

# **Shape Up Shelby!**

is a community-wide nutrition and physical activity campaign to improve health in the frontier town of Shelby, Montana.



## **Shape Up Shelby!**

is led by the City of Shelby in collaboration with the Montana Nutrition and Physical Activity Program (MT NAPA)

and other partners including, but not limited to:

Toole County

Shape Up America!

MSU Department of Health and Human Development

Schering-Plough Corporation

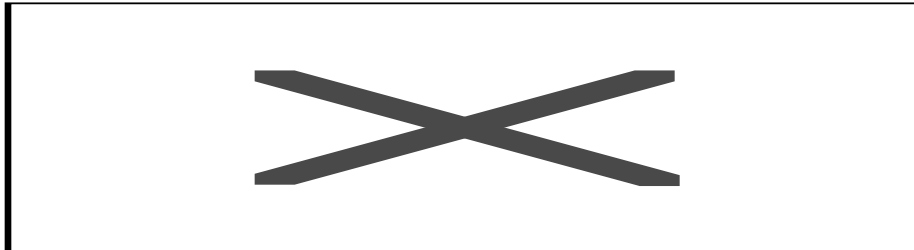
and

Shelby Businesses and Residents

# MONTANA

In western Montana the population is growing as people from other states move in to enjoy the beautiful mountains and forests. (1)

Most of the state's larger cities are in the west.



In eastern Montana, the vast plains have historically been used for agriculture, and the already sparse population has been shrinking.(2)



The state ranks 50<sup>th</sup> in the nation for wages per job,(3) and per capita income is lower in eastern Montana than in western Montana.(4) Of the ten poorest counties in the US in terms of averages wages and salaries in 2003, eight were in Montana, east of the Rocky Mountains and not far from Shelby.(5)

Statewide, 37% of adults are overweight, and 24% are obese.(6)

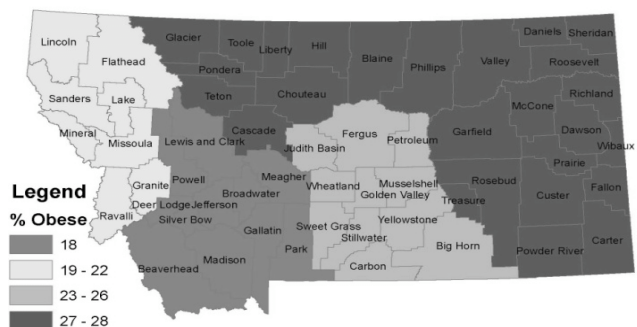
The MT health department divides the state into five health planning regions.

Maps of these regions show that

**obesity rates are higher in the**  
Montana



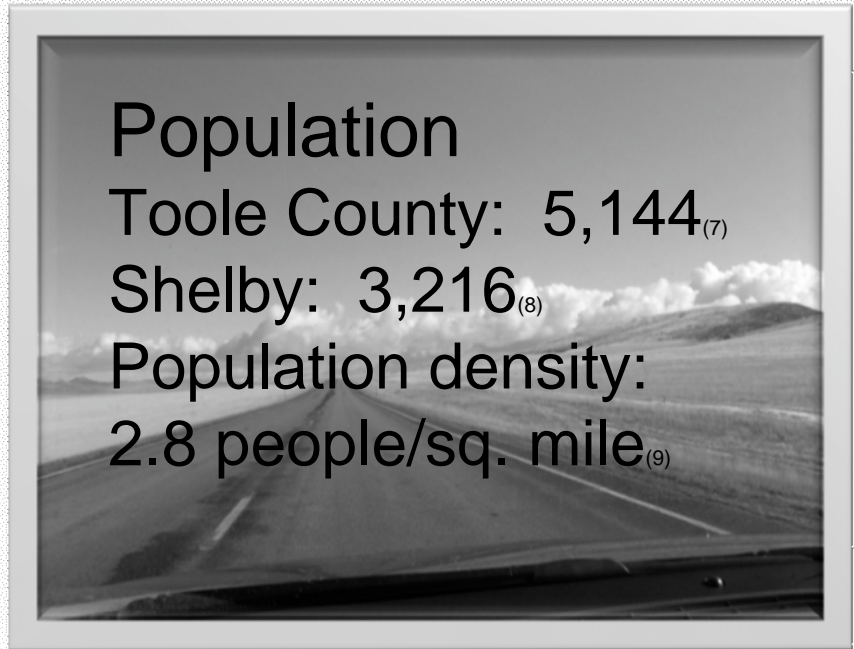
2007 Obesity Percentage by  
Montana Health Planning Regions



## Rural and Frontier Obesity

While the obesity epidemic is evident across all racial, ethnic, socioeconomic and geographic groups in the US, some populations bear more of the burden than others.

