

# ENHANCING PHYSICAL ACTIVITY OPPORTUNITIES FOR ALL

## AIM STATEMENT

Reduce disparities in access to physical activity opportunities

### Goals

- Address barriers to physical activity.
- Increase community walkability and bikeability.
- Reduce burden of chronic disease.
- Build community support for walking and physical activity.

## PRIMARY DRIVERS

Increase Access to Physical Activity Opportunities

Transportation, Land Use, and Community Design

Social Support and Movement Building

Knowledge, Awareness and Perception of Physical Activity Guidelines

## SECONDARY DRIVERS

### Partnerships & Communication

- \*Develop formal agreements between agencies addressing the same or similar concerns.
- \*Develop policies that create incentives for using existing resources.
- \*Improved marketing and partner communication of existing resources and facilities (i.e. through Network of Care).
- \*Improved collaboration to meet the needs of underserved populations (i.e. share funds, work together).

### Built Environment Analysis, Safety & Advocacy

- \*Educate community members, elected and appointed officials in recognizing built environment needs, impact, choices and resources available.
- \*Build advocacy skills and incentives for community feedback on city and county plans (i.e. through advisory boards and committees).
- \*Examine street safety for walkers, bikers and rollers.
- \*Educate pedestrians, cyclists and other small motorists on street safety and rights.
- \*Develop a policy on facility design to improve walking and biking access.
- \*Ensure public health and health care professionals contribute to city and county development plans.

### Organize Resources & Identify Leaders

- \*Develop and support walking groups throughout the county and in each municipality.
- \*Improve referrals to needed resources.
- \*Develop policies for group physical activity to be integrated into work and school day.
- \*Create a network of people who will lead a culture of physical activity where people live, learn, walk, pray and play.

### Share Evidence Broadly & Provide Education

- \*Develop intervention plans for segmented target audiences.
- \*Ensure education on PA guidelines is integrated in existing PA marketing campaigns (i.e. Find Your Fit, 5-2-1-0).
- \*Identify and develop resources to support providers and healthcare professionals in promoting PA.
- \*Incorporate Community Needs Assessment PA data into community health improvement plans