

1. Record Nr.	UNINA9910459616603321
Autore	Yancey Antronette K
Titolo	Instant recess [[electronic resource] ] : building a fit nation 10 minutes at a time / / Toni Yancey
Pubbl/distr/stampa	Berkeley, : University of California Press, c2010
ISBN	1-282-76444-6 9786612764448 0-520-94721-5
Descrizione fisica	1 online resource (279 p.)
Disciplina	613.0973
Soggetti	Health promotion - United States Physical fitness - United States Exercise - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The high price of a sedentary America and the challenge of getting society moving -- The benefits of widespread physical activity and opportunities to move the needle -- The evolution of an idea -- The marketing and social marketing of physical activity and fitness -- The case for the instant recess model -- Instant recess : what's good for the waistline is good for the bottom line! -- A glimpse into the future : how instant recess sparked a physical activity movement.
Sommario/riassunto	This lively, inspiring, and informative book zeroes in on the state of American fitness-persistently sedentary, plagued by obesity-and issues a clarion call to action that reaches across economic, racial, and educational lines. Toni Yancey finds that despite our best intentions and repeated resolutions to exercise, as well as a 40-year investment in fitness education and counseling, physical activity in all levels of society continues to plummet. In a warm, reader-friendly narrative that draws on solid scientific research, personal experience, and her own poetry, Yancey calls for a radically different approach: one that respects diversity and is grounded in the cultures of those most at risk. Instant Recess proposes regular ten-minute exercise breaks that utilize music

and dance and are easily incorporated into school, work, and community life. Rather than encouraging unhealthy habits like cigarette breaks or high fat snacks, these "instant recesses" make the active choice the natural one. Here is a new paradigm for fitness and public health that promises vitality, well being, and a greater sense of community-demonstrating, as Yancey argues, that what's good for the waistline is good for the bottom line.

---