

“CAN FRANKLIN CO COME OUT AND PLAY?”

PRESENTED BY:
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FRANKLIN CO HEALTH DEPT

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It's all about community. . .



For people of all ages and abilities...

It's all about fitness. . .

It's all about fun. . .

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WHAT IS THE LONGEST DAY OF PLAY?

- THE SUMMER SOLSTICE MARKS THE LONGEST DAY OF THE YEAR AND HAS BEEN DESIGNATED “THE LONGEST DAY OF PLAY” IN MANY COMMUNITIES ACROSS OUR STATE.
- THE DEPARTMENT OF HEALTH & HUMAN SERVICES BEGAN USING THIS CONCEPT IN 2003 TO ENCOURAGE **YOUTH** TO BECOME ACTIVE AND GO OUTSIDE AND PLAY!



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PROJECT GOALS:

- TO INFORM CITIZENS OF LOCAL PHYSICAL ACTIVITY OPPORTUNITIES
 - DEVELOPMENT OF PHYSICAL ACTIVITY GUIDE
- TO INVOLVE PEOPLE OF **ALL** AGES AND **ALL** FITNESS LEVELS IN PHYSICAL ACTIVITY
- TO GET FRANKLIN COUNTY RESIDENTS UP, MOVING AND ACTIVE!



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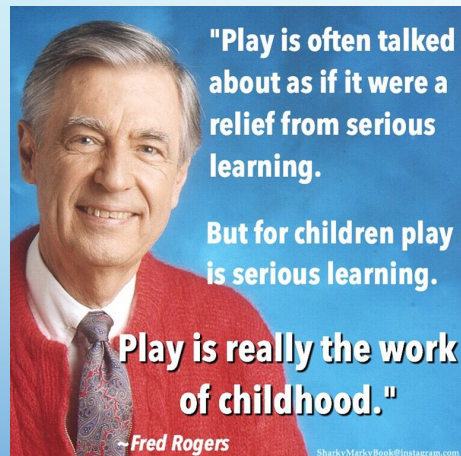
WHY?

- KENTUCKY HAS SOME OF THE HIGHEST RATES OF DIABETES, OBESITY, CANCER AND CARDIOVASCULAR DISEASE IN THE UNITED STATES.
- ACCORDING TO THE 2024 COUNTY HEALTH RANKINGS 30% OF ADULT KENTUCKIANS REPORTED PHYSICAL INACTIVITY OUTSIDE OF WORK COMPARED TO THE NATIONAL AVERAGE OF 23%.
- 41% OF ALL KENTUCKIANS HAVE A BMI OF 30 OR GREATER.
- NATIONAL SURVEY OF CHILDREN'S HEALTH (2021-2022) REPORTED THAT 1 IN 6 YOUTH BETWEEN THE AGES OF 10-17 WERE OBESE.
- OBESITY RATES WERE SIGNIFICANTLY HIGHER FOR HISPANIC (22.7%), NON-HISPANIC BLACK (22.0%), AND NON-HISPANIC AMERICAN INDIAN/ALASKA NATIVE (21.4%) CHILDREN.



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AND...




- PLAY, ESPECIALLY UNSTRUCTURED PLAY, IS IMPORTANT FOR CHILDREN'S MENTAL, EMOTIONAL AND PHYSICAL DEVELOPMENT AND GROWTH.
- PLAY HAS THE POWER TO STIMULATE THE MIND, STRENGTHEN THE BODY, AND DEVELOP PROBLEM-SOLVING SKILLS, COOPERATION, WONDER AND IMAGINATION.
- WHEN KIDS PLAY **TOGETHER** THEY LEARN TEAMWORK, DIALOGUE, COOPERATION, CONFLICT RESOLUTION, AND HOW TO BE A LEADER AND A FOLLOWER.
- REGULAR PHYSICAL ACTIVITY IS ALSO IMPORTANT FOR OVERALL HEALTH.
 - GETTING ACTIVE HELPS IMPROVE SLEEP QUALITY,
 - BRAIN HEALTH,
 - COGNITIVE THINKING AND
 - REDUCES THE RISK OF CANCER AND HEART DISEASE.

