



Healthy Kids Need Healthy Communities

Addressing Active Living and Healthy Eating
through Equitable Policy and
Environmental Change



ACTIVE LIVING
BY DESIGN

Greetings From Team ALBD!



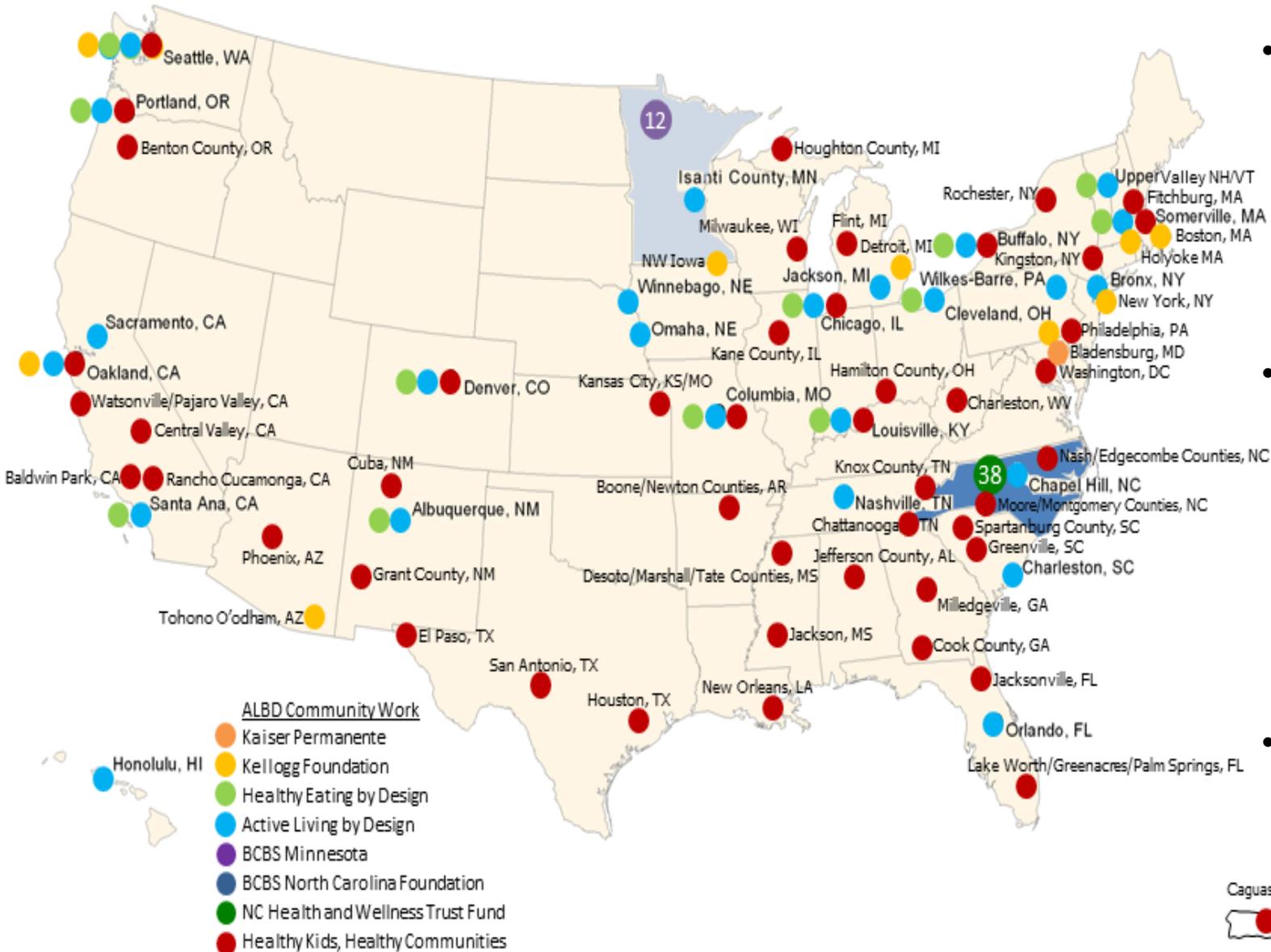
Who We Are

- National program of RWJF launched in early 2002; now work with many funders and initiatives
- Part of the UNC Gillings School of Global Public Health in Chapel Hill
- Multidisciplinary team of practitioners
- Community-led change to help build a culture of active living and healthy eating
- Technical assistance and consultation to community partnerships, funders, elected officials and non-profits

