

VERB™ Scorecard

The Lexington Fayette County Health Department in partnership with the Florida Prevention Research Center and the Kentucky Department for Public Health

What's Your VERB?

Whether it's biking, swimming, or jumping rope, everybody should have a favorite action, a favorite verb, something they love to do.

VERB™ Scorecard is a community-wide campaign to increase activity levels of 9-13 year-olds or "tweens."

This intervention energizes and involves the community by promoting physical activity opportunities and inviting local businesses and organizations to provide discounts at pools, bowling alleys, YMCAs and other establishments where youth can be active. Tweens use the VERB Scorecard to record their hours of physical activity at these group events and any activity they complete on their own. It is an incentive-based program and the more activity logged, the greater the chances of winning prizes.

Early Successes in Fayette County, KY :

- Program awareness and participation increased each successive year
- VERB Scorecard participants reported more days of play and vigorous activity than other students

Get Moving in Your Community!

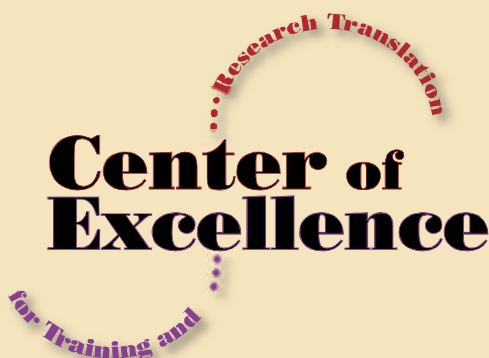
VERB Scorecard is expanding beyond Fayette County. Several communities in Kentucky and other states, including CO, NE, IA, and FL, have adopted the intervention. The program has transitioned to a less resource intensive web-based format that has the potential to reach a broader audience and enhance sustainability.

VERB Scorecard Intervention Materials are available at www.center-trt.org.

- **Template-** presents essential information about the intervention and a review of the evidence in support of the intervention
- **Materials-** items to help with implementation in your community



www.verbsummerscorecard.com



The Center of Excellence for Training and Research Translation (Center TRT) is devoted to bridging the gap between research and public health practice with an emphasis on nutrition, physical activity, and the prevention and control of cardiovascular disease and obesity.

To advance the skills of public health practitioners, the Center TRT provides in-person and web-based trainings. To promote evidence-informed practice, the Center TRT identifies, translates and disseminates interventions, including the one featured above. To download the translated intervention and accompanying materials, visit the Center TRT website at www.center-trt.org

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