**Rural residents are one of the groups that experience obesity-related health disparities.**<sup>(10)</sup>

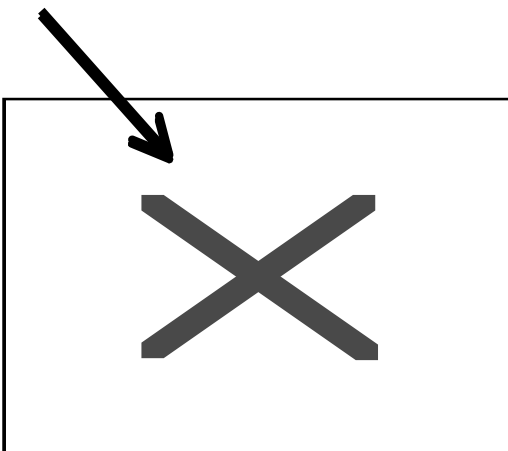


In the US, rural communities are disproportionately populated by white, aging residents earning low wages relative to their urban and suburban counterparts.<sup>(11)</sup>

Obesity-related health disparities occur in a larger context to overall health disparities faced by rural residents, and these disparities may be exacerbated in frontier areas – areas that are extremely rural.<sup>(12)</sup>

In MT, 50 counties out of 56 are designated “frontier,” and 54% of the state’s population lives within their boundaries.<sup>(13)</sup>

**TOOLE COUNTY**



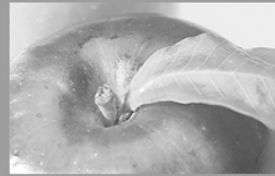
But most of the research to test obesity prevention strategies is taking place in urban and suburban areas.

Shelby, the seat of Toole County, is a frontier community.

Shelby and Montana Nutrition and Physical Activity Program are working together to prevent obesity.

# Montana NAPA

Nutrition and Physical Activity Program



## MT NAPA and Shelby

In 2004, MT became one of 28 states to receive a grant from the Centers for Disease Control and Prevention to establish a Nutrition and Physical Activity Program to Prevent Obesity and Other Chronic Diseases (MT NAPA).

### Goals:

Increase physical activity

Increase fruit & vegetable intake

Decrease consumption of  
sugar-sweetened beverages

Increase breastfeeding initiation,  
duration and exclusivity

Decrease time spent viewing television

Decrease intake of energy-dense foods



In 2005, MT NAPA issued a “request for proposals” for a \$4,000 mini-grant to mayors of towns with populations of 1,500 – 5,000. Shelby’s Mayor Bonderud had a long history of regularly surveying residents about their ideas and needs, including healthy eating and physical activity. Shelby applied and was awarded the mini-grant, and the partnership began.







# Shelby's Fitness Center



Even before he began working with MT NAPA, Mayor Bonderud surveyed Shelby residents about their physical activity needs and behaviors. Based on residents' feedback, he and the Shelby Parks and Recreation Committee determined that the town needed a fitness center. In partnership with the Marias Medical Center, Mayor Bonderud spearheaded an effort to install a fitness center in the Civic Center and to hire a full-time fitness trainer who provides individual and group instruction. He and his community partners also convinced major local employers to adopt policies to subsidize fitness center memberships for employees. Currently, the fitness center is being used to its full capacity.

