

PBIC Livable Communities Webinar Series

Communities Putting Prevention to Work: Using walking and bicycling as ways to promote public health

Paul Hunting, CDC

Mary Balluff, Douglas County Health Dept.

Kerri Peterson, LiveWell Omaha

Alisa Haushalter, Nashville CPPW Campaign



American
Public Health
Association

Sept. 19, 1 pm



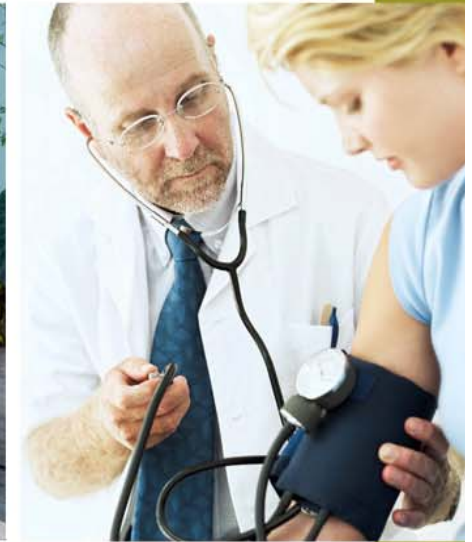
Pedestrian and Bicycle Information Center



Today's Presentation

- ⇒ **Introduction and housekeeping**
- ⇒ **Audio issues?** Dial into the phone line instead of using “mic & speakers”
- ⇒ **PBIC Trainings and Webinars**
<http://www.walkinginfo.org>
- ⇒ **Registration and Archives at**
<http://walkinginfo.org/webinars>
- ⇒ **Questions at the end**





Making Healthy Living Easier

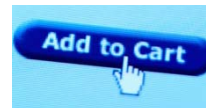
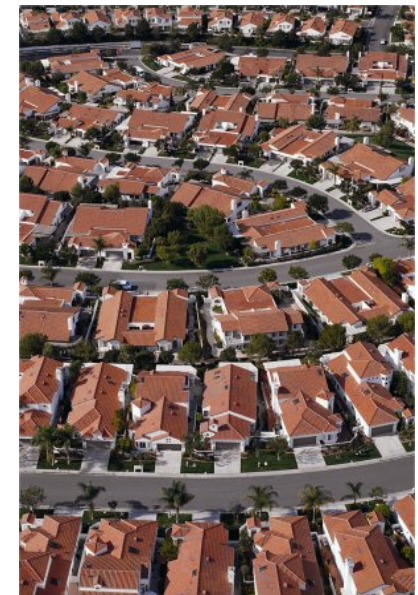
Division of Community Health

Paul Hunting, MPH
Acting Team Lead – Communities Putting Prevention to Work
Division of Community Health
Centers for Disease Control and Prevention
September 19, 2012

National Center for Chronic Disease Prevention and Health Promotion
Division of Community Health



