

Camp NEW You

Camp NEW (Nutrition, Exercise, Weight Management)You (CNY) is an innovative program designed to help West Virginia youth and their parents identify and practice lifestyle changes that will assist in reducing unhealthy body weight through increased physical activity, decreased sedentary behavior, and improved nutritional choices. The program focuses on goal setting and decision-making, and emphasizes the importance of family participation in helping to create home environments that provide regular opportunities for moderate-to-vigorous physical activity and healthy eating.

Program Signature Features

- Unique two-week residential summer camp offering a variety of educational opportunities for children and parents, developmentally appropriate activities, group counseling, and enrichment activities
- Three follow-up family weekends for measuring progress, reinforcing behaviors and enhancing social support
- Ongoing lifestyle coaching for children and parents across the entire year (regular phone/email communication, social networking)
- Focus on behavior change through enhanced self-efficacy, behavioral skills, behavioral capability, and social support
- Individualized program design and personal accountability mechanisms
- Program organizational structure (interdisciplinary advisory board, qualified staff, invested stakeholders and program supporters)

Admission Criteria:

- 11-14 years old
- Body Mass Index above 85th percentile
- Physician Referral
- Parent and Child Statements of Commitment

Highlighted Results of 2008-09 CNY Pilot

Data results from baseline to final weekend (July 2008 – June 2009):

- Mean BMI percentile significantly decreased ($p < .01$)
- Mean Insulin showed a promising decrease ($p = .03$)
- Children reported improvements in setting personal goals, using food labels, decreasing soft drink consumption, eating 3 or more vegetables a day and eating 1 or more fruit servings a day.
- Children reported increases in participation in moderate to vigorous activities four or more days a week and in 60 minutes of PA five or more days a week, and in decreasing the number of hours of screen time per day.

- Parents reported (Nutrition) improvements in availability of healthy snacks, use of fruits and vegetables for snacks, daily healthy breakfasts, decreased television during meal time, reading nutrition labels, and planning family meals.
- Parents reported (PA) improvements in participation in family physical activity, child accumulating 60 minutes of PA on all or most days, more use of PA video games at home, and support for child PA goal setting.
- Parents and child interviews both revealed improvements in the child's self efficacy and in the social benefits of participation in the CNY program.

Expansion Efforts and Outreach:

2010-11: Expand the CNY Program to Marshall University, Huntington, WV

2011-12: Offer allied Summer Day Camps –a minimum of 4 locations across WV

Primary Stakeholders:

- WVU CARDIAC Project, Department of Pediatrics
- WVU College of Physical Activity and Sport Sciences
- Marshall University School of Kinesiology
- The Health Plan
- Mountain State Blue Cross Blue Shield
- WV Children's Health Insurance Plan (CHIP)
- WV Public Employees Insurance Agency (PEIA)

To learn more, visit us at:

www.cam.pnewyou.org

