

Environmental Solutions to Obesity  
In America's Youth

**Lessons Learned in the**  
***Community***  
**Setting**

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# Outline

**Background**

**The “5P” Model**

Preparation

Promotion

Programs

Policy Influence

Physical Projects

# Columbia, Missouri

- University of Missouri
- Population: 90,000 + 25,000 students
- Thriving, walkable downtown
- High obesity rates in poor, urban neighborhoods





# The PedNet Coalition

- Formed in April, 2000
- 4,700 supporters in Columbia
- Mission: To create a city-wide network of cycle and pedestrian pathways for health, recreation, commuting, and errands
- Tactics: Advocacy, policy change, and programming
- Information: [www.pednet.org](http://www.pednet.org)

**PedNet**

# Bike, Walk, and Wheel: A Way of Life in Columbia



- \$200,000 Active Living by Design grant awarded in 2003
- A logical extension of Bike, Walk, and Wheel Week
- Project focus: Five public schools within a 4-square-mile urban area close to downtown Columbia





# The Vision



# The Reality



# Project Model

Obesity Prevention Through  
Physical Activity Promotion





Bike, Walk & Wheel



A Way of Life in Columbia

Bike, Walk & Wheel



A Way of Life in Columbia

Bike, Walk & Wheel



A Way of Life in Columbia

Bike, Walk & Wheel



A Way of Life in Columbia

Bike, Walk & Wheel



A Way of Life in Columbia

Bike, Walk & Wheel



A Way of Life in Columbia

# Preparation

*Create  
a Broad  
Partnership*

# Columbia Partnership



- PedNet Coalition
- Columbia Public School District
- City of Columbia and State of Missouri
- University of Missouri
- Local Businesses
- Local Non-Profits





# Promotion

*Get to Know  
the Target Audience  
and the Media*





PLENTY OF HOT  
MUSIC - SOUP - VIBES

MAIMIN  
COTTERS

7 6:46 AM

Prairie Farms

Bike, Walk & Wheel



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Bike, Walk & Wheel



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# Programs

*Make  
Activities  
FUN*

















23 7:37 AM

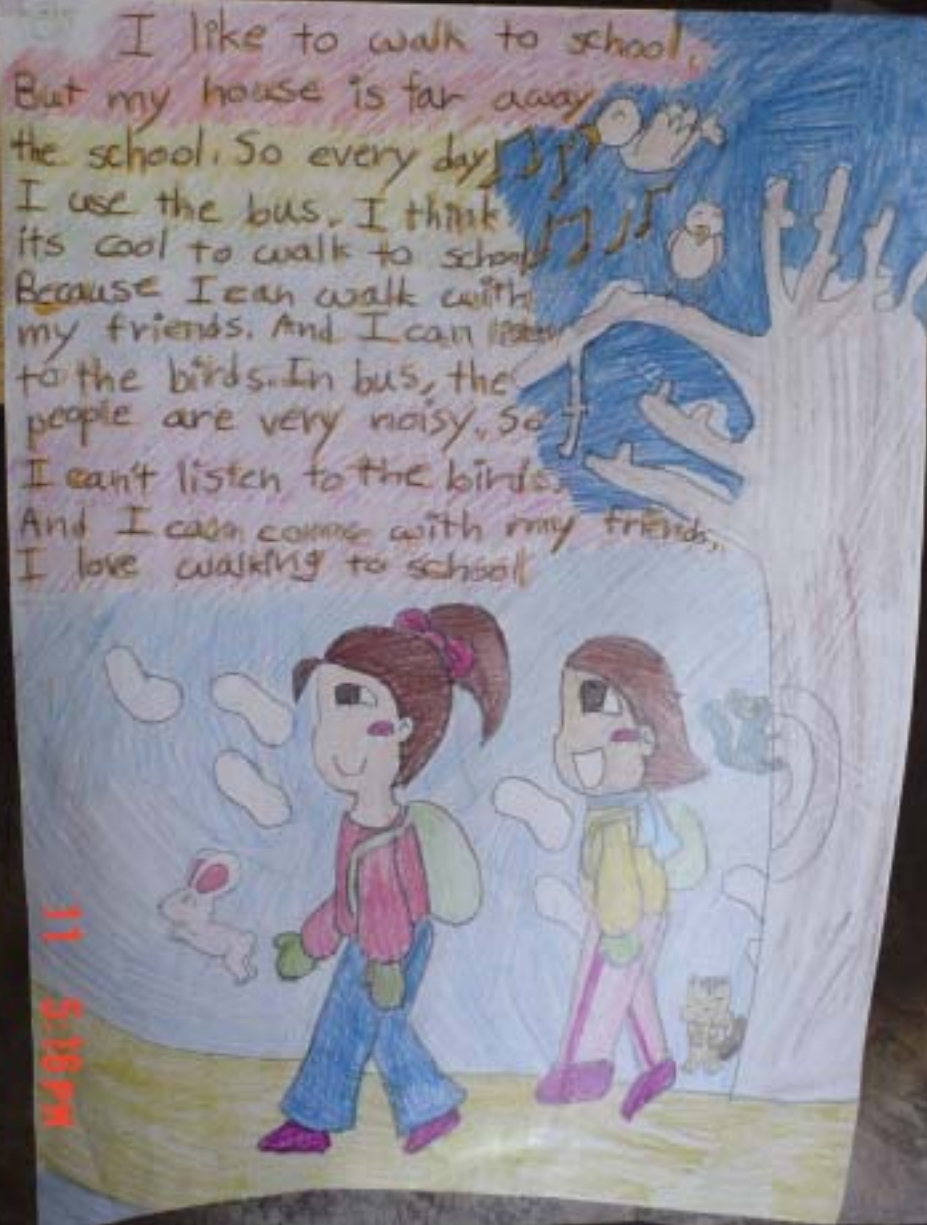




# “Passport to Fitness”



I like to walk to school,  
But my house is far away  
the school. So every day  
I use the bus. I think  
its cool to walk to school  
Because I can walk with  
my friends. And I can listen  
to the birds. In bus, the  
people are very noisy, so  
I can't listen to the birds.  
And I can come with my friends,  
I love walking to school



11 5:16 PM



# Policy Influence

*Build Support  
for  
Policy Change*





Bike, Walk or Wheel



The Missing PedNet

Bike, Walk or Wheel



A Way of Life in Exeter

Inactivity Kills!!!



25 11:22 AM

# Street Standards Ordinance

- Three-year advocacy effort
- Advocates:
  - Physicians and health researchers
  - School principals and schoolchildren
  - People with disabilities
  - Environmentalists
  - Business leaders
- Achievements:
  - Wider sidewalks
  - Narrower street pavements
  - Bike lanes and pedways



# Columbia's New Street Standards

SORRY, OFFICER... BUT  
WITH THE SIDEWALKS WIDER  
THAN THE STREETS, IT'S  
KINDA CONFUSING!



2004  
DARKOW  
COLUMBIA  
DAILY TRIBUNE 6/9



Bike, Walk & Wheel



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A Way of Life in Columbia

# Physical Projects

*Get  
Community  
Buy-In*



# Lessons Learned

- Create a Broad Partnership
- Get to know the Target Audience and the Media
- Make Activities FUN
- Build Support for Policy Change
- Get Community Buy-In