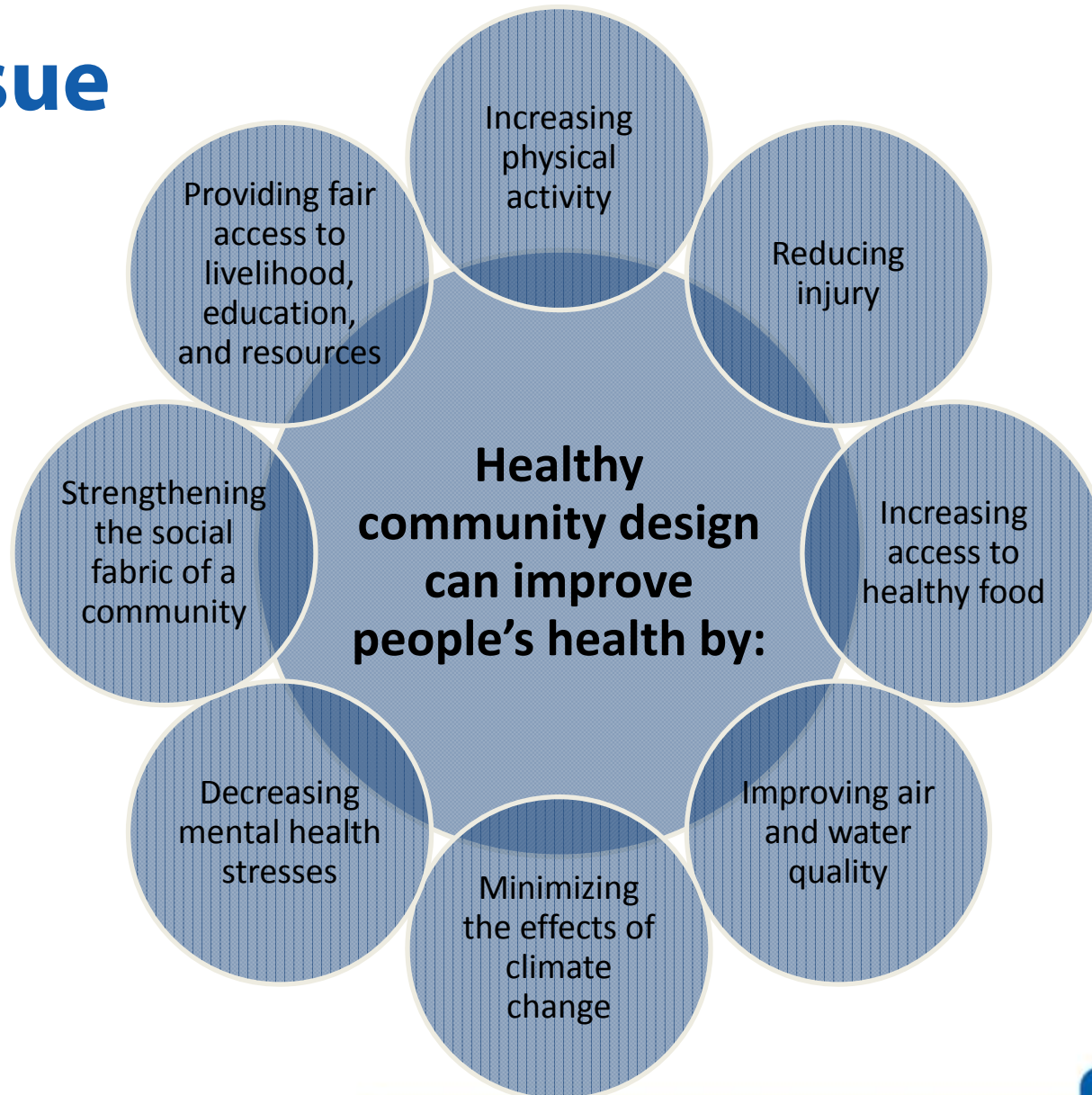
Growing Challenges



Why Are We Doing This Work?



The Issue



The Challenge

Nutrition	Physical Activity	Social Capital
<ul style="list-style-type: none">• From 1972 to 1997 the number of fast food restaurants doubled and the number of restaurants rose by 35%• A 10% increase in the number of fast food restaurants increases the number of overweight people by 4% and the number of obese people by 7%	<ul style="list-style-type: none">• 236% increase in time spent in traffic since 1982• Each additional hour spent in the car was associated with a 6% increase in the likelihood of obesity	<ul style="list-style-type: none">• The mean commute time in 1980 was 22 minutes; the mean commute time in 2009 was 25 minutes Census• Each additional 10 minutes in daily commuting time cuts involvement in community affairs by 10%

Special Populations

- Low-income/ underserved communities have limited access to healthy foods^{1,2} and recreational facilities³
- Rural communities have high number of convenience stores⁴
- Just one in five children in the United States lives within a half-mile of a park⁵



Strategies

Encourage mixed land use and greater land density to shorten distances between homes, workplaces, schools and recreation

Provide good mass transit to reduce the dependence upon automobiles

Build good pedestrian and bicycle infrastructure supported by a codified plan

Ensure affordable housing is available for people of all income levels

Create community centers where people can gather and mingle as part of their daily activities

Offer access to green space and parks

Create outlets for fresh fruits and vegetables, such as community gardens and farmers markets

Snapshot of Programs

Communities Putting Prevention to Work (CPPW)

- Nashville and Davidson County, TN
- Omaha, NE (Douglas County)

Snapshot of Programs

Community Transformation Grants (CTGs)

- Reaching 1 in 3 U.S. Citizens
- Building capacity to implement evidence- and practice-based policy, environmental, programmatic, and infrastructure improvements to prevent chronic disease
- 69% of awardees are addressing comprehensive approaches to community design to encourage walking, biking, and active transportation. Of those...
 - 60% seek to improve Urban Design/Land Use/Zoning;
 - 9 % seek to improve access to public transportation;
 - 40% will increase opportunities to safely walk or bike to and from school;
 - 31% will implement protocols to assess the impact of community changes on community health and well-being; and
 - 47% will enhance community infrastructure for physical activity (e.g. paving existing bike paths, installing way-finding signs, etc.)

The background of the slide is a solid green color with a pattern of diagonal stripes in a lighter shade of green, creating a sense of depth and movement. The stripes radiate from the bottom-left corner towards the top-right.

Thank You!

Conservative Omaha Impact of Partnerships in Creating a Bikeable Community



Mary Balluff- Douglas County Health Department
Kerri Peterson- Live Well Omaha

Lessons learned from Omaha, Nebraska

Objectives

Show how a mid-western community can use collaboration to being to create a bikeable community.

Public Private partners- Key to our success!!

Why do they invest?

In the beginning....

