

Quality and Productivity Commission  
**28<sup>th</sup> Annual Productivity and Quality Awards Program**  
*"Los Angeles County: Ahead of the Curve"*

**2014 APPLICATION**

Title of Project (Limited to 50 characters, including spaces, using Arial 12 point font):

**NAME OF PROJECT: 100 CITIZENS FITNESS PROGRAM**

**DATE OF IMPLEMENTATION/ADOPTION:** JUNE 2013  
 (Must have been implemented at least one year - on or before June 30, 2013)

**PROJECT STATUS:**  Ongoing  One-time only

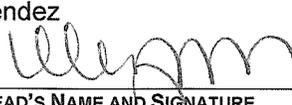
**HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT?**  Yes  No

**EXECUTIVE SUMMARY:** Describe the project in 15 lines or less using Arial 12 point font. Summarize the problem, solution, and benefits of the project in a clear and direct manner.

1 According to a study conducted by the Los Angeles County Department of Public  
 2 Health, the prevalence of adult obesity increased from 13.6 percent in 1997 to 22.2  
 3 percent in 2007, while obesity rates among school-aged children increased from 18.9  
 4 percent in 1999 to 23 percent in 2008. Although recent data suggests that obesity may  
 5 be declining as a trend nationwide, continued efforts are needed not just to prevent  
 6 future increases, but also to decrease obesity rates below current levels. Working with  
 7 California State University Northridge Kinesiology Department students and Dr. Steven  
 8 Loy, the department chair, the 100 Citizen Fitness Program was designed to combat  
 9 just this kind of rise in obesity and diabetes that our country now faces. There is a  
 10 direct and immediate benefit to the public from this Program, with qualified instructors  
 11 offering free exercise programs designed to effectively deal with the epidemic, while at  
 12 the same time providing work experience for students. Additionally, after the Program's  
 13 conclusion, we actively recruit these volunteers to become part-time employees for the  
 14 Department, allowing us to expand this program and offer additional iterations at other  
 15 facilities.

(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) = TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$ 12,039.04	\$0	\$ 0	\$ 12,039.04	<input type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

<b>SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS</b> Parks and Recreation 433 South Vermont Avenue LOS ANGELES, CA 90020		<b>TELEPHONE NUMBER</b> 661-294-2384
<b>PROGRAM MANAGER'S NAME</b> Al Evans		<b>TELEPHONE NUMBER</b> 661-294-3500  <b>EMAIL</b> aevans@parks.lacounty.gov
<b>PRODUCTIVITY MANAGER'S NAME AND SIGNATURE</b> <small>(PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)</small> Elizabeth Mendez 	<b>DATE</b> 07/09/2014	<b>TELEPHONE NUMBER</b> 213-738-3040  <b>EMAIL</b> lmendez@parks.lacounty.gov
<b>DEPARTMENT HEAD'S NAME AND SIGNATURE</b> Russ Guiney 	<b>DATE</b> 07/09/2014	<b>TELEPHONE NUMBER</b> 213-738-2951

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**1<sup>st</sup> FACT SHEET – LIMITED TO 3 PAGES ONLY:** Describe the **Challenge, Solution, and Benefits** of the project.

### **Challenge**

In order to combat to the growing problem of obesity, diabetes and sedentary lifestyles in our communities, the Department of Parks and Recreation sought to provide the community with a high quality fitness program that was free to the public. As documented in a Department of Public Health report, both adults and school-aged children from socioeconomically disadvantaged communities have significantly higher obesity rates than their counterparts in more affluent communities. Furthermore, obesity results from an interactive mix of biological, behavioral, environmental and socioeconomic factors.

### **Solution**

The 100 Citizens Fitness Program takes aim at these factors by sharply reducing their relevance as variables in the health of our citizens. This was not accomplished, however, without some challenges.

One challenge faced by the Department was appointing knowledgeable staff to run the program and allotting the necessary staff hours. This challenge was mediated by partnering with the California State University Northridge Kinesiology Department. This partnering of public parks and college kinesiology students is designed to create a sustainable and replicable public health model to combat the rise of behavioral health problems related to sedentary living. The program delivers a free physical activity regimen in public parks, taught by knowledgeable kinesiology students, that teaches the public simple and effective exercise strategies. These fitness component activities are selected specifically because they are easy to learn, need little or no equipment to support the physical activity, provide the desired caloric burn, allow the participant to work at their own fitness level, and once learned are repeatable without the assistance of an instructor.

