



California Challenge

The Indian Health Service California Area invites all tribal communities and organizations to participate in the sixth Just Move It – California Challenge.

The challenge is a virtual walk throughout California Indian Country, covering 4,581 miles or 9,192,000 steps! It supports ongoing efforts of Tribal/Urban healthcare programs that encourage community wellness through increased physical activity. The challenge can be incorporated into existing physical activity programs or used to start a new program. It can be done individually or as a group. Every 2,000 steps or 15 minutes of physical activity counts as 1 mile walked. The goal is to complete 4,581 miles, which equals 1145.25 hours of physical activity!

Just Move It is a national physical activity campaign focused on community partnerships, with the idea that fitness can be fun. The campaign goal is to get 1 million American Indians and Alaska Natives moving by working together to build and strengthen healthy communities. The number of ***Just Move It*** partnerships in California continues to grow, increasing from twenty partners in 2005 to sixty nine partners as of early 2011.

Just Move It – California Challenge kickoff is generally in March and part of the Fun Run/Walk, at the Annual Tribal Leaders' Consultation Conference. All Tribal/Urban healthcare programs are invited to participate and become ***Just Move It*** partners. California is home to 109 (01/2012) federally recognized tribes, and the largest population of American Indians/Alaska Natives in the country (2000 census). Working together, emphasizing community and having fun with fitness can help address many of the chronic diseases facing California's American Indians and Alaska Natives.

Visit www.justmoveit.org for more information.

Also, for more on the First Lady's ***Let's Move!*** initiative visit <http://www.letsmove.gov/> ***Let Move in Indian Country*** comments can be sent to Letsmoveinindiancountry@doi.gov These initiatives recognize building upon many important efforts that are already being made in Indian Country to address the crisis of childhood obesity.