10
YEARS



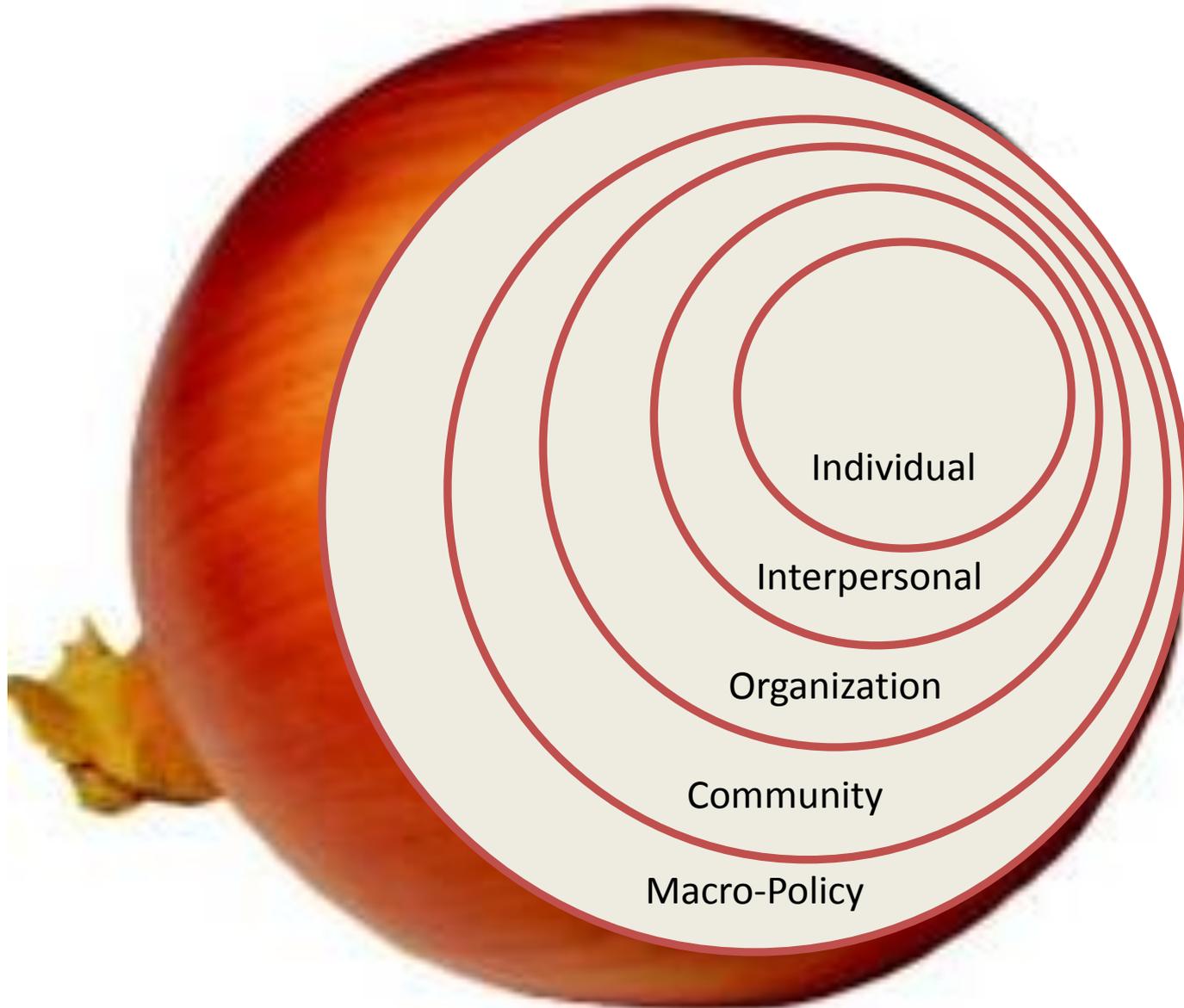
ACTIVE LIVING
BY DESIGN



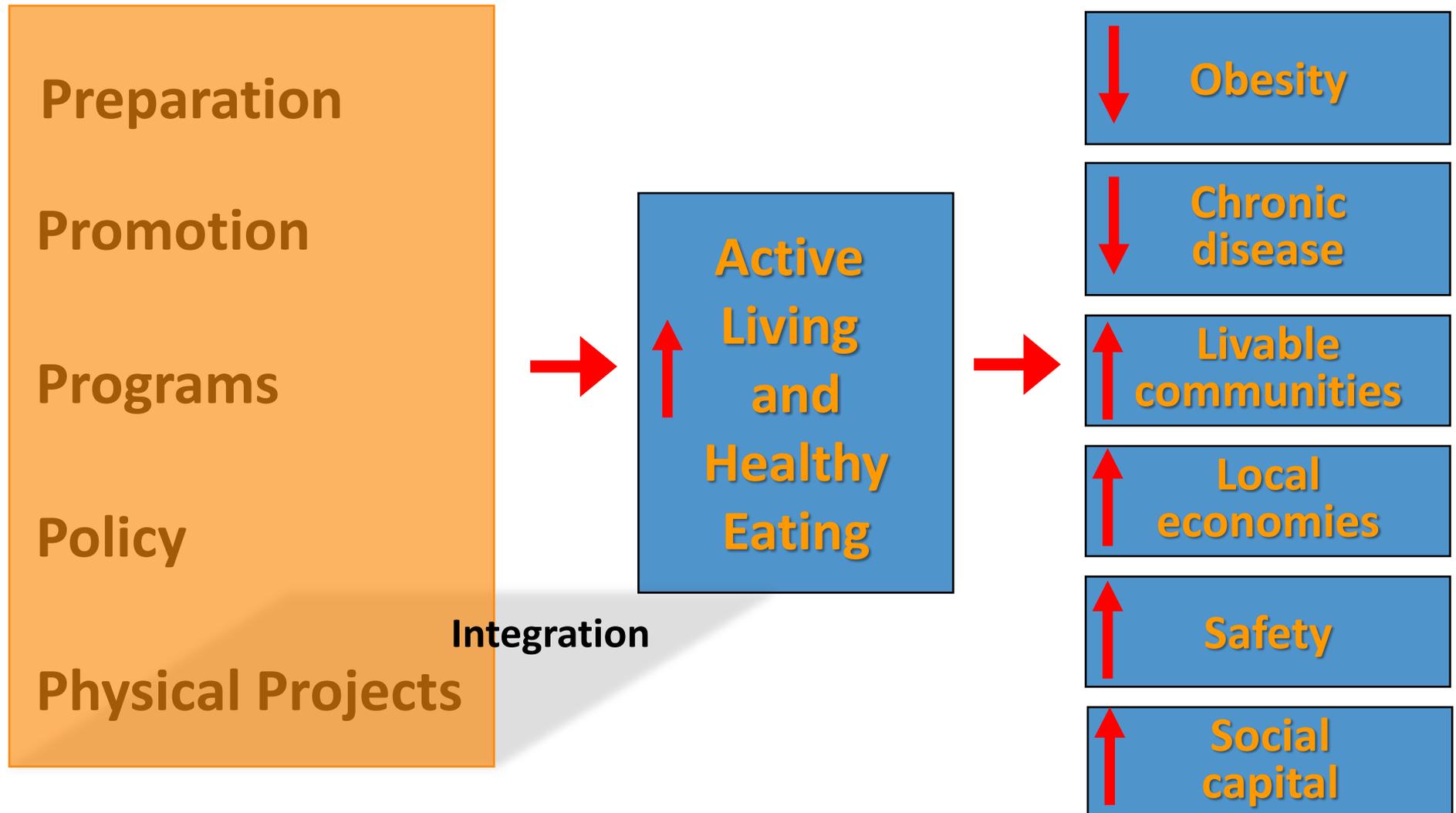
- Partnerships with seven funders across 10 grant programs
- TA and coaching to nearly 200 communities in 31 states, DC and Puerto Rico
- 50+ other consulting and advisory relationships