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WHAT DIFFERENCE CAN WE MAKE?


- RESEARCH SHOWS THAT LOSING AS LITTLE AS 10% OF ONE'S TOTAL BODY WEIGHT CAN LEAD TO HUGE HEALTH BENEFITS
- 20% DROP IN TOTAL MORTALITY; 30% DROP IN DIABETES RELATED DEATHS; 40% DROP IN OBESITY RELATED CANCER DEATHS; AND A LOWERING OF BLOOD PRESSURE; CHOLESTEROL AND GLUCOSE



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THE A-TEAM (THEN)

- FARMER'S BANK (AKA WESBANCO)
- WHITAKER BANK
- MCDONALD'S
- FRANKLIN CO FISCAL COURT
- FRANKFORT PLANT BOARD
- FRANKFORT WOMAN'S CLUB
- FRANKLIN CO. HEALTH DEPARTMENT
- PROACTIVE THERAPY
- FRANKLIN CO. DIABETES COALITION, INC.
- KENTUCKY STATE UNIVERSITY



March 24, 2014

Dear Community Partner:

We sincerely hope that you plan to join us on **Thursday, June 19, 2014 from 6:30-8:30 pm** at Lakesview Park for Franklin County's 8th Annual "Longest Day of Play" (LDOP). If you were able to participate in the past you know that this is an excellent opportunity to showcase your business and your concern for our community. Last year we had approximately 1,450 persons of all ages visiting our vendor booths! It was our best year to date! Ultimately, this event helps to improve the health of our community by combating the problems that are associated with a sedentary lifestyle.

We are all probably aware that Kentucky's burden of chronic disease is still among the highest in the nation. However, we also know that losing as little as 10 percent of one's body weight and exercising ten minutes three times a day most days of the week can help reduce chronic disease rates. The goal of LDOP is to expose community members to various and numerous types of physical activity so that they have fun and will hopefully consider maintaining some form of movement!

We would love to have you provide a "station" that offers some sort of physical activity during Franklin County's LDOP. The physical activity does not have to be intense. Last year community members of all ages had lots of fun throwing water balloons, racing and improving their flexibility through yoga. If you are having difficulty choosing a physical activity please consider the ones listed on the enclosed form. Don't miss your chance to get involved and advertise your business and/or services! In appreciation for your willingness to join our efforts, we are going to provide all vendors with free advertisement through our numerous media campaigns which include Facebook alerts, newspaper articles and ads, an event map that all families will receive during their visit to the park and a 15 minute TV program, Working on Wellness, sponsored by Frankfort Plant Board Cable 10!

If you are interested in joining us in promoting a healthier Franklin County, please fill out the enclosed physical activity request form and return it by **Monday, June 2nd, 2014**. If you have further questions or concerns please do not hesitate to contact me by phone at 564-5559 or by e-mail at debbie.ball@k.gov. If you are able to participate please also e-mail your logo, as you would like it to appear on the LDOP map, to this same e-mail address. We look forward to working on wellness with you!

Sincerely,

Debbie Ball ED, LD, CDE
Health Educator III

Enclosure

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You're invited!

Longest Day of Play

Lakeview Park June 21, 2007
Open to the Public

What is LDDP? June 21st is the summer solstice, longest day of the year. The Department of Health and Human Services began using this concept as a way to encourage youth to become active in 2007 - to go outside and play.

Why? KY has some of the highest rates of diabetes, obesity, cancer, and cardiovascular disease rates in the U.S. KY is the second most sedentary state in the nation. Research has shown that losing as little as 10% of ones body weight can lead to huge health benefits and becoming physically active is a wonderful place to start.

When? Thursday, June 21, 2007 from 5:30 - 8:30pm

Where? Lakeview Park

Cost? FREE

Who's invited? People of all ages and fitness levels in physical activity.

Door prizes & refreshments available
If you would like to register your business or organization for a booth at the event, please see our homepage link!

