** participated in a local community event May 5 where attendees were offered fitness classes led by team members, a fun walk and wellness information.

Denton Texercise Two-Step Team launched a 12-week fitness program at the Denton State School on July 14. The program will provide residents and staff with motivation and support in accomplishing their fitness goals.

Alamo Texercise is working with the San Antonio Girls Scouts Council to support intergenerational activities. The team is providing the Council with resources, Texercise handbooks and incentives to encourage involvement with the Girl Scouts and their extended family.

Community Texercise Programs

Marshall Texas completed their 13-week program and had enthusiastic involvement from all the participants.



The event finale hosted a "Fun Walk" where Texercise certificates were awarded.

The oldest participant in the program was 87 years old.

The **Corpus Christi City Parks and Recreation Department** hosted Senior Fitness Day on May 31. Participants enjoyed health and fitness presentations, a Texercise fun walk, demonstrations, workshops and activities.

In September, **Healthy Lubbock** will participate in a community wide health fair offering Texercise demonstrations and resources to participants.

Team Planning Guide Overview

Step 1: Creating a Team

This section of the planning guide provides an understanding of the team-partner concept, team structure and committees, as well as giving tips and techniques for keeping team involvement high.

Resources and Calendar

For an electronic Texercise Media Packet, Texercise Team Planning Guide, or Texercise Pledges contact Holly at 512.438.4293 or Holly.Riley@DADS.state.tx.us.

National Weight Control Registry (NWCR)
www.nwcr.ws

American Diabetes Association www.diabetes.org

The International Council on Active Aging hosts Active Aging Week the last week of

September, culminating on October 1, International Day of Older Persons. The goal is to introduce physical activity and exercise options to older adults. Organizations participating in Active Aging Week provide free classes, education seminars, access to fitness facilities, health fairs or activities such as community walks. The 2006 campaign takes place September 25-October 1. For free resources and information visit:

www.icaa.cc

The Denton Texercise Two-Step Team will host an area wide kick-off event October 11 at the Denton North Lakes Parks.

Visit the Texercise Team home pages to find out about events in your area.

www.texercise.com/teams/index

T-News is a publication of the Texas Department of Aging and Disability Services.

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