Socio-Ecological Framework

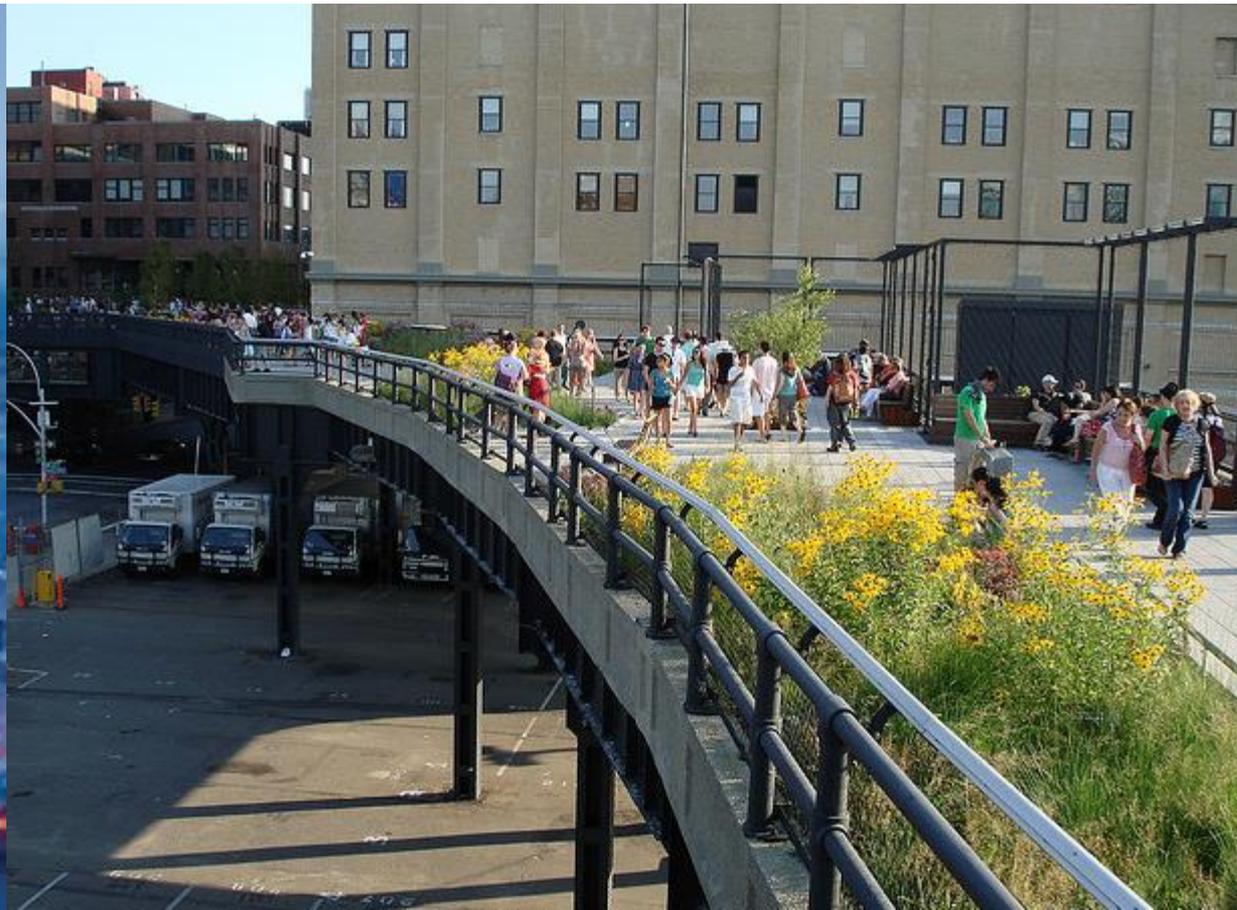


5P Community Action Model



“If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places.”

