Today’s Topics

[1] Physical Activity in Communities

[2] Statewide Model for Local-level Implementation

[3] Community Example

Physical Activity Guidelines for Americans
2nd edition


Move More Sit Less
Chapter 8. Taking Action: Strategies to Promote Physical Activity

Information adapted from the Physical Activity Guidelines for Americans, 2nd edition. Available at health.gov/PAGuidelines.
Levels of PA Strategies

Individual

Community

Communication Environment (Information and Communication Technologies)

Physical Environment and Policy
Physical Environment and Policy Level

- Built environment characteristics that support active transport
- Community design and characteristics that support recreational physical activity
- Access to indoor and/or outdoor recreation facilities or outlets
Connecting Activity-Friendly Routes with Everyday Destinations

The Knowledge from Community Guide:
Built Environment Approaches Combining Transportation System Interventions with Land Use and Environmental Design

**Pedestrian or Bicycle Transportation Systems**
- Street pattern and connectivity
- Pedestrian infrastructure
- Bicycle infrastructure
- Public transit infrastructure and access

**Land Use and Environmental Design**
- Proximity to destinations
- Mixed land use
- Residential density
- Parks and recreational facilities
Active Living Strategy

Collaborate with **Partners** to connect “**Activity-Friendly**” routes to “**Everyday Destinations**” to increase physical activity.
CDC Funding (Statewide and Local)

State Funding (Local)
245 High-need Communities
Transforming guidelines into action...

- Training
- Technical Assistance
- Resources
- CoP
Connecting to Everyday Destinations
Complete Streets in New York

New York State Complete Streets Act: established in 2011 to enhance safe and convenient access to all roadway users regardless of age or abilities.
Rochester, NY

www.healthikids.org
ED Visit Rate (per 100K Population): Pedestrian / Bicyclist Motor Vehicle Accidents

Source: SPARCS 2012-2015
Complete Streets Makeover
Understanding the State of Play in Rochester, NY
Policies for Healthy Youth Development

- Playful sidewalks
- Worksite wellness
- Comprehensive plan
- Healthy vending
- 10-Minute Walk to Park (NRPA)
Programs for Healthy Youth Development

Rec on the Move
Pop-up Play Days
Play Streets
Nature Challenge
Play Streets
Environments for Healthy Youth Development

Playful Sidewalks
Story walk/Play walk
Story Walk
"Brother" David sighed.

"Yes, brother, we are brothers and sisters," Frederick replied.

Leveraging Resources
Partners

Residents
Churches & faith community
Local foundations
Youth groups
Non-profit organizations
Libraries
School district
Other advocacy groups
Keys to Success

Partnerships with other city departments
Include community members in decision-making
Encourage community voice
Break down silos
Leverage resources
Patience is a virtue
Partnerships

Common vision and mission
Statewide network in local communities
Community engagement with people
Opportunities across the age span
Connect to a variety of settings/places
Questions?
Thank you!

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