

Active Living by Design:

Developing Community-Based Models for Obesity-Prevention



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*A National Program of The Robert Wood Johnson Foundation

Overview

- Importance of Active Community Environments
- Active Living by Design
- Building Community Models: 5-P Strategies
- Questions for Discussion

The Emergence of a Sedentary Society



- Built Environment
- Automobile
- Television/Computers
- Convenience Engineering
- Culture/Time Constraints
- Human Nature

Advancing the Concept of Active Living



Active Living is a way of life that integrates physical activity into daily routines.

Research: Active Environments Help

- Living in activity friendly communities could...
 - Generate 2 more walk/bike trips per person per week
 - Prevent up to 1.7 pounds of weight gain per year
 - Positively affect walking/cycling for transportation but not recreation
 - Positively impact the total number of minutes of physical activity (40% more physical activity)



Active Living by Design

Primary Focus

- To support 25 diverse community partnerships to implement active living initiatives and serve as national models (5 years)
- New opportunity: Healthy Eating by Design (18 mos.)



Building Community Models

The 5 P's

- Preparation
- Promotion
- Programs
- Policy
- Physical Projects

5Ps: Preparation

Multidisciplinary Partnerships



- Visioning/Shared Values
- Design Charrettes
- Walkability Assessments
- Policy Performance Audits
- Collect Local Statistics
 - transportation, development, health
 - pedestrian and bike safety

5Ps: Promotion

Develop/Expand Our Constituencies



- Media and Social Marketing
- Promotional Events
- Fact Sheets/Presentations
- Forums/Symposia
- Advertising, Word-of-Mouth, Networking
- Advocacy Campaigns

5Ps: Programs

Increase Opportunities & Incentives for Active Living

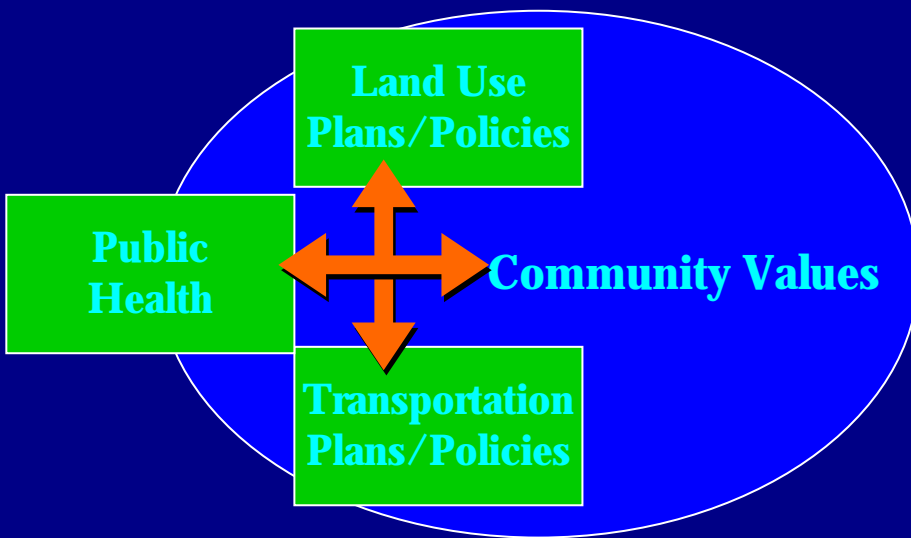
- Commuter Choice Programs
- Walk-to-School and Safe-Routes-to-School Programs
- Walking and Bicycling Clubs



5Ps: Policy

Organize/Mobilize Our Communities to Influence Decisions

- Ensure Connectivity and Review Road Standards
- Update Codes, Ordinances and Approvals to Encourage Density and Mixed Use
- Increase Capital Funding for Desired Facilities
- Reexamine Parking Requirements and Fees
- Provide Convenient, Accessible School Sites and Promote Safe Routes to School
- Transit Improvements



**Establish
Relationships with
Policy Makers**

5Ps: Physical Projects

- Transit Oriented Development
- Traffic Calming and Road Diets
- Bus Shelters and Bike Racks
- Accessible Parks and Trails
- Lighting and Surveillance for Security
- Sidewalks/Crosswalks
- Bike Lanes



Some Issues for Discussion....

- Sufficiency of environmental and policy change
- Resources and wide replicability of community-based change
- Unanswered questions from case examples

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