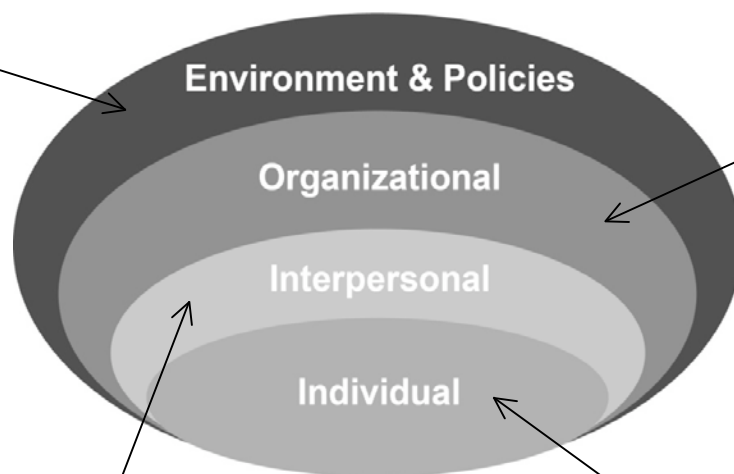
## The fitness center works on four levels of the **Socio-Ecological Model**

**Environmental**, because now there is a fitness center where before there was none.

**Organizational**, because local employers subsidize their employees' memberships.

**Interpersonal**, because people meet regularly for group activities.

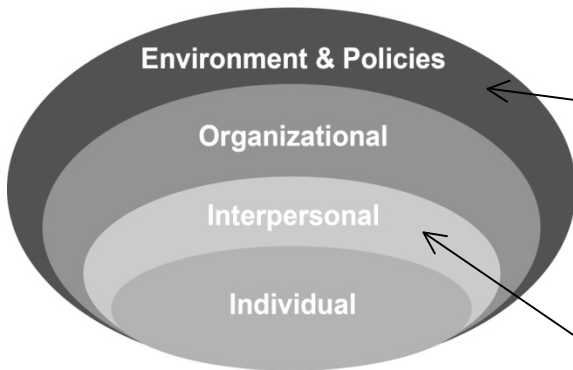
**Individual**, because the trainer teaches people how to exercise safely and helps them improve their skills using the equipment.



# The Roadrunner Recreation Trail



With the fitness center underway, the mayor and his committee of stakeholders went on to plan a six-mile paved walking/rolling trail that links the business district, residential neighborhoods, the Civic Center, the hospital and schools to public lands. The trail's financing came from the City of Shelby, the Community Transportation Enhancement Program, the Montana Fish Wildlife and Parks Urban Recreational Trails Program, the Shelby Theme Committee, and in-kind contributions of labor and materials.



**Environmental**, because now people have a new, safe, attractive, convenient way to walk or bike to work, school, stores and parks.

**Interpersonal**, because the city's fitness trainer organizes group Walks.



TRIBUNE PHOTO/ STUART S. WHITE  
Cindy Simpson, left, a trainer at the Shelby Civic Center, leads a group of noon walkers including Shanna Henke, her son Kolten and John Agman on Shelby's new paved trail north of town.





To promote the trail, MT NAPA and Shelby held focus groups with children and parents to talk about the good things and the bad things that might happen if they used the trail. Kids drew pictures to illustrate their points. Parents and children both said that spending time with friends and family was a good thing that could happen on the trail. Both also said that it would be a bad thing to be alone on an isolated section of the trail and get hurt – getting into a bicycle accident or being bitten by a rattlesnake or a coyote and not having anyone there to help were all mentioned.

The Academy of Educational Development helped craft a social marketing message to minimize the bad things, or barriers, and emphasize the good things, or facilitative factors. The message:

**Go Together...**

**Use the Roadrunner Recreation**

**Trail Every Day!**



## **GO TOGETHER... USE THE ROADRUNNER RECREATION TRAIL EVERY DAY!**

### *Spread the Word!*

- Meet up and go together with friends and family.
- Start on the right track and set good habits that will last a lifetime.

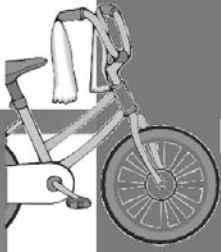


Sharon Glick

[www.montanana.org](http://www.montanana.org)

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# GO TOGETHER... USE THE ROADRUNNER RECREATION TRAIL EVERY DAY!



SPREAD THE WORD!

**MEET UP AND GO TOGETHER... USE THE TRAIL EVERY DAY!!**

## START OUT RIGHT... ON THE ROADRUNNER RECREATION TRAIL!

- ★ Being outside and physically active is an important part of a healthy lifestyle.
- ★ What kids learn when they are young helps set their habits for a lifetime.
- ★ Be a great role model and join your kids out on the trail.



