

# RecreationRx Program

TO PROMOTE HEALTH THROUGH RECREATION BY FACILITATING PARTNERSHIPS BETWEEN HEALTHCARE AND RECREATION PROVIDERS, AND THE COMMUNITIES THEY SERVE.



The Recreation Prescription (“RecreationRx”) Program was created by Robert Christopher Searles, M.D. The program targets uninsured, low income, and under-resourced ethnic communities that are at high risk of overweight and obesity; and the healthcare providers who provide primary healthcare in these communities.

The “recreation prescription” gives physicians a tool to help their patients minimize the barriers they face when trying to increase physical activity. The prescriptions allow physicians to refer families to existing city recreation resources. With this prescription, families can swim, participate in after-school recreation classes, exercise courses and sporting programs in recreation centers in their local community for free. The Recreation Prescription program connects low-income families living in underserved communities to opportunities for safe and structured physical activity.

The goal of the prescription is to increase access to recreational physical exercise as a means to improve health regardless of their ability to pay. The program expects increased levels of physical activity and increased positive attitudes and knowledge towards physical activity among low-income and underserved patients. Another goal includes a decrease in BMI, blood pressure and blood sugar levels. For more information, please visit, [www.recreationrx.org](http://www.recreationrx.org).

## The CMA Foundation Obesity Prevention Project

TO REDUCE THE PREVALENCE OF OVERWEIGHT AND OBESITY IN CHILDREN AND THEIR FAMILIES.

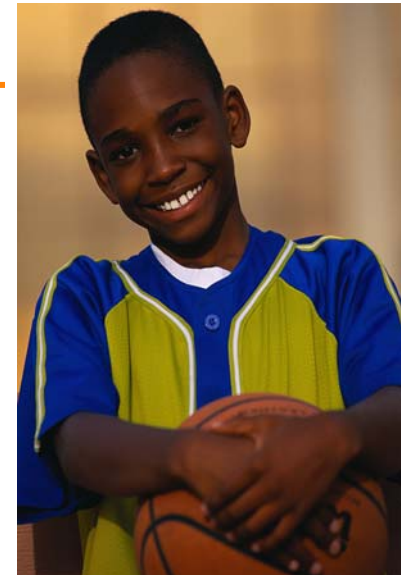
The purpose of the California Medical Association Foundation’s Obesity Prevention Project is to reduce the prevalence of overweight and obesity in children and their families by providing physicians with access to and assistance with education and community outreach, policy advocacy, and important provider resources.

Throughout California, Physician Champions are partnering with community collaborations, schools, advocacy organizations and their peers to lead efforts to combat obesity in California. Our Physician Champions are credible sources of information. These physicians are trained and prepared to speak on issues ranging from healthy eating and physical activity to overweight and obesity in children and families. Their medical knowledge coupled with the community collaboration and policy advocacy training they have received from the CMA Foundation can help community based organizations advance their community obesity prevention goals.



## Physician Champions and RecreationRx

The RecreationRx initiative is working to provide the CMA Foundation's "Physician Champion" program with the RecreationRx Health Provider Implementation Guide. In this way, those California physicians that are already advocating for health and obesity prevention in their communities will have one more tool to work with. Through diverse partnerships with businesses, government, health plans, community organizations and others, the CMA Foundation will utilize physicians’ expertise and credibility to maximize their impact on the obesity epidemic.



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