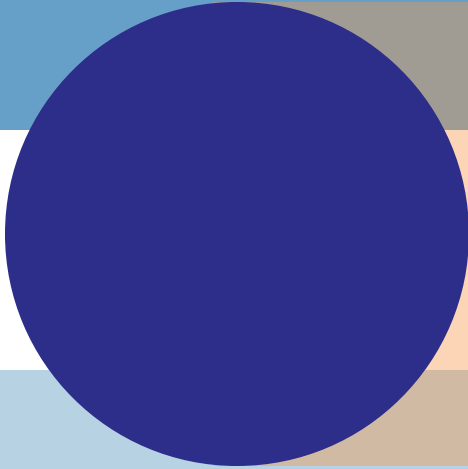


Domains of Active Living

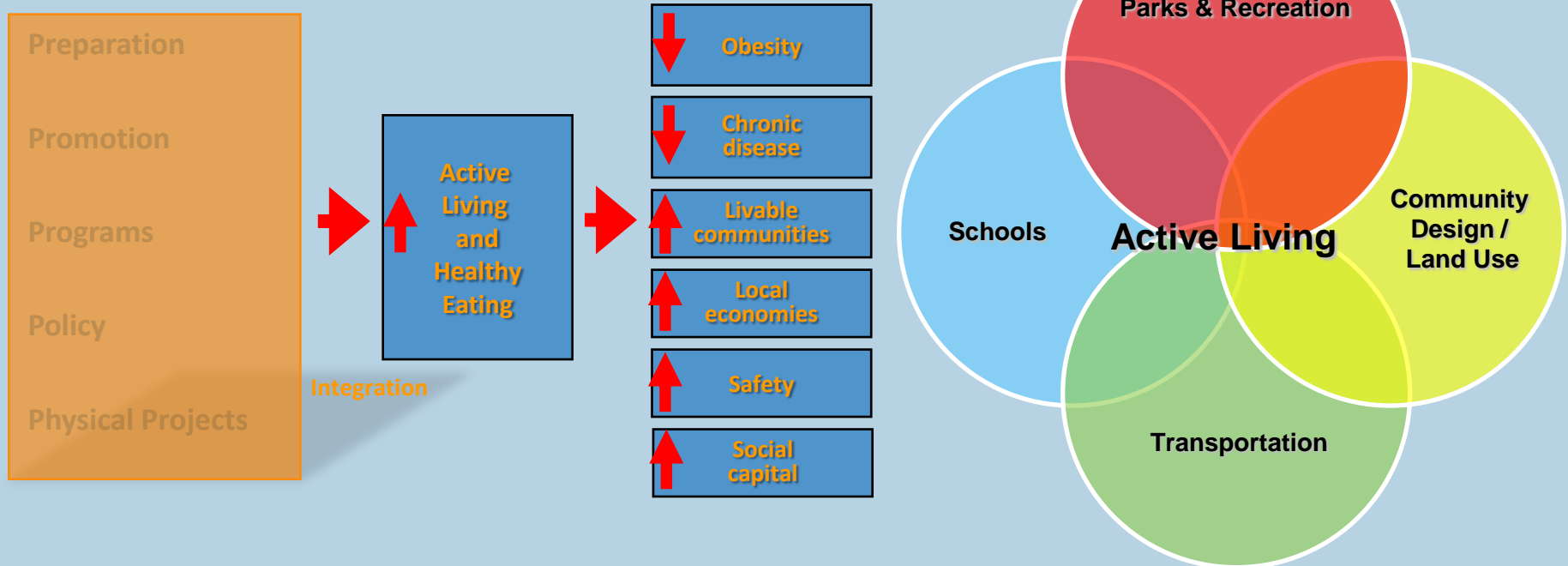
Southeast SHIP Collaborative

April 7, 2010



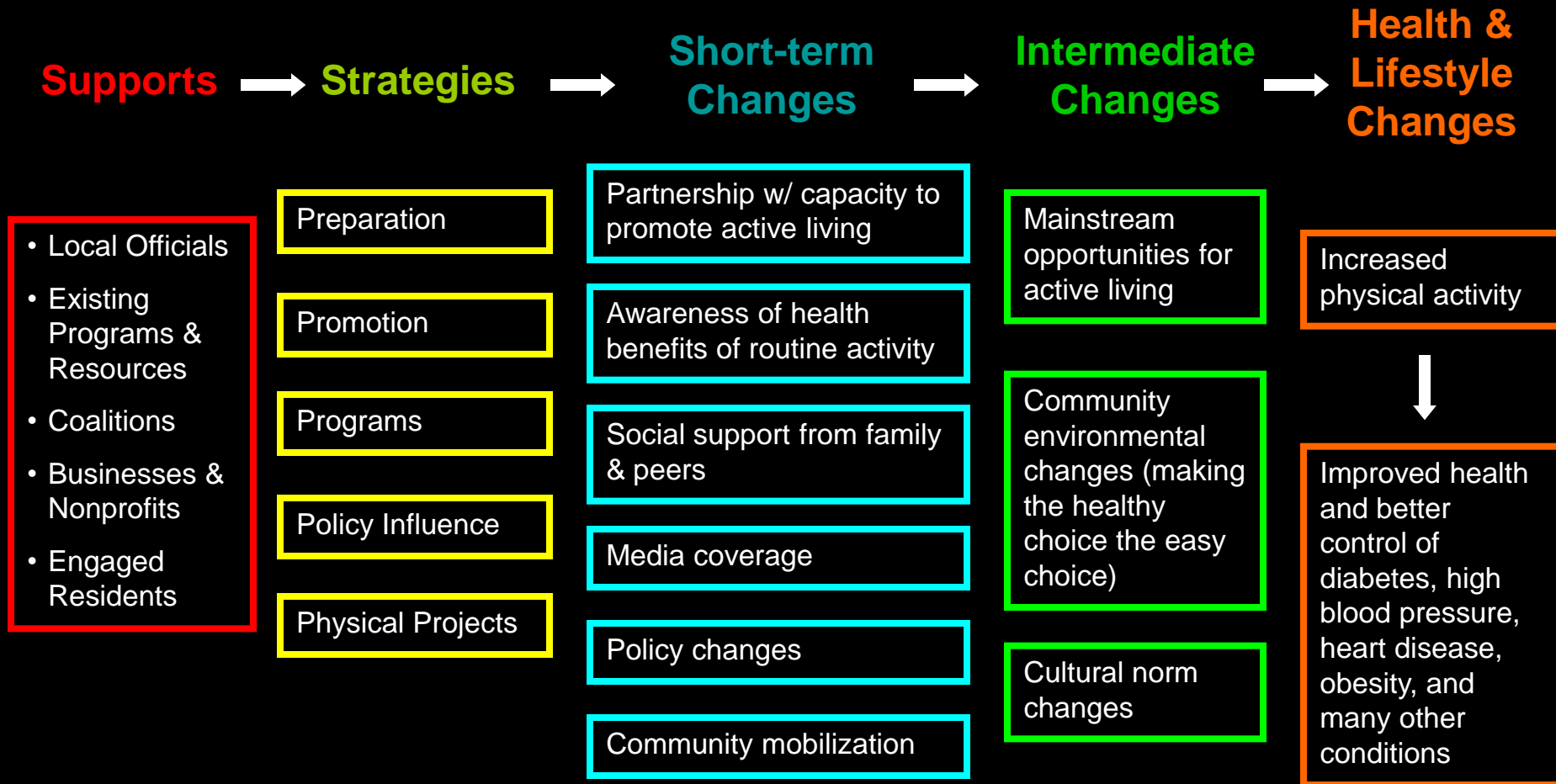


Policy and Environment Change



*Making the healthy
choice the easy choice*

Active Living logic model



The 5P Model – Organizing Strategies

- **Preparation** - developing and maintaining a community partnership to work collectively
- **Promotion** - presentations, news releases, fact sheets, and other forms of communication
- **Programs** - providing access to physical activity opportunities such as walking clubs or bicycle recycle initiatives, or rewarding individuals for adopting more active habits through incentives such as benefits for employees or students who walk or bicycle to work or school.
- **Policy Influence** - the key to institutionalizing health-supportive environments, this includes advocacy, working with community policy makers, and influencing employer and school policies
- **Physical Projects** - strategies effecting built environments, removing barriers to physical activity and enhance safety (e.g., trails, pedestrian improvements at intersections)

Policy – influence public decisions

- Updated ordinances, codes, and procedures
 - Ped / bike friendly design
 - Mixed-use zoning
 - Compact development
- Advocate for capital improvement funding
- Workplace and school policies

**Establish relationships
with policy makers!**



Physical Projects – create supportive environments

- Networks of sidewalks, bike lanes, parks, trails and greenways
- Traffic calming measures
- Farmers markets available (in the community / at workplaces)
- Exercise facilities and showers in work places
- Signs, labels for healthy eating opportunities



That's an integrated strategy!