WHEN, WHERE, WHO?

SITE: LAKEVIEW PARK

DATE: THURSDAY, JUNE 21, 2007



TIME: 5:30 PM TILL 8:30 PM

WHO: INDIVIDUALS, COUPLES, FAMILIES, ETC.

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HOW DOES IT WORK?

- PARTNERS PROVIDE FREE PHYSICAL ACTIVITY OPPORTUNITIES AT THEIR BOOTH.
- REGISTRATION WILL DISTRIBUTE MAPS THAT OUTLINE WHAT OPPORTUNITIES ARE AVAILABLE DURING THE EVENT AND THE ORGANIZATIONS AT THE PARK CHEERING THEM ON!
- PARTICIPANTS ARE ABLE TO PICK UP DOOR PRIZE TICKETS WHICH ENTER THEM INTO 3 SEPARATE DRAWINGS THROUGHOUT THE EVENING FOR PHYSICAL ACTIVITY RELATED PRIZES.

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THE KIWANIS CLUB OF FRANKFORT

Longest Day of Play

JUNE 20, 2024
JUNIPER HILL PARK & AQUATIC CENTER

ACTIVITIES, GAMES, FOOD : POOL PARTY
5:00PM - 7:00PM : 7:00PM - 9:00PM
*LIMIT 600 PEOPLE

***WHEN, WHERE, WHO?**

SITE: JUNIPER HILL PARK & AQUATIC CENTER


DATE: THURS, JUNE 20, 2024

TIME: 5:00 PM – 7:00 PM

WHO: EVERYONE!

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IF YOU INVITE THEM...THEY WILL COME!



• [HTTPS://FB.WATCH/SYLAHGFGKZ/](https://fb.watch/syLAHGFGKZ/)

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PARTICIPATING VENDORS...

- FRANKFORT KIWANIS CLUB
- FARMERS BANK (WESBANCO)
- CAPITAL CITY COMMUNICATIONS – STAR 103.7, FROGGY 104.9, PASSPORT 101.7
- KECU
- KSU
- BELL AND BELL DENTISTRY
- CCU
- HIGHBRIDGE WATER
- BOY SCOUTS TROOP 281
- RED CROSS
- EMS/FRANKLIN CO. FIRE DEPARTMENT
- FRANKLIN CO. FISCAL COURT
- FRANKFORT OPTIMIST CLUB
- Franklin County Flyers Golf Team
- CaresSource, Passport Health Plan, Anthem Medicaid
- Franklin County 4-H
- Hospice of the Bluegrass
- Paul Sawyer Public Library
- Pro.Active Therapy
- Whitaker Bank
- McDonalds Restaurants
- Capital Smiles
- Franklin County Home Health Agency
- Westside Family Chiropractic
- Frankfort School of Ballet
- WHHS Dance Team

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Thanks to Our Sponsors

The image displays a large collection of logos for sponsors. The logos are arranged in a grid-like fashion. Key sponsors include:

- Frankfort Regional Medical Center**
- Farmers Bank** (Come on in)
- Whitaker Bank**
- Public Health** (Franklin County Health Department)
- Franklin County Community Early Childhood Council** (Kentucky Governor's Office of Early Childhood)
- KECU** (The right choice for you!)
- The State Journal** (Frankfort, Kentucky)
- Passport Health Plan**
- Community Trust Bank**
- First Christian** (Member of Christ)
- Capital Pharmacy and Medical Equipment**
- Kosair Children's Hospital** (Member of Christ)
- Commonwealth Credit Union**
- Frankfort Plant Board**
- Frankfort Flyers**
- McDonald's Restaurants** (Graviss McDonald's Restaurants)
- self.refind**
- Pat Melton** (Shorthand)
- Bell & Bell** (Esthetic Dentistry)
- New Horizons** (Child Development Center)
- CoventryCares** (of Kentucky)
- Frankfort Optimist Club**
- Longest Day of Play** (Logo with sun, moon, and stars)

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