

Be There, Be Healthy, and Be Counted

Second Sunday – October 11, 2009!

Second Sunday 2008 drew thousands of participants across the state when 70 Kentucky counties collectively closed a roadway or presented physical activities on the second Sunday of October. Other communities have attempted this but never an entire state. Second Sunday presents a compelling message of change from being a state of spectators to one of active participants. Experiencing a fun-filled day of activities in existing roadways can be the catalyst for local communities to actively pursue convenient and safe places for physical activity the other 364 days of the year. Second Sunday can serve as the first step in improving the physical, environmental and economic health of all Kentuckians.

The idea for Second Sunday originated in Bogota, Columbia where officials close more than 70 miles of roads to vehicles, opening them to local residents for physical activity every Sunday. Based upon the success of the 2008 Second Sunday event, Kentucky's Governor, Senate, and House of Representatives formally endorsed this initiative in March 2009. Second Sunday, coordinated by the University of Kentucky, has forged state, region, and local partnerships across the state as plans for Second Sunday 2009 progress.

Even though Second Sunday is a statewide event, communities are encouraged to create their own local platform of events. Family fun activities range from bike rides, group fitness, skateboarding, stroller workouts, pet walks, line dancing, wall climbing, marathons, farmers markets, health assessments, exhibits, street tennis, bike polo in addition to whatever local program and/or service a community wants to showcase.

Why should local and state businesses participate in Second Sunday? Based upon national health data, Kentucky is one of the poorest health states in the nation with high rates of obesity, diabetes, heart disease and cancer. By mobilizing efforts across the state,



Second Sunday can draw national attention to a serious issue and at the same time do something tangible to improve local communities. Not only does Second Sunday promote a physical active lifestyle, but an important emphasis is placed on building strong family and community bonds. The ultimate goal of Second Sunday is to motivate communities to assess existing resources and plan for improvements (sidewalks, smart streets, trails, parks, etc.) that would engage local citizens in healthy lifestyles. If successful, developing this 120 county assessment could be a stimulus for significant investment in Kentucky's built environment.

What is SHRM's role in Second Sunday and what are employee opportunities?

Second Sunday involvement can position you as an HR leader in your organization and in the community. Promoting Second Sunday provides an opportunity to measure employee participation as well as jumpstart healthy lifestyle best practices that will ultimately drive down health care costs and build consensus for a healthy community. Following are just a few ways for you to connect Second Sunday to your workplace:

- Inform your CEO of employee health benefits from participation in Second Sunday and share the local, state, and national implications of 2S involvement
- Contact the University of KY Cooperative Extension Agent in your county to learn of 2S event plans and meetings

- Communicate 2S to your employees and the need to attend the event
- Encourage employees to walk, bike or participate in an activity together
- Encourage employees to get involved in local coalitions to plan their local 2S event
- Create employee excitement by staging a contest to design a '2S company tee shirt' and/or provide incentives for attendance
- Sponsor a booth on wellness at the event
- Support a 'biggest loser' contest that culminates on Second Sunday
- Contact local health department, medical centers, etc. to coordinate a 2S health fair (exhibits and health assessments) for employees

A healthy Kentucky is critical to a prosperous Kentucky. Becoming involved with Second Sunday affords your employees to see you as an employer who cares and is actively working on their behalf. As an organization, SHRM can take pride in working together to keep good health initiatives moving forward for the benefit of their employees. Take the first step toward improved health by joining a unique statewide initiative.

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