## KIDS CAN BE SAFE AND COOL AND WALK OR BIKE TO SCHOOL.

- ★ Shelby offers “Walk and Wheel Wednesdays”, a part of the community’s Safe Routes to Schools project.
- ★ Every Wednesday, starting up again in April, adults can join kids in walking and rolling to school.
- ★ And best of all, portions of the Roadrunner Recreation Trail are part of the regular route!

## DID YOU KNOW...?

April 20th – 26th and September 20th – 26th are TV Turn-Off Weeks... Turn off the TV and get outside on the Roadrunner Recreation Trail.  
[www.montanana.org/tvscreen.html](http://www.montanana.org/tvscreen.html)

## KIDS IN SHELBY LIKE A LOT OF THINGS ABOUT THE ROADRUNNER RECREATIONAL TRAIL...

*And what they like most of all is  
meeting up and going together  
with friends and family!*



The Roadrunner Recreation Trail in Shelby

**The message went out via radio spots, newspaper ads, flyers, and even special letters, surveys and brochures for 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> graders and their parents.**





**WALKING**  
**WHEELING**  
**WEDNESDAYS**



**Interpersonal**, because people meet to walk in groups.

The trail campaign also promoted a Safe Routes To School project called **Walking Wheeling Wednesdays**. Each Wednesday (in the warmer months) adult volunteers operate a “walking school bus” to accompany children so they can walk or bike to school safely. Kids come from all over town and use the trail.



Shelby schools have supported kids’ health in many ways. They use Safe Routes To School funds to improve nearby sidewalks and bike lanes. In 2008, they worked with the Marias Medical Center to collect Body Mass Index on all K-6 children. Each child’s parents received a letter about their child’s weight status, and Marias Medical Center staff were available to answer questions about nutrition and physical activity for kids.



TRIBUNE PHOTO/ STUART S. WHITE  
Gym teacher Tom Reynolds leads a group of Shelby kindergarteners in strength and flexibility exercises.



photos by Patti Warburton  
Rowdy White looks on while Kristy Akiestad takes measurements on Kyle McDermott during the preschool health screening May 6 at Marias Medical Center. This is part of a study of obesity that Shelby is participating in that seeks to determine the prevalence of obesity in the community and seek actions related to reduce it.

# Healthful Food Choices



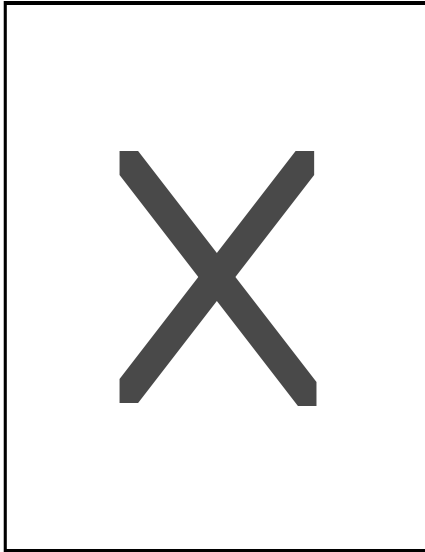
MT NAPA and Shelby collaborated to assess the availability, pricing and promotion of healthy versus unhealthy foods in every restaurant, grocery store and convenience store in Shelby, using the Nutrition Environment Measures Survey.



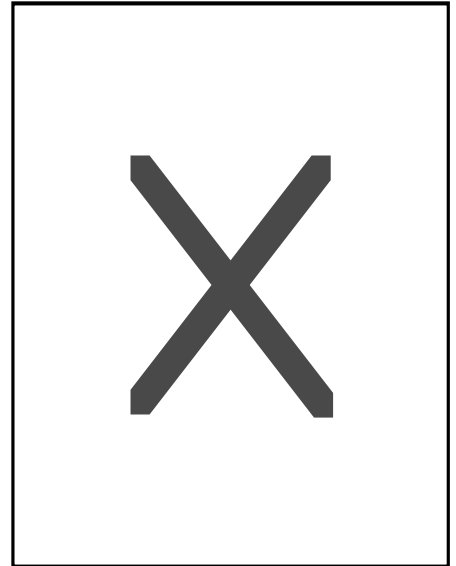
Mayor Bonderud shared the results with residents, and sent a survey to every household asking people what kinds of changes they might like to see in retail food outlets.



