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A Systems Approach to Implementing the EnhanceFitness Program in Michigan

Karen McCloskey
Michigan Department of Community Health

EnhanceFitness (EF) is an evidence-based physical activity program for older adults. EF is proven to increase strength, boost activity level and elevate mood. To embed EF in a statewide delivery system, the Michigan Department of Community Health (MDCH) Arthritis Program (MAP) partnered with YMCAs. YMCAs are ideal partners – they have expertise in program marketing and delivery, and also attract and sustain an instructor base. They have a desire to offer programs at offsite locations to reach, more effectively, the communities they serve. YMCAs also share a common interest in health promotion and disease prevention.

The MDCH began working with the YMCA of Lansing (YOL) in 2007 to develop a model that could be replicated with other YMCAs. YOL offers the EF program at both branch locations and offsite community locations such as churches and senior centers. Expanding programming to community locations has allowed YOL to reach participants they might not normally reach. Since the time this poster was published, the YOL has expanded the number of EF locations and is now offering classes at eight community locations and two of its five branches. As a result of this success, the MAP established partnerships with the YMCA of Metropolitan Detroit and with the YMCA of Greater Grand Rapids, each of which is now offering EF at four locations.



A Systems Approach to Implementing the EnhanceFitness® Program in Michigan



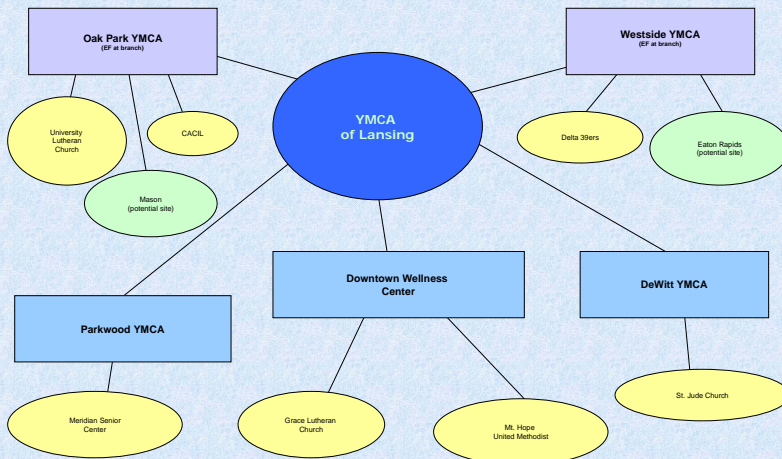
Judith Swiss Lyles, Steven Springer, Karen McCloskey, & Elizabeth Anderson - Michigan Department of Community Health

The Program: EnhanceFitness® (EF) is an evidence-based physical activity program for older adults. EF is proven to increase strength, boost activity level, and elevate mood.

The System: To embed EF in a statewide delivery system, the Michigan Department of Community Health (MDCH) Arthritis Program partnered with YMCAs (Ys). Ys are ideal partners because:

- 1) They have expertise in program marketing and delivery
- 2) They attract and sustain a well-trained instructor base
- 3) They have a desire to offer programs at offsite locations to effectively reach the communities they serve
- 4) Ys share a common interest in health promotion and disease prevention
- 5) The numerous Ys across Michigan facilitate statewide implementation

YMCA and EnhanceFitness® in Lansing



June 25, 2009

EnhanceFitness® Sites in Michigan



The Impact: The MDCH began working with the YMCA of Lansing (YOL) in 2007 to develop a model that could be replicated with other YMCAs. The YOL's branches partner with offsite community locations such as churches or senior centers to offer EF to participants that the Y would not normally reach. The YOL is now offering EF classes at seven community locations and in 2 of the 5 branches. Due to this success, the Michigan Arthritis Program established a partnership with the YMCA of Metropolitan Detroit and with the YMCA of Greater Grand Rapids.

Lessons Learned:

- o Obtain buy-in from top Y management which is communicated clearly to branches and program directors
- o Identify a program champion within the Y structure for program adoption and implementation
- o Identify a Y point person responsible for communicating with state arthritis program partners
- o Clarify roles and procedures for each step of program implementation
- o Communicate the importance of program fidelity to all levels
- o Establish frequent and ongoing communication between partners

Next Steps: Continue to partner with the YMCA to implement EF in other communities including: Jackson, Flint, Ann Arbor, Alpena, and Muskegon. Also, will work to expand implementation of EF through other systems partners including: Centers for Independent Living, Area Agency on Aging of West Michigan and related aging networks, and the National Kidney Foundation of Michigan.