- Project for Public Spaces



Policy Behind the Environment

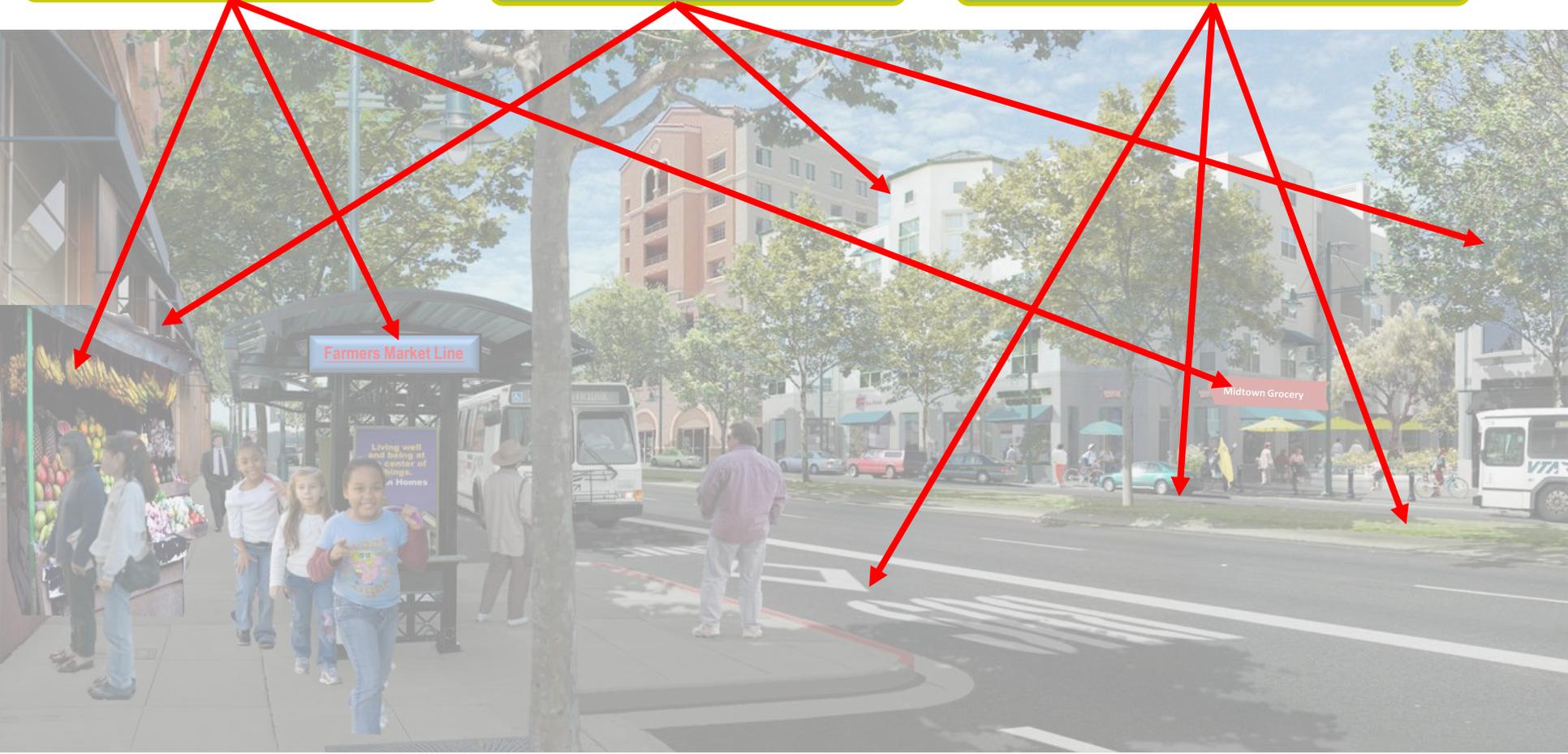


Policy Behind the Environment

Healthy Community Zoning

Comprehensive Plan

Complete Streets Ordinance



Public transit bike rack

Business incentives

Advertising ban

Lighting

Fines for littering

Business improvement district

What are the values?



**What are the policies
that are enacted to
reflect these values?**

A Few Examples from Our Work

COMPLETE YOUR STREET

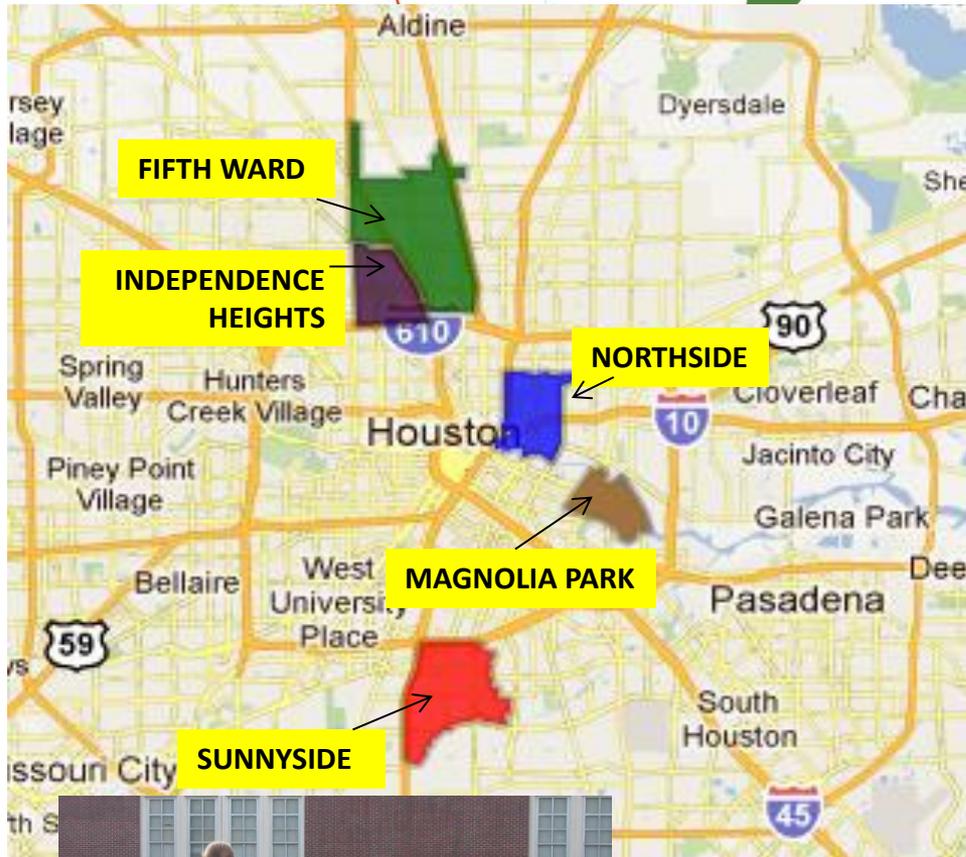
Use these tools to make your block safe for all road users.

