



# "GET SUMMER" TEEN INITIATIVE

## SANTA ANITA FAMILY YMCA

### CITY OF HOPE HEALTHY LIVING GRANT



#### Background

- The Santa Anita Family YMCA is a branch of the YMCA's of Metropolitan Los Angeles (LA Metro Y).
- Mission:** LA Metro Y's is to put Judeo-Christian principles into practice through programs that build healthy spirit, mind and body for all.
- Vision:** The healthiest youth and adults in the SGV will live within our YMCA service area.

#### Purpose

The purpose of the "Get Summer" program was to provide a positive place for adolescence to spend their summer and to encourage them to be more physically active.

#### Objectives

- Increase the number of teens enrolling for Get Summer Y-memberships
- Increase the number of visits to the YMCA to exercise and recreate
- Increase the number of teens who continued with the Y - and ostensibly their newly formed exercise habits - beyond the Get Summer free period.

#### Methods

In order to reach the goals and objectives of the program YMCA executed the following:

- Reached out to 2017 "Get Summer Teens Summer" Members
- Concentrated on Teen Exercise and Fitness Orientation
- Team Program
- Teen Nights
- Outcome Measurements



Figure 1 & 2 : YMCA coach training teen to have proper form and have a healthier lifestyle



Figure 3: YMCA members participate in the "Get Summer" program

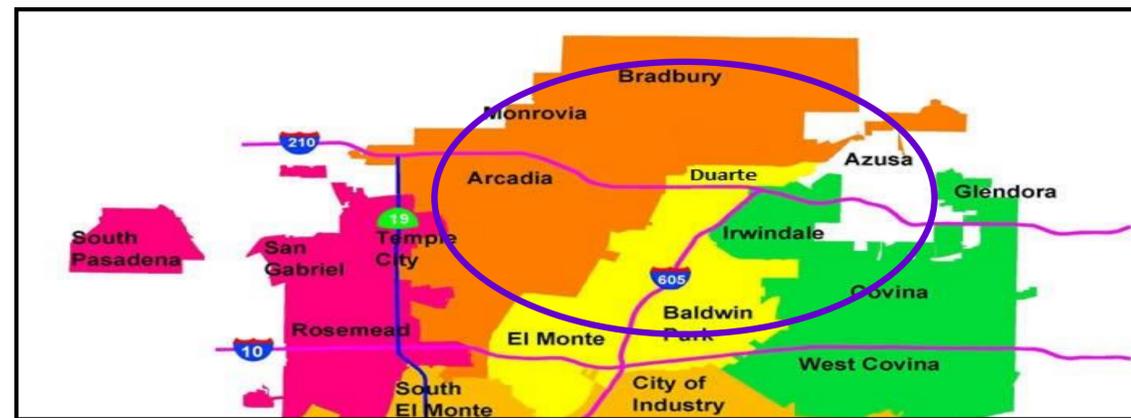
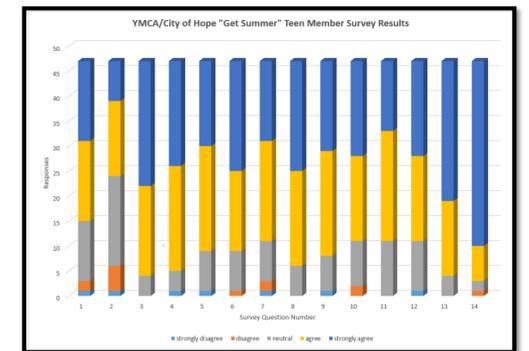


Figure 4: Santa Anita YMCA service area

#### Results Continued



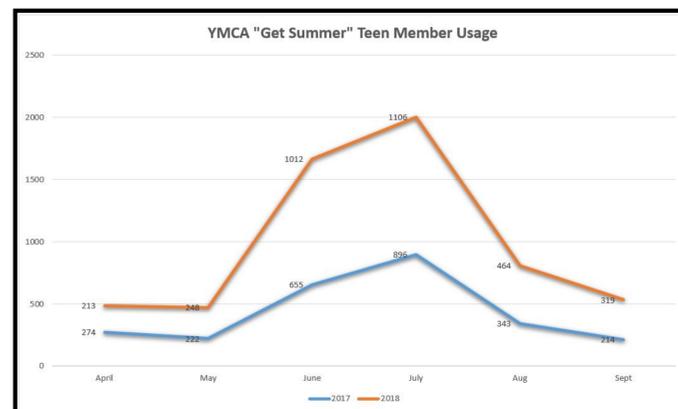
Empirical Data:

- 313 more teens joined in 2018 vs. 2017
- 2901 distinct card scans (facility visits) in summer 2018 vs. 2108 scans over summer 2017

Survey Results:

- 67% of teens responding said "the Get Summer Promotion was the reason I joined the YMCA this summer."
- 74% reported "...Feeling more comfortable with or happier about my physical appearance."
- 75% said that "Because of my Y membership, I exercised more this summer than I did before."
- 81% of teens responding said that "Attending the YMCA this summer has motivated me to exercise year round."
- 82% stated that "The Y helped me to improve my willingness to try new things".

#### Results



#### Conclusion

Based on the results, the YMCA "Get Summer" Program was successful to promote teens in engaging in physical activity and created behavior change with the help of the HLG.