Preparation

Promotions

Programs

Policy
Influence

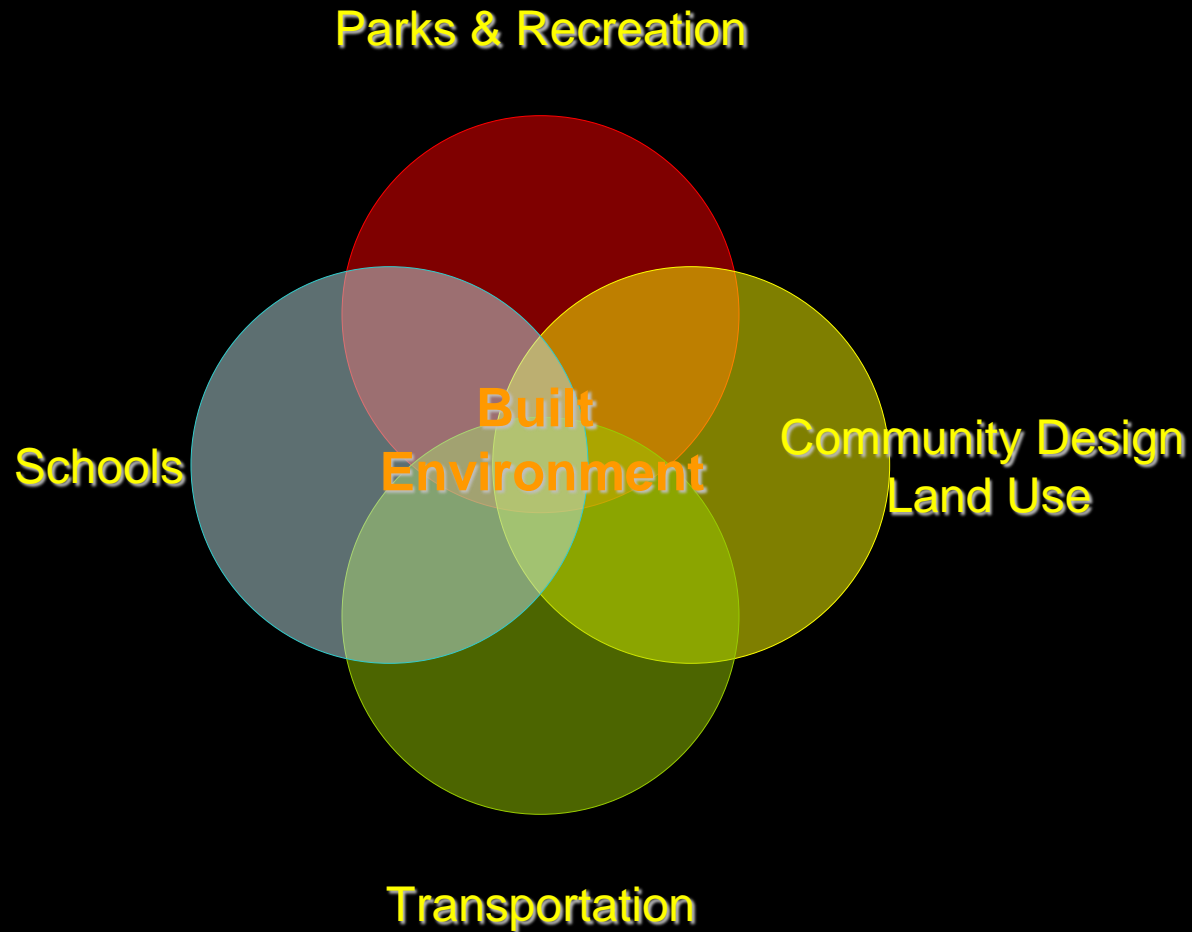
Physical
Projects



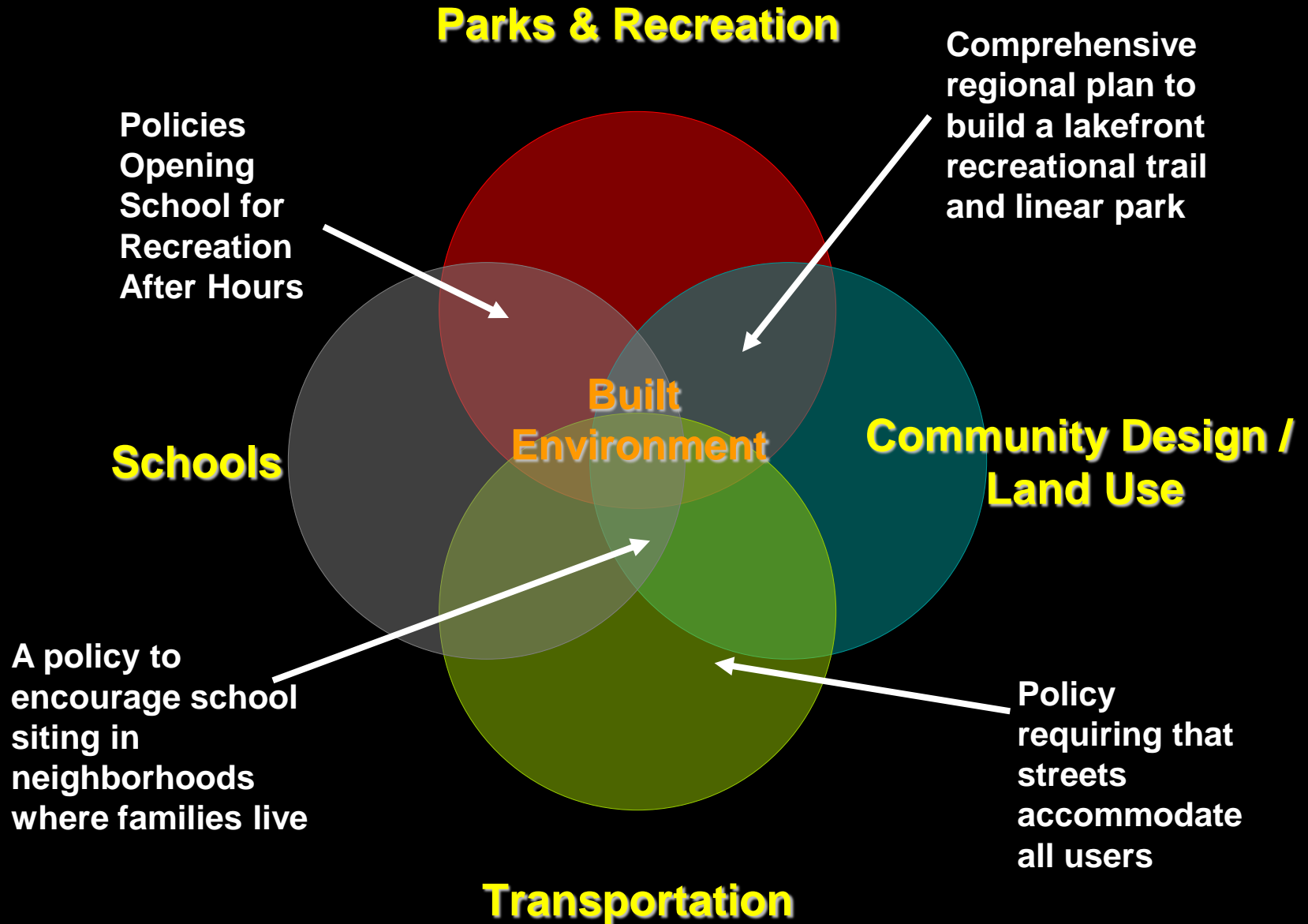
More than just a sidewalk

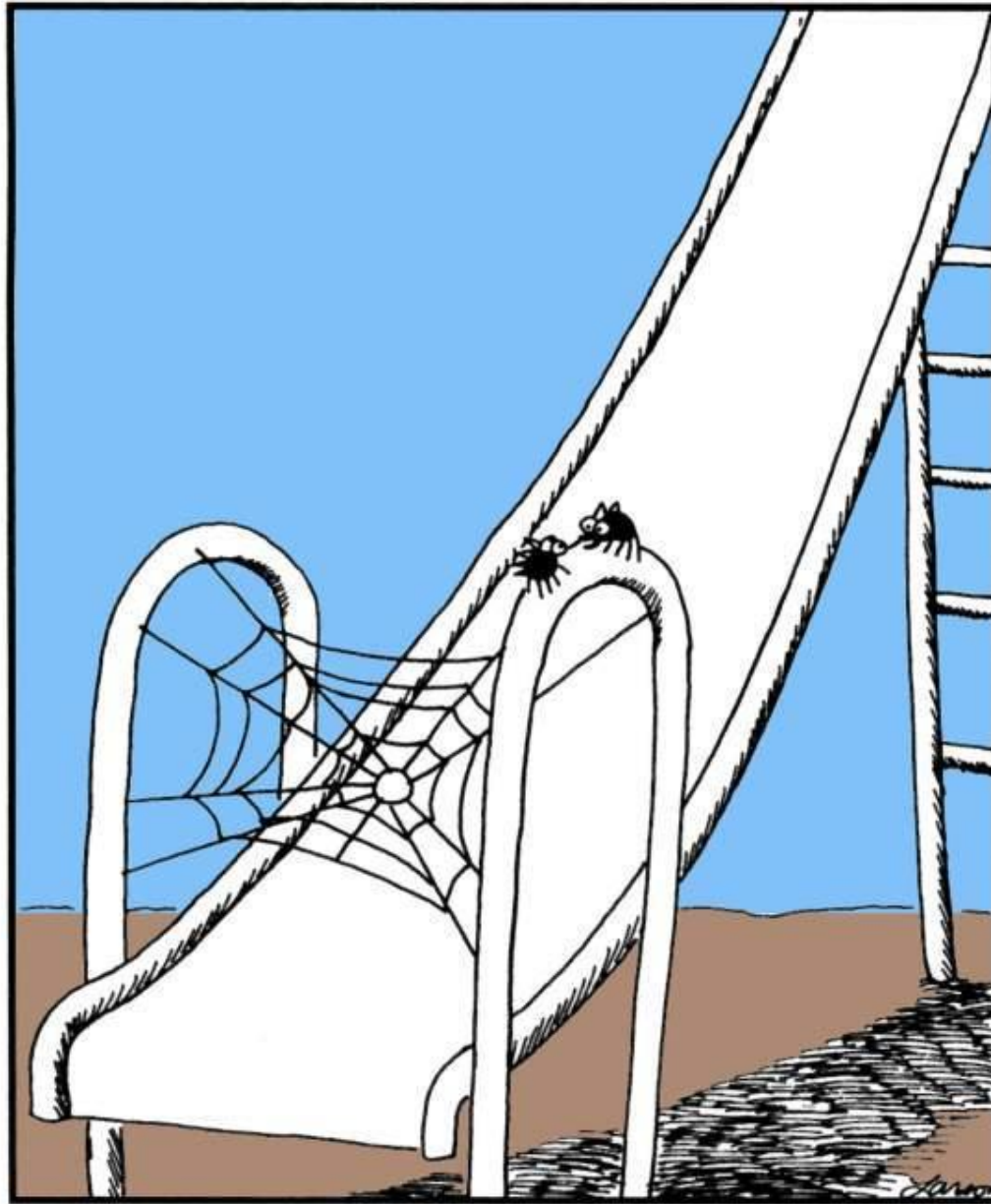
The Built Environment and Community Systems

The active living domains combine to influence opportunities for physical activity in our local community systems



Built Environment Domains are Overlapping





“If we pull this off, we’ll eat like kings.”

-- Policy/System Example: Schools/Recreation --

Joint use agreements
Share costs or increase budget for utilities, security, maintenance and janitorial services

Janitors/Maintenance

Neighborhood Association

School Board

School Administration

Local Government
General Counsel

School Security

PTA

Parks/Recreation

