


**Skill Building Session I:  
Community-Level Physical Activity  
Policy Change: "The How To"**

**Leading the Way in Public Health  
Nutrition and Physical Activity:  
Blazing New Trails**


**Salt Lake City, Utah  
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Produced by the Alabama Department of Public Health Video Communications and Distance Learning Division

**Skill Building Session I:  
Community-Level Physical Activity  
Policy Change: "The How To"**

**Partners, Policies, and Tools to  
Promote Physical Activity**



Produced by the Alabama Department of Public Health Video Communications and Distance Learning Division

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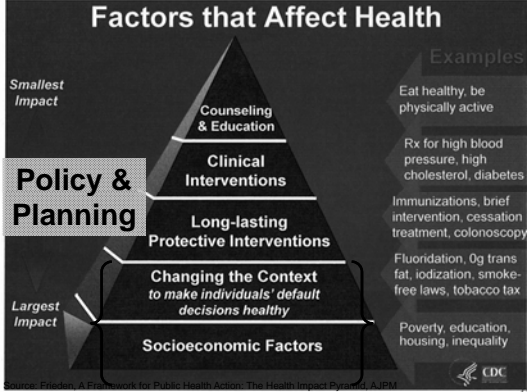
**Hope to Accomplish Today**

- **Broad overview of the factors affecting health and the built environment**
- **Highlight specific topics to consider**
- **Suggest partnerships and tools**
- **Identify next steps and low hanging fruit**
- **Provide resources for further assistance**

**Broad Overview**

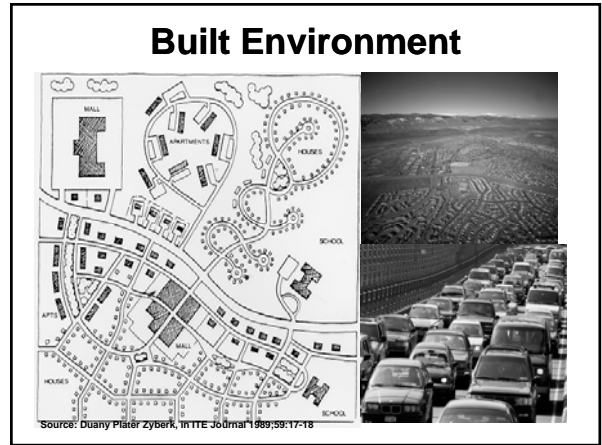
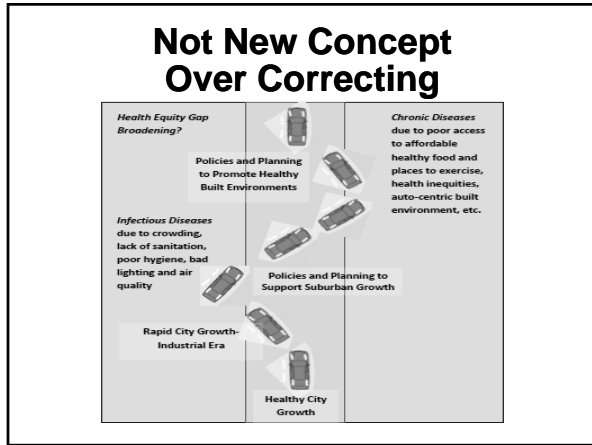
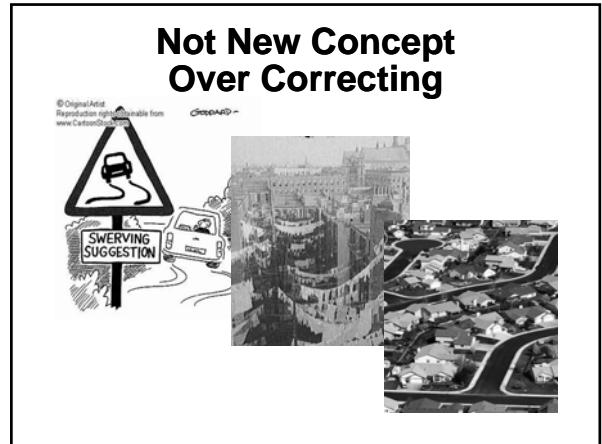
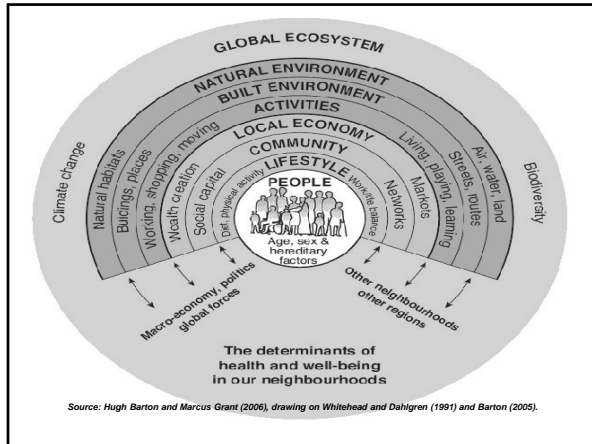