- Sidewalks**
Provides safe and convenient places to walk.
- Bike lanes**
Visual cue for drivers to be aware of cyclists and to place cyclists outside the door zone. Designated area for cyclists.
- Marked shared lanes**
Similar to a bike lane, but installed on narrower roads.
- Curb cuts, tactile pad**



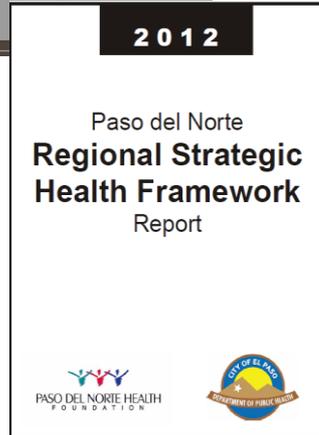
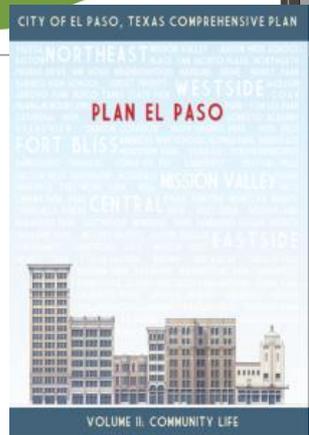
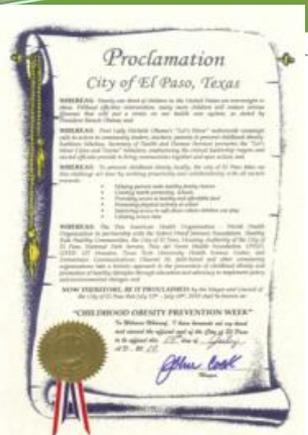
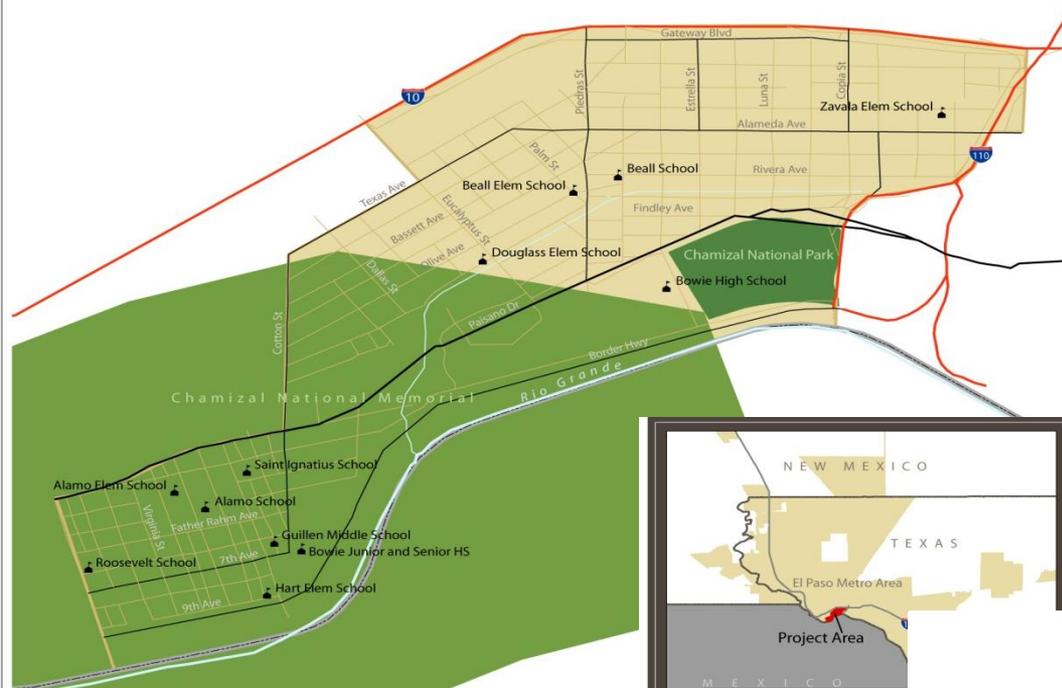
Led by CAN DO Houston and a broad group of partners, **HKHC Houston** develops strong relationships with schools and neighborhood groups to create a network of school gardens, increased access to physical activity opportunities and leadership and advocacy training for residents.