RWJ- Active Living by Design

- Media Campaign
- Good infrastructure or so we thought

ACTiVATE  **MAHA.ORG**



PARTNERSHIP



ADVISORY "SUPER" BOARD
Activate Omaha • Community Bike Project • Omaha Bikes • City of Omaha

**PRESIDENT,
PRESIDENT-ELECT
& STAFF** 
The voice of citizen cyclists

**ADVOCACY
COMMITTEE
CHAIR**
Liaison with the City/County
State Legislature
League of American Cyclists

**COMMUNICATIONS
COMMITTEE
CHAIR**
Website/Blog
Media Relations
News Releases
Social Media
E-Newsletter

**EDUCATION
COMMITTEE
CHAIR**
Traffic 101 Classes
Curriculum for Schools
Bike Rodeos
Liaison with NSC, SafeKids,
Police Departments, etc.

**MEMBERSHIP
COMMITTEE
CHAIR**
Membership Development
Member Recruitment
Member Relations

**OUTREACH
COMMITTEE
CHAIR**
Bicycle Friendly Business
Bike Friendly Destinations
Bike Commuter Challenge
Liaison with other Clubs
Liaison with other Events

**SOCIAL /EVENTS
COMMITTEE
CHAIR**
Organized OB Rides
Handlebar Happy Hour
Annual Signature Event
Public Events

ALL CYCLISTS IN THE OMAHA METRO AREA

A row of ten different styles of bicycles, including road bikes, mountain bikes, and a child's tricycle, arranged horizontally.

PROGRAMMING



Keystone Gateway for Active Living





First year- Bicycle Commuter Challenge
"Its not safe!" 127 riders

One mile of bicycle lane

Omaha **DENIED!!!**



City planners and public works
“Our job is to move automobiles”



