

ABSTRACT

The human body for movement está diseñado slant, but modern life thanks to the advance of technology leads us to a sedentary lifestyle, which has made more people worldwide health deteriorate prematurely, our city is no stranger to this reality so many people have tried to overcome this problem through the physical outdoor activities from a very tempranosin competition purposes and without these outside any institutional program as seen in the neighborhood of BEV Pílanqui where research was conducted quantitative and qualitative kind, not experimental, based on field work and a documentary and bibliographic collection. The technique used was a questionnaire survey of opinion with various response options with regard to the characteristics of the physical activities performed and the willingness to participate in a program. This research was aimed at improving the lifestyle of all who wish to participate in outdoor physical activities but in a planned and continuing to achieve the desired benefits, physical activity without control, without guidance, without planning and fails to make sporadic the individual from the sedentary, therefore produces no benefit. The research results indicate that most people who perform voluntary physical activity in this area are women and they do it with YOUR EXCLUSIVE improve their health and have a great willingness to participate in a program of physical activation dirigido. En this sense program "Get Moving with the family" is to create habits of moderate physical activity through aerobic fitness as part of one of our families in our comunidad. Es the proposed physical activation of BEV Pílanqui district of the city of Ibarra, to improve our lifestyle. From the standpoint of health, life style, "is the set of decisions taken by the individual regarding their health and over which it exercises some degree of control", which brings satisfaction and a healthy and harmonious life