Houston, TX



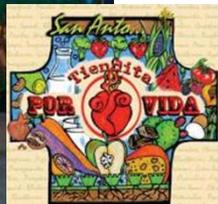
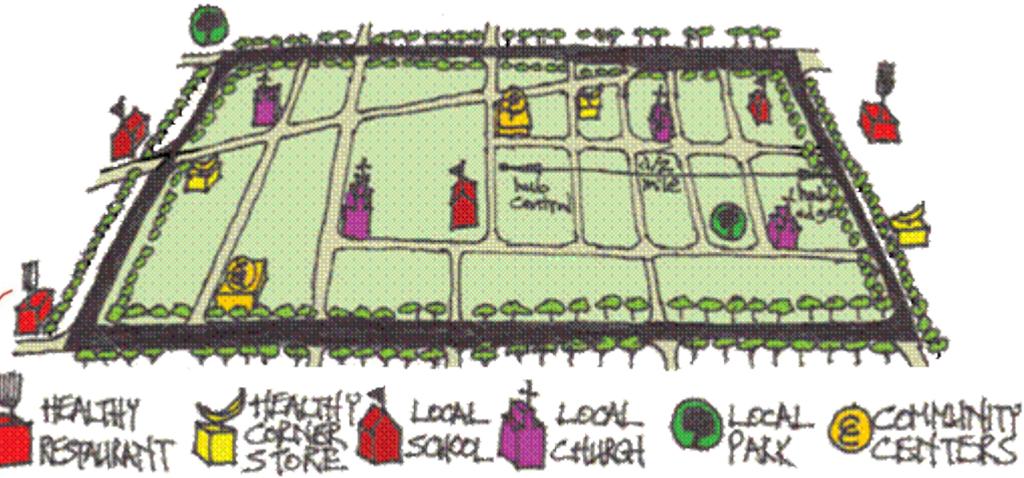
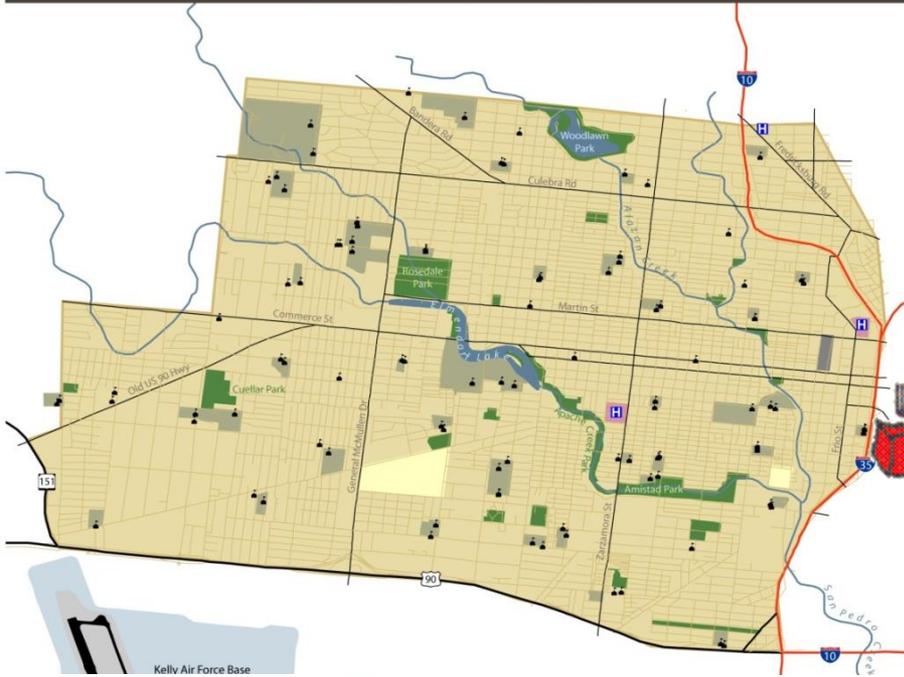
Led by the Pan American Health Organization (PAHO) and supported by technical and advisory partners, **HKHC El Paso** has assessed neighborhood environments and is developing strong city policies to increase access to healthy eating and active living.

El Paso, TX



Led by San Antonio Metro Health District and public/private partners, **HKHC San Antonio** is increasing access to healthy food and developing healthy hubs.

San Antonio, TX



View our three-part video series documenting HKHC progress over two years in Chicago, Louisville and Central Valley at <http://healthykidshealthycommunities.org/communities/resources/videos>