Expand hours and flex schedules

Provide volunteers and use facilities

Approve open hours and increase budget

Advocate and provide leadership on issue

Change municipal policies and allow liability insurance coverage

Increase hours and partner with police

Publicize programs and recruit parent volunteers

Provide programming in partnership with schools

Potential Partners?



-- Policy/System Example: Schools/Recreation --

Joint use agreements
Share costs or increase
budget for utilities,
security, maintenance
and janitorial services

Unlocked school yards

Maintenance

Open bathrooms

Community awareness

Adult supervisors

Appropriate programming

Recreation equipment

Outcome: Neighborhood
children (and adults)
have a safe, accessible
and fun place to play
in their community



-- Policy Example: Transportation --

Complete Streets ordinance requiring newly constructed and improved streets to have ped, bike, wheelchair access

Training of city public works and other staff

Update Transit and Bike/Ped Master Plans

Approve New Funding Source to Retrofit Key Existing Streets

Update Ped/Bike Design Guidelines for Streets

Promotions & Events, e.g. Sunday Parkways

Dedicated Ped/Bike Staff

Public Education of Drivers, Peds & Cyclists

Policy requiring that streets accommodate all users

Ped and Bicycle Advocacy groups

Procedures for Snow Clearing On Sidewalks & Bike Lanes

Sidewalk and Bus Stop Maintenance Policies and Budget



Making the healthy

Choice the easy choice requires

Deep, durable change.



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