INFRASTRUCTURE

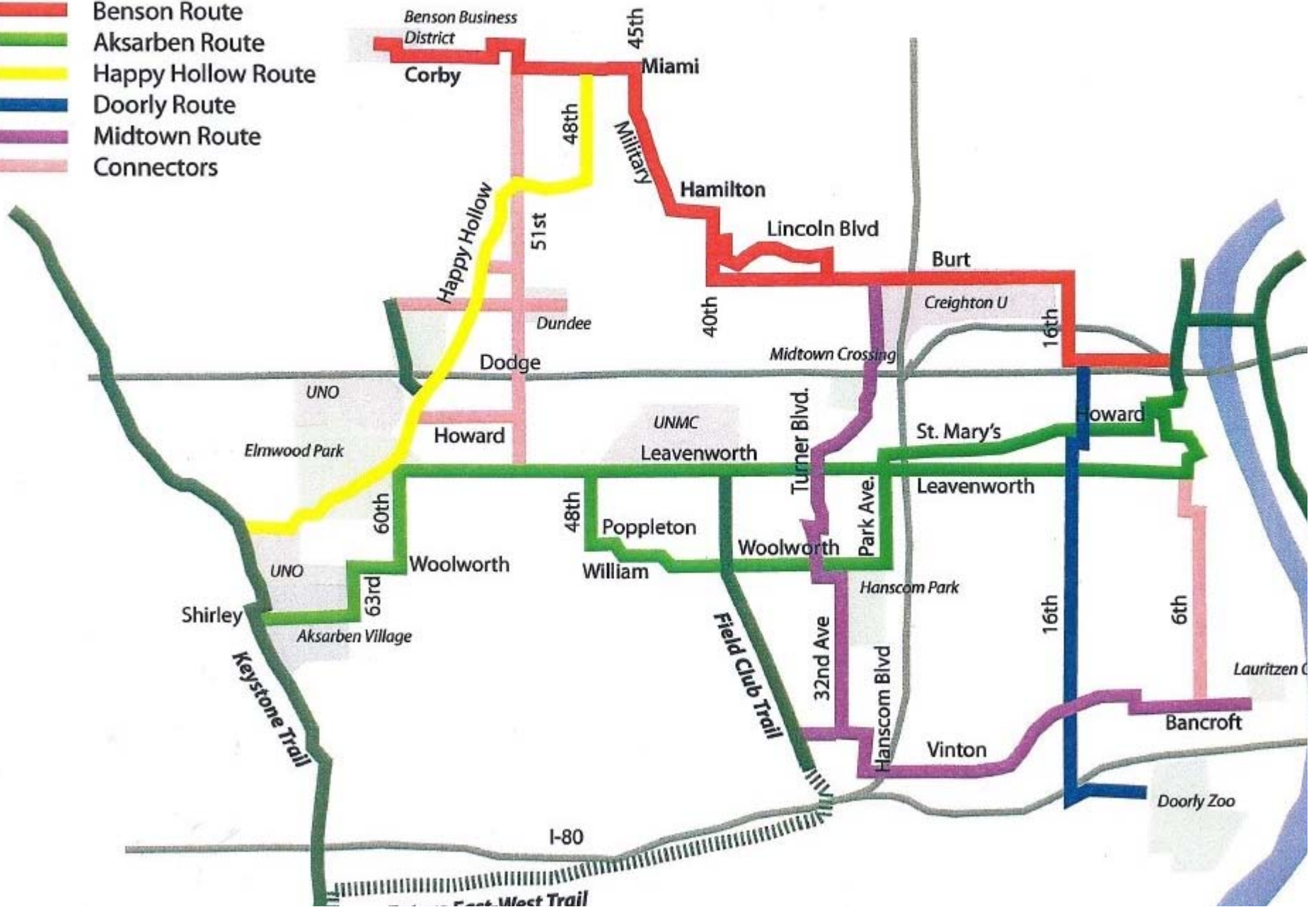






BikeOmaha Pilot Network

-  Benson Route
-  Aksarben Route
-  Happy Hollow Route
-  Doorly Route
-  Midtown Route
-  Connectors