Kids,
Communi
Community
Childhood Obe

HKHC Chicago IL Part 2

by Healthy Kids, Healthy Communities PLUS
11 months ago



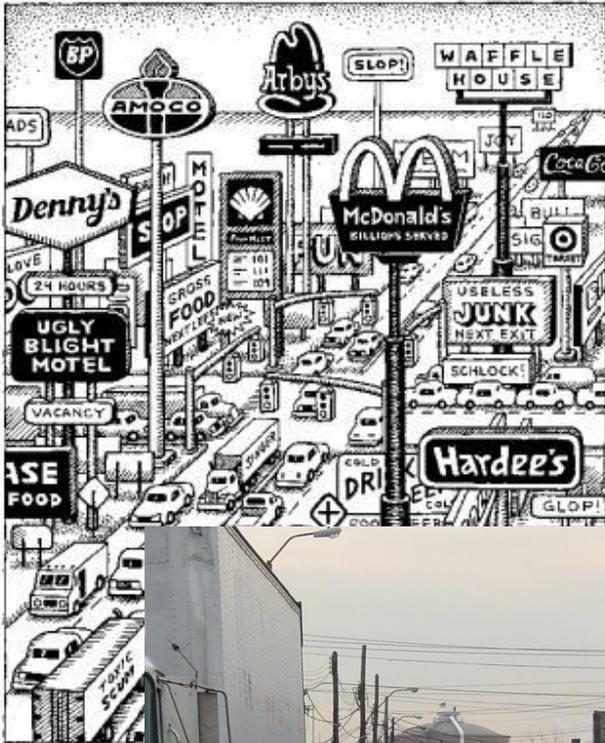
Lessons Learned



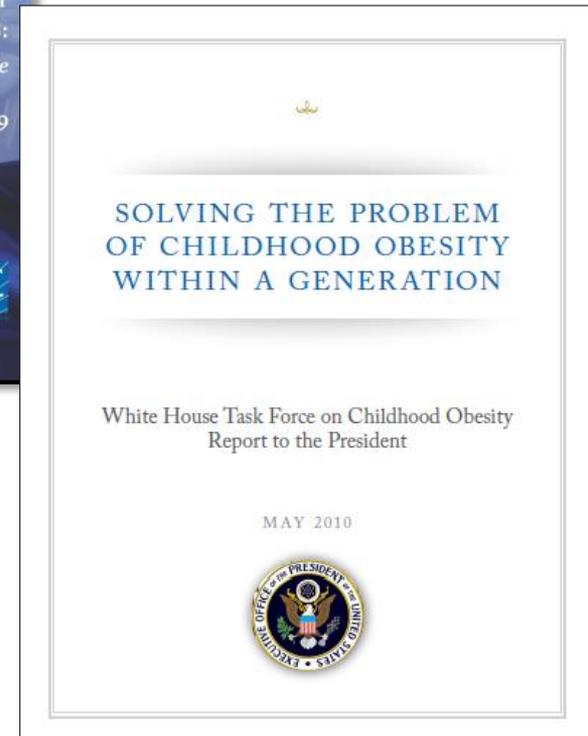
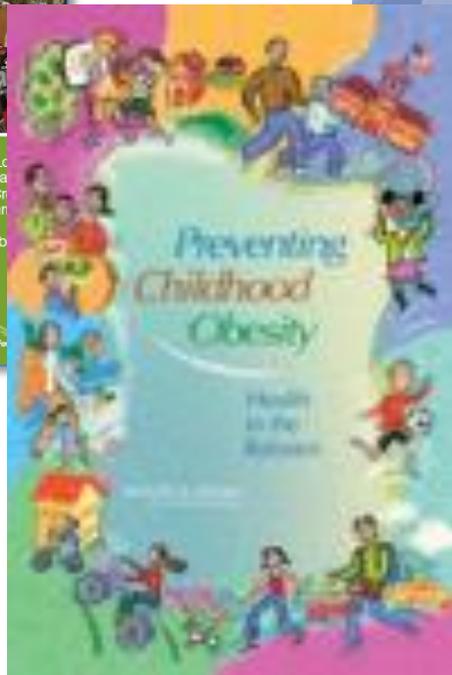
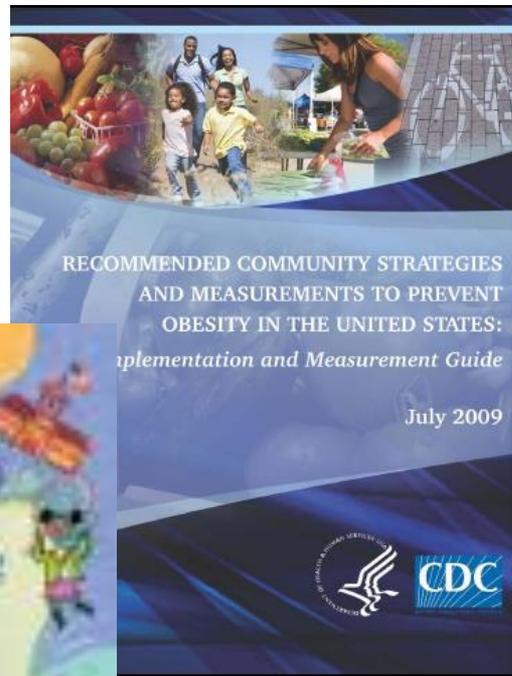
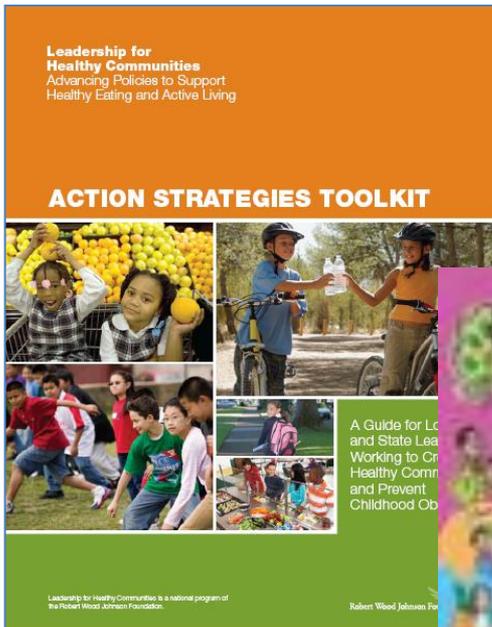
Partnerships and learning networks with passionate leaders are critical to success.



Obesity isn't always the most powerful entry point.



Respect the evidence...



...but be flexible;
there is no “one size fits all” approach.



Converging Active Living Strategies

1. ACTIVE TRANSPORTATION

- Improve safety/access for bicyclists, pedestrians, and transit users
- Expand trails, bicycle lanes and connections

2. LAND USE FOR ACTIVE LIVING

- Re-evaluate urban design and land use plans to improve active living
- Improve community design features to encourage physical activity
- Zoning for mixed use development

3. OPEN SPACES, PARKS AND RECREATION

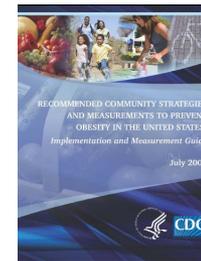
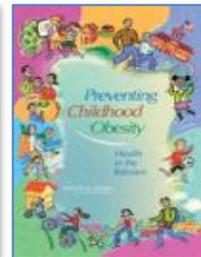
- Increase access to recreation facilities and open spaces, including parks and community gardens

