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

Sept. 19, 1 pm
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
Growing Challenges
Why Are We Doing This Work?
Healthy community design can improve people’s health by:

- Increasing physical activity
- Reducing injury
- Increasing access to healthy food
- Improving air and water quality
- Minimizing the effects of climate change
- Decreasing mental health stresses
- Providing fair access to livelihood, education, and resources
- Strengthening the social fabric of a community
- Providing fair access to livelihood, education, and resources
### The Challenge

<table>
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<tr>
<th>Nutrition</th>
<th>Physical Activity</th>
<th>Social Capital</th>
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<td>• From 1972 to 1997 the number of fast food restaurants doubled and the number of restaurants rose by 35%</td>
<td>• 236% increase in time spent in traffic since 1982</td>
<td>• The mean commute time in 1980 was 22 minutes; the mean commute time in 2009 was 25 minutes (Census)</td>
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<tr>
<td>• 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%</td>
<td>• Each additional hour spent in the car was associated with a 6% increase in the likelihood of obesity</td>
<td>• Each additional 10 minutes in daily commuting time cuts involvement in community affairs by 10%</td>
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Special Populations

- Low-income/underserved communities have limited access to healthy foods\textsuperscript{1,2} and recreational facilities\textsuperscript{3}
- Rural communities have high number of convenience stores\textsuperscript{4}
- Just one in five children in the United States lives within a half-mile of a park\textsuperscript{5}
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 transpiration. 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.)
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
PROGRAMMING
Keystone Gateway for Active Living
First year - Bicycle Commuter Challenge
“Not safe!” 127 riders

One mile of bicycle lane
Omaha DENIED!!!
City planners and public works
“Our job is to move automobiles”
INFRASTRUCTURE
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
Programs
• Safe Routes to School/Walking School Bus – 1,600 children and parents from 15 schools participated in International Walk to School Day in October – 3 walking school buses
Update the Transportation Element of the Master Plan

- Complete Streets Concept
- Allowing transportation choice
New Balanced Transportation Master Plan
Update-
Multimodal focus
While 500 people have been engaged in specific bike events. There have been nearly 5 million impressions of the concept
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'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 boredom.

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

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

• History of Collaborative Partnerships
• History of Healthy Nashville Initiative
• History of Committed Leadership
• History of CBPR
Converging Recommendations

Institute of Medicine

Centers for Disease Control

Healthy Nashville

NA

Nashville Livability Project

Green Ribbon Committee

Nashville’s Agenda
Councils, Coalitions & Committees
Community Groundwork
Local, State, and National Convergence

http://www.letsmove.gov/
CPPW
CPPW: A Moment in Time

- 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

Healthy Places, Healthy People
NASHVILLE STRONG

WE'LL BE RIGHT BACK!

REMEMBERING ALL THOSE AFFECTED BY THE FLOOD OF MAY 2010
CPPW “Bricks”

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

MAPPS Strategies:

• Media
• Access
• Pricing
• Point of Purchase
• Social Support
Factors that Affect Health

Examples

- Eat healthy, be physically active
- Rx for high blood pressure, high cholesterol, diabetes
- Immunizations, brief intervention, cessation treatment, colonoscopy
- Fluoridation, 0g trans fat, iodization, smoke-free laws, tobacco tax
- Poverty, education, housing, inequality

- Socioeconomic Factors
- Changing the Context to make individuals’ default decisions healthy
- Long-lasting Protective Interventions
- Clinical Interventions
- Counseling & Education

Smallest Impact

Largest Impact
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

NashVitality
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.
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

NashVitality
CPPW: Walking and Bicycling Initiatives
CPPW Media Campaign

It’s the spirit of a city with nearly 200 mi. of trails & greenways. We call it NashVitality.

Discover healthy, active and green places near you at NashVitality.org.

Nashville, Tennessee

NashVitality
Nashville Greenways

NashVitality
NashVitality
NashVitality
It's the spirit that brings healthy foods to our schools.

**NashVitality**

The spirit of a healthy, active and green city.
It’s the spirit that promotes people power.

We call it NashVitality.

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 Bolyte Jr and Kathleen Harkey at Fort Negley Park.
Mayor’s Challenge
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.
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
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
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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
Adopt-a-Meter

- 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.

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.
Moving in Harmony

Print, Radio, and Video

- Walking in Harmony
- Cycling in Harmony
- Driving in Harmony
- Rules of the Road
I CROSS AT A SAFE SPOT

THAT HELPS ME A LOT

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
Thank You

Contact Me at:

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615-340-0407
Thank You!

✎ Archive at http://www.walkinginfo.org/webinars
  - Downloadable and streaming recording, transcript, presentation slides

✎ Questions?
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