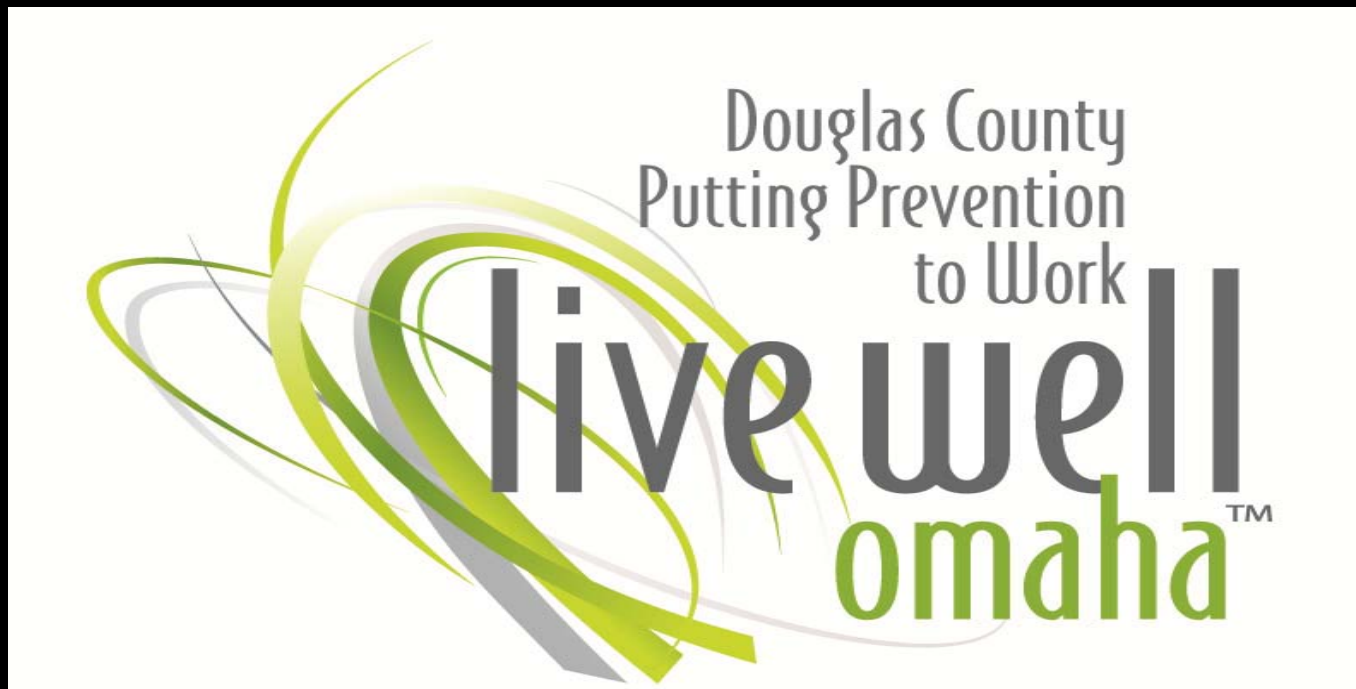


POLICY

Balanced
Transportation
Manager



A private public partnership
can leverage new funds



Safe Routes to School



16 schools identified with signage placed on active routes



Connectivity

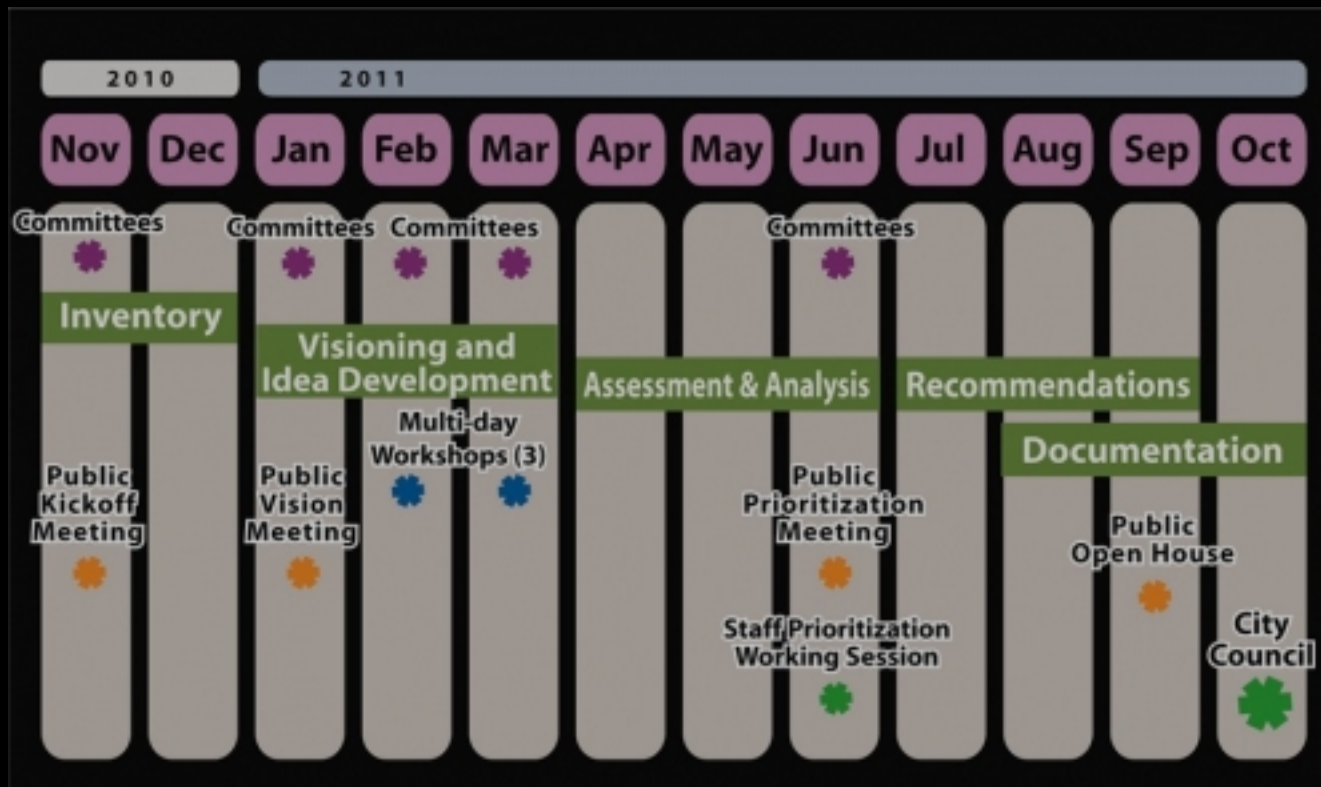


Update the Transportation Element of the Master Plan



- Complete Streets Concept
- Allowing transportation choice

New Balanced Transportation Master Plan Update- Multimodal focus



Education



I Ride.

While 500 people have been engaged in specific bike events. There have been nearly 5 million impressions of the concept

www.iridedouglascounty.org



Campus Cycling



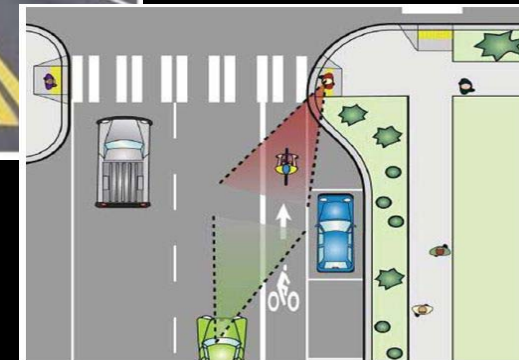
3 college campuses and a community resource
created transportation options

UNO Yellow Bikes

MCC Green Bikes

Health Impact Assessment (HIA)

South 24th Street Road Diet



3 Health Impact Assessments are conducted each year with at least one related to transportation decisions.

OMAHA **B**cycle™

OMAHA'S NEW BIKE SHARING SYSTEM

SIGN IN online or at a B-station
SELECT YOUR BIKE from any B-station
RIDE to your heart's content
RETURN YOUR BIKE to any B-station



B-CAUSE

Inactivity may lead to weight gain,
disease and general boringness.



OMAHA.BCYCLE.COM

62ND & DODGE • 67TH & PINE • AKSARBEN DRIVE • 67TH & FRANCES • 66TH & CENTER

Omaha Bcycle Stats (2011-2012)

Memberships sold: 850

Total number of trips: 2,389

Total calories burned: 606,972

Total carbon offset: 14,416
pounds





Journey towards the Emerald
City: Nashville's Communities
Putting Prevention to Work
Campaign

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Alisa Haushalter, DNP, RN
Nashville, Tennessee
September 19, 2012

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Acknowledgements

Mayor Karl Dean

Mayor, Nashville, Tennessee

William Paul, MD, MPH

Director, Metro Public Health Department

Celia Larson-Pearce, PhD

Evaluation Director, CPPW

Tracy Buck, MS, RD and David Campbell, MS

Co-Coordiators, CPPW

CPPW Team

Community Partners



Objectives

At the end of the presentation you will have increased awareness and understanding of:

- Nashville, TN – Music City, USA
- Nashville's CPPW Campaign
- Nashville's efforts to promote walking and bicycling through the CPPW Campaign



NashVitality Ad Campaign



Nashville



- Metropolitan City/County Area
- Pop. > 600,000
- Urban/Rural
- Small/Big Town
- Health Care Capital, USA

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Nashville

- History of Collaborative Partnerships
- History of Healthy Nashville Initiative
- History of Committed Leadership
- History of CBPR



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Converging Recommendations



Institute of Medicine



ROBERT WOOD JOHNSON FOUNDATION
Commission to Build a Healthier America



Centers for Disease Control



Nashville's Agenda



Nashville Livability Project



Green Ribbon Committee

Councils, Coalitions & Committees



Community Groundwork



Convergence in Government



Metro Public Health Dept
Nashville/Davidson County

Metro Nashville
PUBLIC WORKS

Local, State, and National Convergence



<http://www.letsmove.gov/>



CPPW

CPPW: A Moment in Time



Healthy Places, Healthy People

- American Reinvestment and Recovery Act
- Total Amount \$372.8M
- CDC received 263 eligible applications from communities
- Awards were made to 44 (50) communities
 - 1 in 6 Americans will be touched by CPPW
 - 14 large cities, 11 urban areas, 16 small city/rural areas funded through 9 state departments of health, 3 tribes.
 - 23 communities obesity prevention (Nashville \$7.5M)
 - 14 communities tobacco prevention
 - 7 communities both obesity and tobacco
- Two year, intense campaign – 2010 to 2012

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NASHVILLESTRONG



**WE'LL BE
RIGHT BACK!**

REMEMBERING ALL THOSE AFFECTED BY THE FLOOD OF MAY 2010

ARTIST: SHANE L. READ TWO THOUSAND AND TEN

CPPW “Bricks”



- Organization & Collaboration
- Jobs creation
- Data-Driven
- High-leverage strategies
- Focus on ‘Healthier Places’
- Equity & Community
- Evaluation
- Overarching Media Campaign

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CPPW “Bricks”



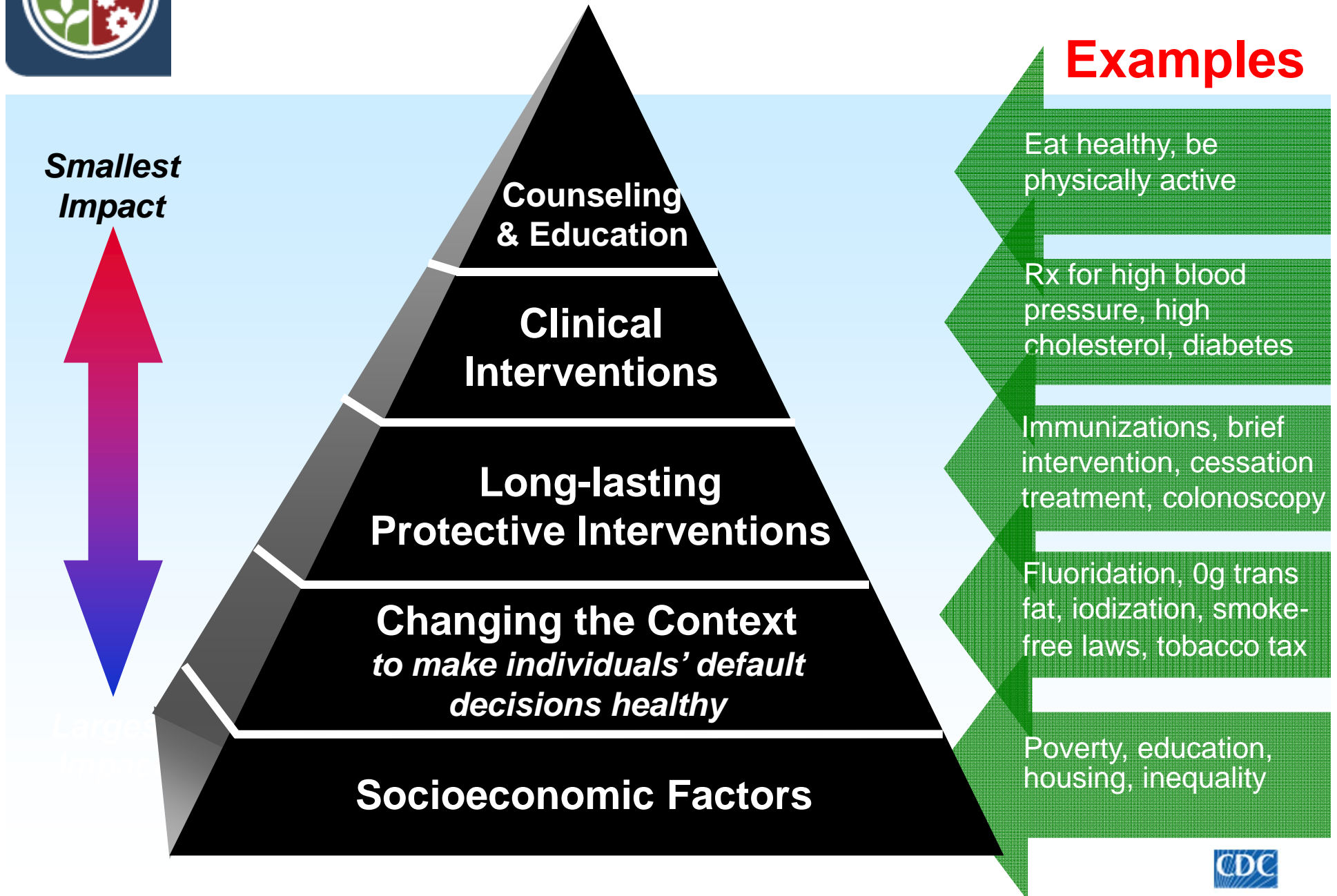
MAPPS Strategies:

- Media
- Access
- Pricing
- Point of Purchase
- Social Support

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Factors that Affect Health



Community Action Plan

- 5 Community Meetings
- 19 Community Organizations
- 31 Community Members
- 10-20 Individual Meetings Held

Defining the Future

Change how decisions are made across and throughout Nashville; now and moving forward... for this generation and future generations.

Sustained Transformation

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A Public Health Movement

- Make the Healthy Choice, the Easy Choice
- Where We **Live, Learn, Work, Play, and Worship**

Promoting policies, environmental changes and social supports that make healthy living easier, making healthy choices the “default” choices.

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The Movement is Not..

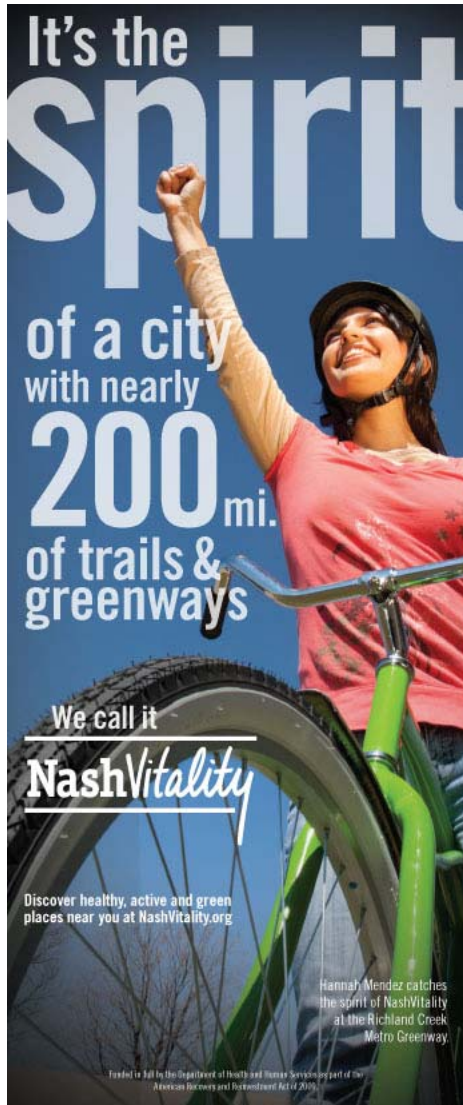
- Not focused on obesity or overweight people
- Not short term programs for a few individuals
- Not centered on medical care
- Doesn't start or end with government

“The greatest wealth is health.”
- Virgil

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CPPW: Walking and Bicycling Initiatives

CPPW Media Campaign



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Nash Vitality

The spirit of a healthy, active and green city



It's the
spirit

that promotes
**people
power**

We call it

NashVitality

Bike commuter
Dr. Bill Paul.

To find the bike route near you, visit NashVitality.org

Funded in full by the U.S. Department of Health and Human Services.

It's the
spirit
of a city that
walks
100 mi.
together

We call it

NashVitality

Pledge to walk 100 Miles with
Mayor Karl Dean at walk100miles.com

Mayor Karl Dean walks with
Nashville residents
Carlton Bolyjack and Kathleen
Harkey at Fort Negley Park.

Supported in full by the Department of Health and Human Services.
www.NashVitality.org for more information.