Kinesiology has a wide range of applications and leads to careers in human health including physical education educator, physical and occupational therapist, as well as sports psychology. Because kinesiology addresses physiological and mechanical processes in conjunction with psychological mechanisms, the incorporation of kinesiology in the 100 Citizens Fitness Program was only natural. Instructors can assess and address participants' needs immediately by prescribing certain physical movements, as well as help them overcome mental hurdles by reinforcing those prescriptions with basic, easy to understand lessons in anatomy as well as advice on maintaining a healthy regiment.

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A second challenge had to do with the program's viability. To be successful, the program needed to be affordable, available and replicable. It has risen to this challenge. The program is free; it is offered at a local park so community access is direct and transportation requirements are minimal; it is offered early in the morning, making it accessible to both the working public as well as stay-at-home moms and dads; it allows individual monitoring and tracking in terms of stated goal achievement; it is sustainable and replicable – once these exercise skills are learned they can be practiced at home or other park locations; and finally, it can be shared with other family members or friends to get them motivated and exercising.

Kinesiology students work as volunteer program instructors at the parks. They are required to undergo all formal volunteer registration requirements such as background checks and health screening by the County of Los Angeles. Those that qualify may also receive academic internship credit from their college or university. Working with recreation site staff, they organize and market the program to the public.

To make both the participants' and instructors' experiences valuable, sessions are kept relatively small, with participants divided into classes of ten. The instructors then set up ten separate activity stations staffed by other college students who are the instructors for that particular station. The participants are rotated through each station every ten minutes, until the complete circuit training is achieved. Participants are tracked as to their weekly progress toward achieving their stated goals such as weight reduction, increased physical agility, or overall body image improvement. The program runs for ten weeks, with progress reports issued to those who want them on a weekly basis. At the conclusion of the program, tracked participants have a written report as to their physical progression and goal achievement.

Participants are encouraged to continue exercising and utilizing the skills they have obtained from engaging in this program. Further it is anticipated that they become family and community role models maintaining an active lifestyle.

**Benefits**

The 100 Citizens Program has proven to be successful on many levels. First and foremost the general public is provided with a free exercise program, at their local park, with instruction by qualified kinesiology students. The students are given the opportunity to work directly with the public and apply the knowledge they have acquired from their class work in the field. The Department of Parks and Recreation benefits from providing a free exercise program at its facility, at no cost, with minimal staff supervision. With the success the program has enjoyed, it is now expanding to other colleges and universities in the Los Angeles area, including Crescenta Valley Community Regional Park and Eugene A. Obregon Park, with sights to expand to others in the near future.

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**LINKAGE TO THE COUNTY STRATEGIC PLAN (DETAIL IS REQUIRED FOR COUNTY DEPARTMENTS):**

By partnering with an outside organization willing to absorb key costs, the Department is able to undertake a program essential to the health and well-being of County residents. In doing so, we have been able to make measurable improvements with the potential to benefit more citizens as the project expands. **FISCAL SUSTAINABILITY (GOAL 2) AND INTEGRATED SERVICE DELIVERY (GOAL 3).**



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**COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFIT):** If you are claiming cost benefits, include a calculation on this page. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation.

**Cost Avoidance:** Costs that are eliminated or not incurred as a result of program outcomes.

**Cost Savings:** A reduction or lessening of expenditures as a result of program outcomes.

**Revenue:** Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

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\$ 12,039.04	\$ 0	\$ 0	\$ 12,039.04	<input type="checkbox"/>

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Cost avoidance of 4 instructors at 4 hours each a week at \$14.47 an hour = \$231.52 a week in salary savings.

\$14.47 per hour X 4 hours per week X 4 instructors = \$231.52 per week in cost avoidance

Since the program is offered for 52 weeks, the savings amount to a total of \$12,039.04 in cost avoidance.

\$231.52 per week X 52 weeks - \$12,039.04 annually in cost avoidance

The direct savings benefits are derived by providing qualified instructors without the expense to the Department of hiring the qualified staff or paying for specialists to run the program. The students who volunteer to teach the class also gain valuable work experience in their field of choice. The Department simply provides the existing facilities for the program. The savings is estimated on what it would cost to pay for Department staff to teach the program versus volunteer staff.