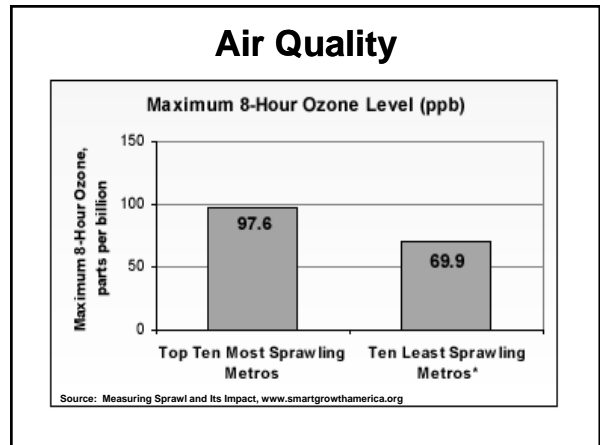
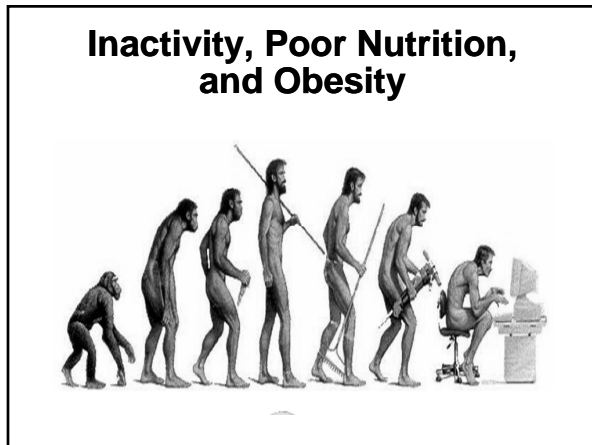
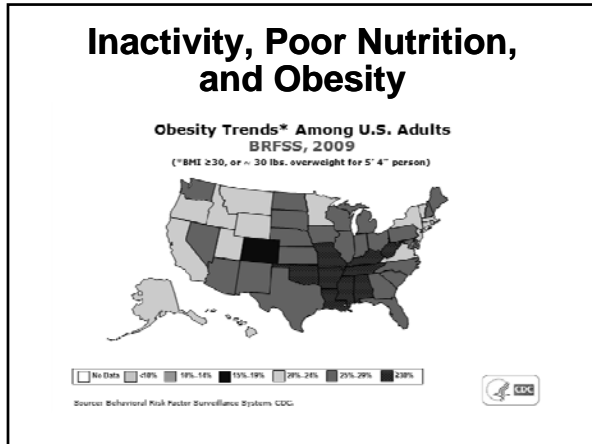
**Factors that Affect Health**



Impact Level	Intervention Type	Examples
Smallest Impact	Counseling & Education	Eat healthy, be physically active
Policy & Planning	Clinical Interventions	Rx for high blood pressure, high cholesterol, diabetes
	Long-lasting Protective Interventions	Immunizations, brief intervention, cessation treatment, colonoscopy
Largest Impact	Changing the Context to make individuals' default decisions healthy	Fluoridation, 0g trans fat, iodization, smoke-free laws, tobacco tax
	Socioeconomic Factors	Poverty, education, housing, inequality

CDC





- ### Other Public Health Concerns
- Health equity and access to healthy resources
  - Disability and access
  - Safe and affordable housing
  - Aging with independence and dignity
  - Climate change and emergency preparedness

### Other Public Health Concerns

- Safety from crime/ violence prevention
- Waterborne disease/ availability of water
- Mental health
- Communicable diseases

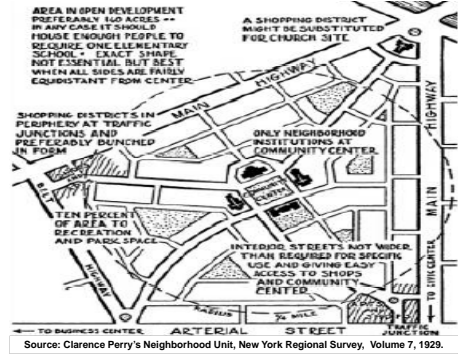
### Built Environment Goals

- Mixed uses/ diverse housing types = destinations
- Higher density = lower distances
- Infrastructure for active transportation = improved safety
- Open space/ greenways = recreation and reduced sprawl
- Transportation options = choices and independence

### Specific Topics



### Schools



### Schools



### Schools



### Schools

- Why partner with school districts?
  - Physical activity specific
    - School site/facility design
    - Physical education
    - Safe routes to schools
    - Busing policy

### Schools

- Other health interests
  - Nutrition in schools
  - Health services/ immunizations/ screenings
  - Violence/ safety
  - Worksite wellness for teachers

### Schools

- Policies and tools
  - Joint use agreements
  - Physical education requirements
  - Site maximums instead of minimums
  - Preservation of neighborhood schools

### Schools

- Concurrency planning
- Land banking/ subsidies
- Zoning/ overlay zones- “healthy school zones”
- Infrastructure improvements
- New urbanism/ planned unit development/ mix use