Mayor's Challenge



Mayor Dean's Leadership Complete Streets

Mayor Karl Dean signs Executive Order #40 implementing Nashville's "Complete Streets" Policy. Seated at right is District 7 Council Member Erik Cole, who serves as the Metro Council representative on the Mayor's Bicycle and Pedestrian Advisory Committee. Standing L-R are Toks Omishakin, healthy living director in the Mayor's Office, and Chris Bowles, director of the Mayor's Office of Sustainability



GreenBikes

Active transportation and healthy recreation for everyone



Wayfinding Signs

encourage residents and visitors to walk and bike



- Walking signs along main corridors in East and North Nashville.
- Highlighted on the maps will be pedestrian routes to community centers, farmers' markets, fresh-food markets, trails, greenways, parks, and other recreational sites.



metro  parks

**Metro Nashville
Public Works**

Improving the Quality of Life for Nashvillians and our Visitors

NashVitality

Wayfinding Maps

encourage residents and visitors to walk and bike



Walking and bicycling maps:

- The Groove Map
- Greenways and Trailways Map
- NashVitality Map

<http://www.nashville.gov/mayor/docs/bpac/NashvilleGroove.pdf>

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Health Impact Assessment

Health Impact Assessments (HIAs):

1. Employer Subsidized Transit (Metro EasyRide)
2. Urban Agriculture



Workplace Active Transportation

The ten largest employers in Davidson County will adopt and implement policies to provide incentives to employees to use public and alternative forms of transportation.

Results:

- Created partnership with MTA and Planning Department to conduct Health Impact Assessment (HIA) of MTA Easy Ride program
- Conducted Easy Ride HIA
- Results expected to be publicly shared during Transit Week April 2012

Top 5 Reasons Transit is Part of a Healthy, Active & Green City
Nash Vitality

- 1. Using transit is associated with increased levels of physical activity.**
Almost one third of Americans who use transit achieve the recommended 30 or more minutes of moderate physical activity per day solely by walking to and from their transit stops. Having access to and using an employer-sponsored transit pass, like MTA's EasyRide, is associated with nearly five times greater likelihood of meeting physical activity recommendations.
- 2. Riding transit can decrease the risk of injuries on roadways.**
Compared to car travel, traveling by bus carries 23 times less risk of fatal injury and five times less risk of non-fatal injury. The total cost of crashes in the Nashville region is over five times greater than the cost of congestion. Part of this cost is due to injuries and deaths resulting from crashes.
- 3. Shifting rides from cars to transit improves air quality.**
Exposure to air pollutants emitted by motor vehicles is linked to many adverse health effects including premature mortality, asthma, diminished lung function, and cardiovascular symptoms. Each time you choose to ride the bus instead of driving your car, you're helping reduce the amount of pollution emitted into the air.
- 4. Commuting on transit can help reduce stress.**
Less driving is associated with lower levels of stress, and less stress is noted to have health benefits such as decreased risk of cardiovascular disease and improved mental health.
- 5. Becoming a regular transit rider can have social benefits.**
Riding transit increases the opportunity for social connections. Stronger social networks within a community have been shown to have positive correlations with physical and mental well-being.

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www.nashvitality.org

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Animal Safety

decrease loose dogs as a barrier to safe outdoor activity



- Focus on zip codes with most bites and complaints
- Partner with Nashville Humane and UPAW
- Free events for low-income residents
 - education/outreach
 - access basic vet care
 - access to spay/neuter



UPAW
United Partnership for Animal Welfare

NashVitality

Adopt-a-Meter



Based on Key Alliance's last point-in-time count from last winter, we estimate that about 1,250 are chronically homeless people in Nashville.

- The Adopt-a-Meter Program is designed to increase awareness on our city streets about The Key Alliance's strategic initiatives to end homelessness.
- All proceeds from Nashville's Adopt-a-Meter Program will go directly to fund outreach workers that build caring relationships with homeless individuals and connect them to services and housing.

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Moving in Harmony

Print, Radio, and Video



MUSIC CITY SHARES THE ROAD

- Walking in Harmony
- Cycling in Harmony
- Driving in Harmony

- Rules of the Road

NashVitality



MUSIC CITY SHARES THE ROAD



I CROSS AT A SAFE SPOT

THAT HELPS ME A LOT



MUSIC CITY SHARES THE ROAD

By crossing at designated crosswalks, we're sharing the road and Moving in Harmony.
Learn more at NashVitality.org/MovinginHarmony

“People creating healthy conditions everywhere”

When we are successful, healthy behaviors and habits are normal, obvious, effortless, inevitable, or at least much easier to achieve.



Thank You

Visit Us at:

www.NashVitality.org

www.twitter.com/NashVitality

www.facebook.com/NashVitality

Nash*Vitality*

Thank You

Contact Me at:

alisa.haushalter@nashville.gov

615-340-0407

Nash*Vitality*

Thank You!

⇒ **Archive at** <http://www.walkinginfo.org/webinars>

- Downloadable and streaming recording, transcript, presentation slides

⇒ **Questions?**

- E-mail **Paul Hunting** at **cwe6@cdc.gov**
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- E-mail **Kerri Peterson** at **kpeterson@livewellomaha.org**
- E-mail **Alisa Haushalter** at **alisa.haushalter@nashville.gov**



Pedestrian and Bicycle Information Center