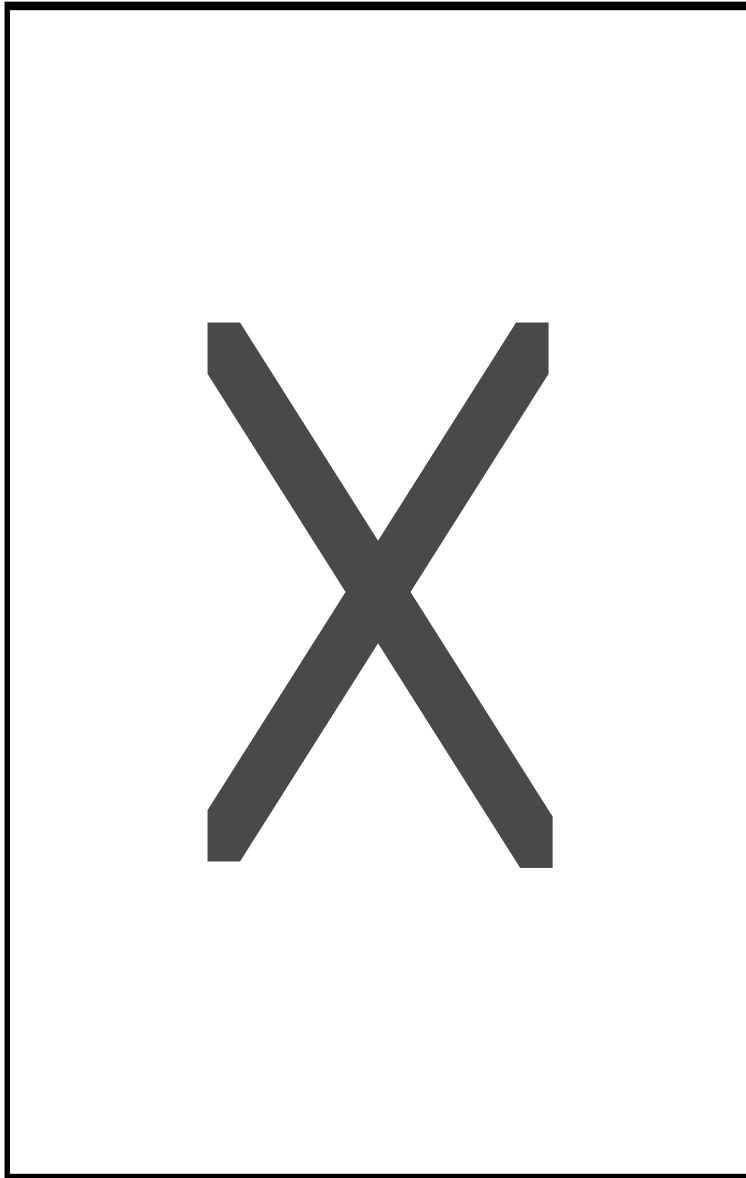
People wanted more fruits and vegetables and more low-fat choices, **especially on children's menus.**



Now, the Sports Club offers side salads as an option on the kids' menu.



Kids who order a salad instead of fries get a free day pass to the Civic Center Fitness Center from the City.

