



LIVESTRONG

FOUNDATION

Hockomock Area YMCA LIVESTRONG at the YMCA Program Impact Report 2016

LIVESTRONG at the YMCA Program Overview and Goals

LIVESTRONG at the YMCA empowers adult cancer survivors throughout our community to improve functional capacity and to enhance their quality of life through an innovative, research-based program of fitness, strength and support, provided by trained staff.

A research study conducted by Dr. Jennifer Ligibel of Dana Farber Cancer Institute and Dr. Melinda Irwin of Yale University, demonstrates that participation in LIVESTRONG at the YMCA significantly improves cancer survivors' overall quality of life while helping survivors significantly increase their cardiovascular endurance. The program goal is to improve functional ability, prevent unwanted weight changes, and improves energy levels and self-esteem in addition to increasing and improving the follow 5 areas of fitness; cardiovascular endurance, core muscular strength, muscular endurance, core flexibility, and balance. As detailed in this report, the Hockomock Area YMCA was directly involved in this research study that demonstrates the impact of program on local cancer survivors.

Our YMCA is creating communities among cancer survivors by guiding participants through safe physical activity, helping build supportive relationships and stress reduction. In addition to the physical benefits, the program provides participants and their families a supportive environment and a feeling of community with other survivors, YMCA staff and members.

Additionally, LIVESTRONG at the YMCA is assisting participants in developing their own physical fitness program so they can continue to practice a healthy lifestyle, not only as part of their recovery, but as a way of life.

2016 LIVESTRONG at the YMCA Highlights

LIVESTRONG at the YMCA Celebration

The 4th annual LIVESTRONG at the YMCA Celebration took place on Tuesday, October 23 at Lake Pearl. More than 100 guests celebrated our 2016 highlights which included:

- Our YMCA presented the annual Community Champion Award to Golf Fights Cancer. This award celebrated and recognized Golf Fights Cancer's efforts to support cancer survivors and their families impacted by cancer.
- \$25,000 anonymous challenge gift, made to encourage donations at the event.
- The volunteer award was renamed the Charlie Shannon Volunteer Award to honor his recent passing. Charlie's passion for volunteering countless hours in the LIVESTRONG at the YMCA program is our way to honor his legacy. His wife Therese Shannon was joined by member of her family to present this year's award in his honor.
- The first annual Charlie Shannon Volunteer Award was presented to Mary Waltuck for her passion and dedication to train LIVESTRONG at the YMCA program alumni to complete in the Hockomock Area YMCA's Triathlon.
- The recognition of 75 participants that joined Team LIVESTRONG at the Foxboro 5K and helped raise critical funds to support the program .
- In 2016, a total of \$154,935.54 was raised to support this important initiative.



Mary Waltuck received the first Charlie Shannon Volunteer Award on October 23, 2016 at our LIVESTRONG at the YMCA celebration event.



Golf Fights Cancer's Cheryl Maguire accepts the 2016 LIVESTRONG at the YMCA Community Champion Award.

LIVESTRONG at the YMCA Alumni Committee

We convened a group of LIVESTRONG at the YMCA graduates monthly to help continue to enhance and expand the program, providing caring and compassionate support for cancer survivors, increasing fundraising efforts, and provide opportunities for survivors to stay connected to our Y.

Volunteer and Staff Hours

In 2016, a total of 990 volunteer hours were dedicated to supporting cancer survivors at our YMCA. In addition, 6 LIVESTRONG at the YMCA certified coaches provided 432 hours of wellness programming in 12 sessions in 2016.



LIVESTRONG at the YMCA Program Impact

From 2010 – 2016 we have enrolled 709 individuals our LIVESTRONG at the YMCA program. The results continue to be impressive demonstrating the effects of this life-changing initiative. Below are the pre/post data measurements after being enrolled in the 12-week program:

- Cardiovascular Endurance - 94% of the participants improved
- Muscular Strength - 95% of the participants improved

- Flexibility – 94% of the participants improved
- Balance – 94% of the participants improved
- Social/Emotional Impact – 100% of the participants indicated they met people with whom they will keep in touch with after this program has ended.

LIVESTRONG at the YMCA continues to grow and expand. The following represent key new efforts over the past year and a look ahead to 2017.

Living STRONGER Alumni Program

The Hockomock Area YMCA launched the Living STRONGER program in the fall of 2015, made possible by the support & commitment of the Lunter Family on behalf of the Jaworski Family. This initiative focuses on both the emotional and physical health of a cancer survivor by creating opportunities at the Hockomock Area YMCA for social connections in small groups through a calendar of opportunities including walking clubs, social outings, volunteer opportunities, group gatherings, and an educational series. These opportunities are free for all LIVESTRONG alumni.

STRONG Program

As part of Living STRONGER, the 12-week STRONG program provides opportunities for program alumni to continue meeting weekly to reach wellness goals in the Y branches. The STRONG program is modeled after the current LIVESTRONG at the YMCA program to help survivors continue their journey with exercise including exercises that focus on strength, cardiovascular endurance, balance, and flexibility. These small groups programs of up to fifteen individuals are led by trained LIVESTRONG at the YMCA trainers and mentors once a week for 1.5 hours for 12 weeks.

“The friendships are just unbelievable. The people I have met have truly become brothers and sisters. It’s a very unique bond. I’ve met people from all walks of life with all types of cancers.”

– Judy Ammidown, 2010 LIVESTRONG at the YMCA Program Graduate and Mentor/Volunteer

LIVING STRONGER 2016 Program Impact

- Our YMCA served 116 LIVESTRONG at the YMCA Graduates in 13 groups through the STRONG Program in 2016.
- We facilitated 17 different workshops, programs or social outings were scheduled this year with 170 individuals participating and/or attending.

- A total of 15 new volunteers were recruited in 2016 in the area of program operations, mentors, facilitators, workshop leaders, alumni committee members, administrative assistance, and social/physical activity group leaders.
- 100% of volunteers surveyed indicated that their volunteer experience has been meaningful.
- 100% of participants indicated they made 1 or more new social connections through the Living STRONGER program.
- 100% of participants indicated they will participate in a future Living STRONG program.
- 10 volunteers were recruited to facilitate STRONG classes.
- Our YMCA saw an increase in member conversion (defined as a LIVESTRONG at the YMCA Participant converting to a full facility member of the Hockomock Area YMCA).
- Through the implementation of systems, we converted the following memberships in 2016:
 - Adult: 18
 - Couple: 4
 - Family: 5
 - Single Parent: 3
 - Senior Citizen: 16
 - Senior Couple: 6
 - Family Memberships: 3

“LIVESTRONG at the YMCA changed my life; my whole outlook. I was low energy and it really turned my life around. It got me involved and I say now I’ve become a gym rat.”

**- Janice Zitoli, 2013 LIVESTRONG at the YMCA
Graduate and current STRONG Participant**

Thank you for investing in our impactful LIVESTRONG at the YMCA program. For more information, make a referral or become a donor or volunteer, please contact Caitlin Gibbs, Director of Health Innovation at 508-212-6732 or caitling@hockymca.org.