4. QUALITY PHYSICAL ACTIVITY (IN AND) NEAR SCHOOLS

- Support walk to school and safe routes to school (SRTS) programs
- Facilitate joint-use agreements
- Locating schools within easy walking distance of residential areas (IOM and CDC)

5. SAFETY AND CRIME PREVENTION

- Keep communities safe and free from crime to encourage outdoor activity through community policing and environmental design



Sources: Action Strategies Toolkit (Leadership for Healthy Communities); Recommended Community Strategies and Measurements to Prevent Obesity in the United States (Centers for Disease Control and Prevention); Local Government Actions to Prevent Childhood Obesity (Institute of Medicine)

Converging Healthy Eating Strategies

1. HEALTHY FOOD AT GOVERNMENT/PUBLIC VENUES

- Standards for foods and beverages in government run/regulated after-school programs, recreation centers, parks, and childcare facilities
- Improved availability of affordable healthier food and beverage choices, and restrictions on less healthy choices in public venues

2. GOVERNMENT REGULATIONS/TAXES/INCENTIVES

- Building codes that require access to and maintenance of fresh drinking water fountains
- Tax strategies to discourage consumption of foods and beverages that have minimal nutritional value, such as sugar-sweetened beverages
- Zoning and tax incentives to encourage development of healthy food venues in underserved areas

3. HEALTHY FOOD IN SCHOOLS

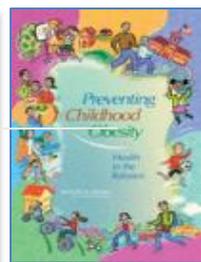
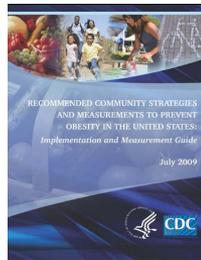
- Enforcement of local wellness policies that limit the sale of competitive foods and beverages
- School policies that prohibit the sale of unhealthy foods and beverages, e.g. vending machines
- Improved access to and quality of school meals

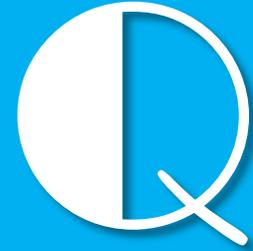
4. HEALTHY FOOD RETAIL ENVIRONMENTS

- Improved availability of supermarkets/grocery stores in underserved areas
- Menu labeling in chain/fast food restaurants
- Incentives to enable small food store owners to carry healthy, affordable foods

5. HEALTHY FOOD ACCESS FOR LOW INCOME NEIGHBORHOODS

- Increased access to farmers' markets and use of SNAP, WIC benefits
- Community gardens





We can't afford to give up.

1. Health
2. Economic vitality
3. Civic engagement
4. Livability
5. Academic achievement
6. A better future



More Resources:

www.activelivingbydesign.org
www.healthykidshealthycommunities.org

ACTIVE LIVING BY DESIGN
INCREASING PHYSICAL ACTIVITY AND HEALTHY EATING THROUGH COMMUNITY DESIGN

committees in action | what we do | our approach | events & resources | media center | about albd | search ALBD

Active Living By Design creates community-led change by working with local and national partners to build a culture of active living and healthy eating. Established by the Robert Wood Johnson Foundation, ALBD is part of the North Carolina Institute for Public Health at the UNC-Chapel Hill School of Global Public Health in Chapel Hill, North Carolina.

Our vision is healthy communities, where routine physical activity and healthy eating are accessible, easy and affordable to everyone.

ACTIVE LIVING BY DESIGN
We've changed our look to better reflect our mission: building a culture of active living and healthy eating. [Learn more](#)

FIVE INITIATIVES IN MORE THAN 80 COMMUNITIES
Find active living and healthy eating initiatives across the country >>>

featured community

Beets
The mountains of North Carolina provide perfect weather for growing beets. So perfect, in fact, that beets were the featured food at Black Mountain Elementary School's recent garden tasting.
[READ MORE](#)

HEALTHY EATING IN SCHOOLS CASE STUDY

PROMISING STRATEGIES
How school districts can address the [ACTIVE LIVING BY DESIGN](#)

community action model

2P: Promotion
Promoters are the means by which the project connects with the public. Innovation strategies should also help to ensure that other policy, programmatic and infrastructure goals are successfully achieved.
[LEARN MORE ABOUT PROMOTION](#)

ACTIVE LIVING BY DESIGN
INCREASING PHYSICAL ACTIVITY AND HEALTHY EATING THROUGH COMMUNITY DESIGN

HOME | COMMITTEES

Communities in Action

Health Kids Healthy Communities | **Adult Communities** | Health Communities | New Cross-Border North Carolina Initiatives | West Coast Blue Bird Communities | Building Food & Fitness Communities | NC Health and Wellness Trust/Local Communities

Albuquerque, NM
Barnes, NY
Buffalo, NY
Chapel Hill, NC
Charlotte, NC
Chicago, IL
Cleveland, OH
Columbia, MO
Denver, CO
Horseshoe, HI
Iowa County, WI
Jackson, MI
Lansville, KY
Nashville, TN
Oakland, CA
Omaha, NE
Orlando, FL
Portland, OR
Sacramento, CA
Santa Ana, CA
Seattle, WA
Somerville, MA
Upper Valley, NH/VT
Wilkes-Barre, PA
Winnebago, ND

Case Studies

Project Profiles

Lessons from the Field: Promoting Healthy Eating in Communities

Lessons from the Field: Promoting Healthy Eating in Schools

ACTIVE LIVING BY DESIGN

Active Living Partnership of the National Transportation Builders Association

LESSONS LEARNED

Policy and Environmental Change

Evaluation

Promotion

Sustaining Community Change

Programs

Preparation

Thank you!



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