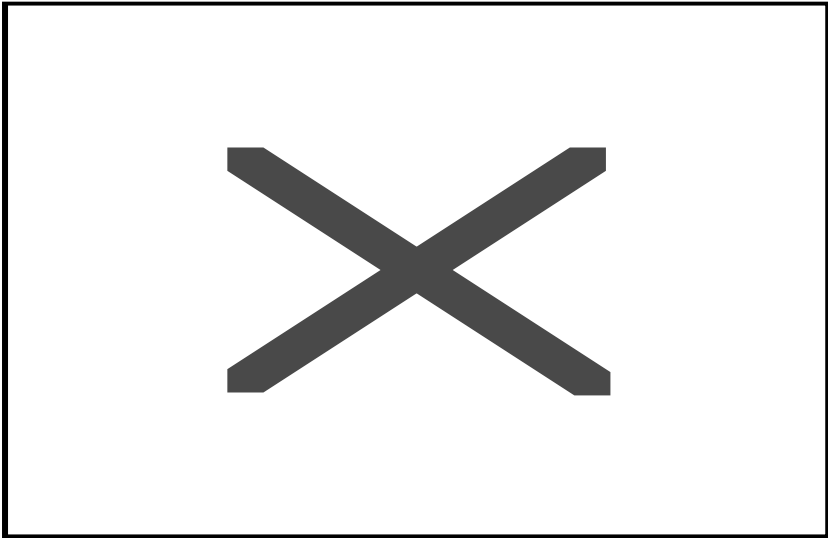


**Environmental**, because now there is a healthy option where there wasn't one before.



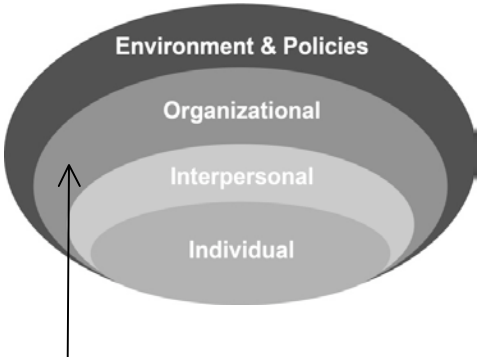
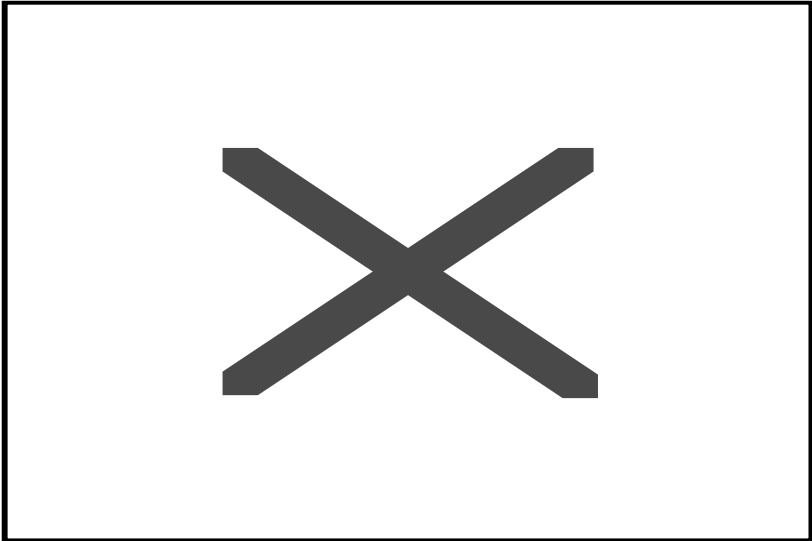
**Organizational**, because now the restaurant promotes the healthy choice.





Collaborating with Albertsons

Staff from the Marias Medical Center offer free taste tests at Albertsons using simple, healthy recipes. Recipe cards are provided and can be added to a small cook book made by MT NAPA especially for this project. The cook book is available for free at several locations in Shelby.



**Organizational**, because now the store promotes the healthy products it sells.

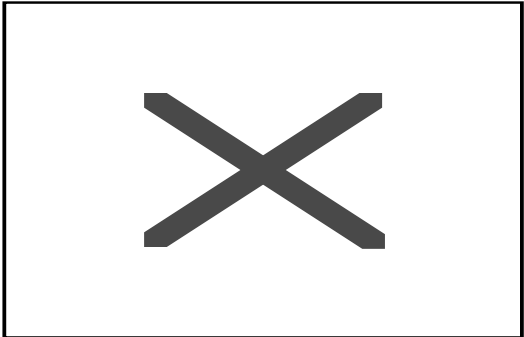
**Healthy Choices:**

**Always choose:**  
 \*low-sodium  
 \*\*packed in own juices\*  
 \*no sugar added

**Hints:**  
 \*Rinse canned vegetables before use.  
 \*Canned and frozen vegetables only need to be heated.

Sponsored by Montana Nutrition and Physical Activity Program (NAPA) • montananapa.org

Albertsons puts “stuffers” in grocery bags to promote healthy food choices.





# Shelby Community Garden



In 2008, the City donated the land and provided water for a community garden. Mayor Bonderud advertised for people to help. The agricultural community came together to till the land and put up fencing. A Montana State University Extension Agent taught people how to garden. The garden is wheel-chair accessible.



