



Coming Alive

Project Information Sheet – August 2006

Project Overview

Coming Alive is a worksite health promotion program that originated at SLV Community Connections with a Colorado Action for Healthy People grant. The RMPRC was asked to manage the program in 2002. In an effort to create sustainability for this highly regarded program, the RMPRC created a *Coming Alive* Organizational Committee to manage the program. The local hospital, San Luis Valley Regional Medical Center, agreed to partner with the RMPRC during the first year. Additional committee members have included representatives from Blue Peaks Developmental Services, Bureau of Land Management, City of Alamosa, San Luis Care Center, San Luis Hills Farm, United States Forest Service, First Southwest Bank, Adams State College, San Luis Valley Federal Bank, and Valley-Wide Health Systems, Inc., specifically WIC and SLV Community Connections. *Coming Alive* is funded through in-kind and community donations.

Why? A description of the health problem

- ◆ A sedentary lifestyle is a major risk factor across the spectrum of preventable diseases that lower the quality of life and kill Americans
- ◆ Nearly half of American adults (4 in 10) report that they are not active at all
- ◆ An estimated 61% of adults in the United States are either overweight or obese
- ◆ Physical inactivity contributes to 300,000 preventable deaths a year in the United States
- ◆ Some 40% of deaths in the United States are caused by behavior patterns that could be modified

Benefits of participation

- ◆ Community benefits by learning the skills needed to design, implement, and evaluate a health promotion program
- ◆ Program is community sponsored and organized – builds community capacity
- ◆ Businesses benefit by having lower absentee rate, healthier and happier employees, less sick days, lower health care costs, fewer disability claims, better work atmosphere, higher productivity and morale
- ◆ Participants obtain significant health benefits by including physical activity in their lives

Time line

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Total # of Participants	**	128	400	**	293	191	295	333	268	252	503	521	461
Total # of Businesses	9	10	22	**	16	15	21	24	12	15	31	26	25

** = No Record

RMPRC managed the program from 2002 - 2004. A community collaboration managed the program in 2005 and 2006.

In 2002 there were two community sponsors; in 2003 there were five; in 2004 and 2005 there were nine and in 2006 there were ten.

Steering (Organizational) Committee

Each member of the Organizational Team represents a sponsoring business.

Funding

Registration fees of member organizations and participants cover costs of the project.

For more information about this project, please contact -- Trina Rivera at (719) 589-5801 or Kathy Pachelli at (719) 587-1062.