### Schools

- Brownfield redevelopment/ re-use of buildings
- Local farming programs/ strong agriculture protection
- Nutrition requirements

### Worksite Wellness



### **Worksite Wellness**

- **Why partner with businesses, government employers, etc.?**
  - **Adult health and obesity**
  - **Occupational safety**
  - **Family health impacts**
  - **Health care costs/ availability of coverage**

### **Worksite Wellness**

- **Policies and tools**
  - **Stairs vs. elevator**
  - **Commuting options**
  - **Walking trails/ routes/ desks**
  - **Exercise facilities/ locker rooms**
  - **Flexible hours**
  - **Programs/ events**

### **Worksite Wellness**

- **Incentives**
- **Access to healthy foods**

### **Parks and Recreation**



### **Parks and Recreation**

- **Why partner with parks and recreation?**
  - **Accessibility and location of parks**
  - **Planning of greenways/ bike routes etc.**
  - **Maintenance and safety**
  - **Communication with residents**

### **Parks and Recreation**

- **Programs/ activities/ prohibited uses**
- **Serving all users/ demographics**
- **Usually free or reduced pricing**



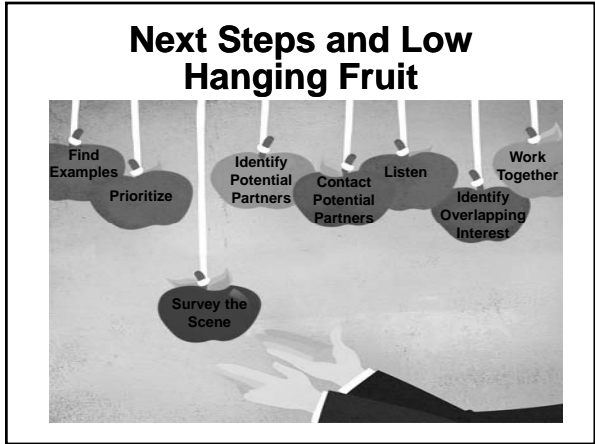


- ### Housing and Mix Use
- **Why partner with homebuilders, housing and redevelopment authorities, retailers, etc.?**
    - Reduce sprawl and single type housing
    - Encourage mix use which increases accessibility

- ### Housing and Mix Use
- Aging in place/ life cycle housing
  - Eyes on the street
    - Violence reduction
  - Vibrancy/ social interaction
  - Affordable housing

- ### Housing and Mix Use
- **Policies and tools**
    - Market analysis/ change in market
    - Form based codes/ transect planning/ transit oriented design
    - Affordable housing requirements
    - Density bonuses/fast track review process

- ### Housing and Mix Use
- Zoning/ overlay zones
  - Tax increment financing
  - Comprehensive plans
  - Open space requirements
  - Small area plans/ multiple builders





### **Resources**

- **CDC Physical Activity Webpage-**  
[www.cdc.gov/physicalactivity](http://www.cdc.gov/physicalactivity)
  - **U.S. National Physical Activity Plan**
  - **Physical Activity Policy Resources**
  - **State Indicator Reports**
  - **State Physical Activity Directory**

### **Resources**

- **CDC Workplace Health Promotion-**  
[www.cdc.gov/workplacehealthpromotion](http://www.cdc.gov/workplacehealthpromotion)
- **CDC Healthy Community Design-**  
[www.cdc.gov/healthyplaces/default.htm](http://www.cdc.gov/healthyplaces/default.htm)
- **Active Living by Design-**  
[www.activelivingbydesign.org](http://www.activelivingbydesign.org)

### **Resources**

- **Design for Health -**  
[www.designforhealth.net](http://www.designforhealth.net)
- **PolicyLink Center for Health and Place -**  
[www.policylink.org](http://www.policylink.org)
- **Public Health Law and Policy -**  
[www.phlpnet.org](http://www.phlpnet.org)
- **Safe Routes to School-**  
[www.saferoutespartnership.org](http://www.saferoutespartnership.org)

### **Resources**

- **Joint Use Agreements -**  
[www.jointuse.org](http://www.jointuse.org)
- **National Complete Streets Coalition -**  
[www.completestreets.org](http://www.completestreets.org)
- **Smart Growth -**  
[www.smartgrowth.org](http://www.smartgrowth.org)

### **Resources**

- **American Planning Association-  
Planning and Community Health  
Research Center-**  
[www.planning.org/nationalcenters/health](http://www.planning.org/nationalcenters/health)
- **National Recreation and Park  
Association –**  
[www.nrpa.org](http://www.nrpa.org)

### **Resources**

- **National Association of Home  
Builders –**  
[www.nahb.org](http://www.nahb.org)
- **American Association of Retired  
Persons –**  
[www.aarp.org](http://www.aarp.org)

### **Resources**

- **Livability Initiative- EPA, HUD, FHWA/ DOT -**  
[www.dot.gov/livability](http://www.dot.gov/livability)  
[www.fhwa.dot.gov/livability](http://www.fhwa.dot.gov/livability)  
[www.epa.gov/livability/partnership/index.html](http://www.epa.gov/livability/partnership/index.html)

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