**Environmental**, because now there are garden plots where there weren't any before.



**Interpersonal**, because school children garden together to grow food.

**Individual**, because people learned gardening skills.

# Media Campaign

*Seubert invites you to join him and 'Shape Up Shelby'*

**LINDA BRUCH**  
*for the Promoter*  
 When Cindy Combs started the weight loss program for the people of Shelby, she had no idea it would be such a big success. The five-month program just concluded and, with over 152 pounds lost by all the participants, it should have been termed a great loss, which in this case, would have been a good thing. Combs, who is the Public Relations and Marketing Director at Marian Medical Center, started what was called the Biggest Loser program back in October of 2007. She ran the program for five months, having monthly weigh-ins for the participants and also inviting them to attend seminars on weight management, conducted by Dr. Charles Marler. "We promoted changing lifestyles, not dieting," said Combs. "We learned proper eating habits and the benefits of exercise. The people who participated in the Biggest Loser program were very excited about being motivated."  
 There were 48 who signed up in the beginning and of that group 23 "stayed with the program and finished and had a very positive outcome," shares Combs. And that was the group that lost 152 pounds altogether, which got smiles on all their



*photos by Patti Warburton*  
**Ross Seubert** takes pride in being the lucky loser. Seubert has shed more than 30 pounds since joining the local Biggest Loser program, in addition to collecting \$100 in prize money. Seubert had the honors of remaining the the healthy lifestyle program, "Shape Up Shelby."

Environmental,  
 because  
**Shape Up Shelby!**  
 becomes part of the  
 community culture.



**Individual,** because  
 people learn new  
 information.



## Surgeon General's Pledge To Help Prevent Childhood Overweight and Obesity

I pledge to:

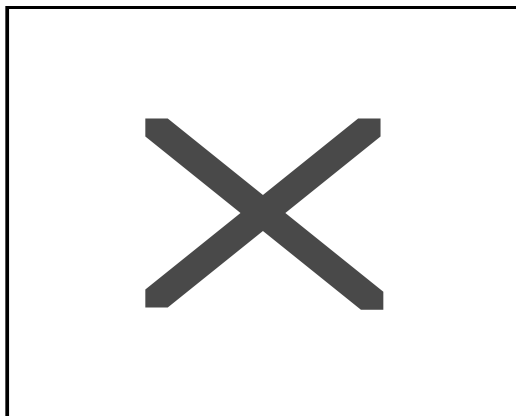
**Be** a role model by making healthy choices for myself.

**Help** children be physically active through everyday play and participation in sports.

**Support** children's healthy eating habits.

**A healthy future is our gift to our children.**

*Mayor Larry Bonderud*



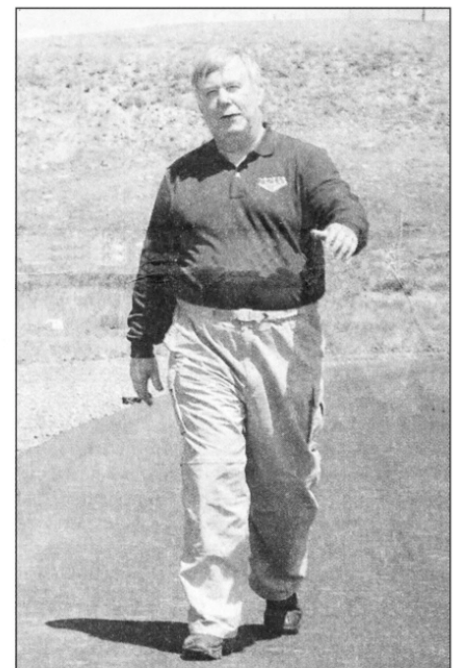
*Community's battle  
 to get healthy is  
 attracting attention*

**NINIA BAEHR**

*for the Promoter*

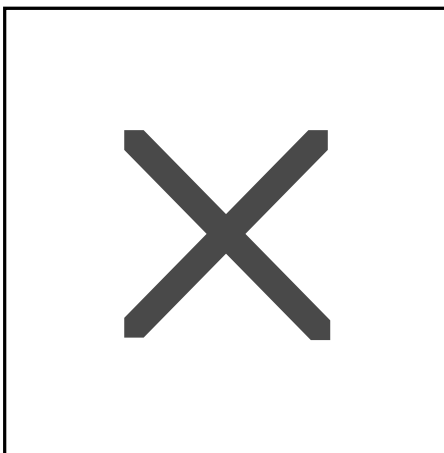
Larry Bonderud is a mayor in the morning, an optometrist in the afternoon, and an advocate and role model for healthy living around the clock. Elected as mayor by the citizens of Shelby for the past 18 years, he has developed a specialty in increasing healthy nutrition and physical activity opportunities for local residents.

Shelby, the county seat of Toole County, in Eastern Montana, has a population of 3,327. As with other isolated frontier towns, the area does not have a lavish public health budget, but that hasn't stopped Mayor Bonderud from working to create a healthy environment for his residents.



*photo by Patti Warburton*

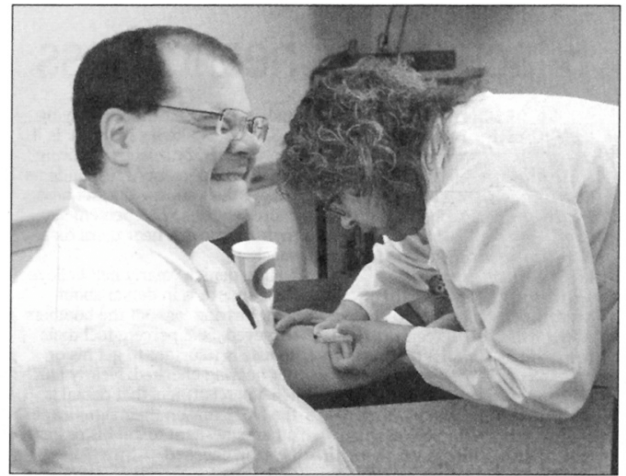
Shelby's Mayor Larry Bonderud makes good use of the Recreational Walking Trail to get some exercise. He tries to walk three miles each day.





# Nutrition and Physical Activity Health Risk Assessment

Between June 2008 and May 2009 the Marias Medical Center provided Health Risk Assessments (HRAs) to 163 adults in Shelby. These HRAs were especially designed for Shelby by Shape Up America!

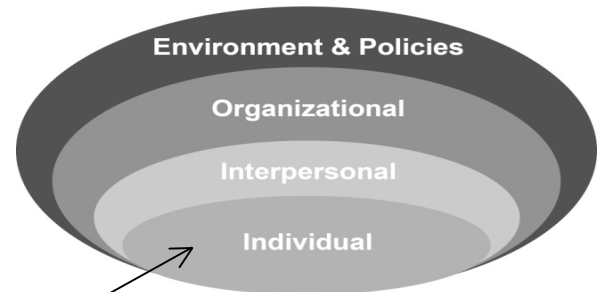


TRIBUNE PHOTO/ STUART S. WHITE  
Dr. Chuck Marler reacts as Jeanne Taylor draws a blood sample. Marias Medical Center staff are being tested for fitness level.

Each participant answered 72 questions about their consumption of fruits, vegetables and sugar-sweetened beverages, their physical activity levels, TV-viewing habits, and much more. They were also measured for height, weight, blood pressure, blood sugar, waist/hip/neck circumference, and lipid levels. Each person was then sent an extensive, highly personalized health report. Recommendations in the report were based on USDA guidelines and were generated by a complex algorithm designed by Shape Up America! (Any medical advice was provided by Marias Medical Center.)



Personal Health Report for  
John Q Public



**Individual**, because people received personalized feedback on how they could change their lifestyles to improve their health.

A follow-up evaluation survey showed that most respondents found the report useful in helping them set goals for lifestyle changes. Marias Medical Center is now offering one-on-one counseling sessions to help people reach their nutrition and physical activity goals and improve their health. This project will be repeated in two years. Participants will be able to track their progress. Mayor Bonderud will be able to measure changes over time among the group as a whole, which may help him evaluate the success of Shape Up Shelby!

## For The Future...

Every time a baby is born in the Shelby area, the Toole County Public Health Nurse calls the new mother four times over the baby's first year of life. She offers support and information on lots of issues and collects data on rates of breastfeeding initiation, duration, and exclusivity.



The nurse also asks women about what factors in their lives make it easier to breastfeed, what factors make it harder, and what kinds of support they might like – such as being able to attend a support group, or visiting with a lactation consultant, or having time and private space to pump breast milk when they return to work. This information will be used to help make Shelby an even more “breastfeeding-friendly” community in the future. That, in turn, will help protect Shelby's newest residents against obesity and a wide range of infections and illnesses in the future.

### Mayor Bonderud is determined that **Shape Up Shelby!**

will be an ongoing part of Shelby's community culture for years to come.

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