Safe Places to Play and Be Active
Part I:

Improving Physical Activity Environments through Data and Walkability Assessments

Co-Hosted by:
Welcome and Purpose

All Communities Deserve Safe Places to Play and be Active

Everyone should have access to safe places to play and be physically active. The evidence is clear: regular physical activity is critical for healthy mental and physical development, chronic disease prevention, and reducing healthcare costs. Our ability to be active is determined, in large part, by the places in which we live, learn, work, and play. In both rural and urban areas, essential ingredients for physical activity include: safe, well-maintained paths and sidewalks; clean, well-lit parks; accessible school playgrounds; affordable public transit; quality physical education and places to which people can safely walk and bike.

http://www.jointuse.org/safeplaces/
California Communities in Action
Dolores Gonzalez-Hayes
Latino Health Access

Berenis Amezcua
Orange County Health Care Agency

Kelly Broberg
Orange County Health Care Agency

Jessica Meaney
Safe Routes to School
National Partnership
How to Use This Technology

- Raise hand
- Q & A
- Text Chat
- PowerPoint Slides
What’s Health Got to Do With It?
HIKERS and BIKERS
Move to the side of the road when a vehicle approaches
Buford Highway es la calle más peligrosa de Georgia para peatones.

Y la tasa más alta de peatones muertos corresponde a los hispanos.
NO CHILDREN ALLOWED
PLAYING IN
COURT YARD

MANAGEMENT
Is it just individual choice?
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine
Let’s Move! Initiative

“Our kids don't decide what's served to them at school or whether there's time for gym class or recess. Our kids don't choose to make food products with tons of sugar and sodium in super-sized portions, and then to have those products marketed to them everywhere they turn.”

-Michelle Obama
QUALITY
Prevention is the Prescription

- Comprehensive
- Aimed at the community environment
- Changes norms: makes the healthy choice the easy choice
Take 2 Steps to Prevention

Environment

Exposures & Behaviors

Health Care Services
DIABESITY

The Obesity-Diabetes Epidemic That Threatens America—and What We Must Do to Stop It

FRANCINE R. KAUFMAN, M.D.
Past President, American Diabetes Association
The 1st step ...
Making Links to Exposures & Behaviors

Diet & Activity Patterns

Tobacco

Alcohol & Drugs

Heart Disease

Cancer

Stroke

Type 2 Diabetes

Injuries & Violence

Let’s take another step ...
Reframing the nutrition & physical activity debate from simply a matter of individual choice... to corporate & government responsibility
Steering Committee

- Community Adolescent Nutrition and Fitness Program (CANFit)
- California Center for Public Health Advocacy
- California Food Policy Advocates
- California Pan-Ethnic Health Network
- California Park and Recreation Society
- California Project LEAN
- California WIC Association
- Child Care Food Program Roundtable
- Latino Health Access
- Prevention Institute
- Samuels & Associates
- Policy Link
- Public Health Law and Policy
“Don't expect politicians, even good ones, to do your job for you. Politicians are like weather vanes. Our job is to make the wind blow.”

David Brower, environmentalist
Santa Ana, California

- Dolores Gonzalez-Hayes, LHA
- Berenis Amezcuia & Kelly Broberg, OCHCA
Conducting Walkability Assessments for Walk to School

Healthy Eating, Active Communities
Santa Ana, California

Celebrate International Walk to School
Healthy, Active Communities

Go to the Park every day with my children

Drugs

Gang violence

Fear - prevention

Latch Key Kids

Pictures by Tim Wagner for PPH
Santa Ana, California

- Population of 338,000
- Densely populated
- 80% Latino
- 48% foreign-born
- Median age is 27.9
- 50% adults high school graduates, 30% < 9th grade education
- Households: married with children
- 25% children in poverty
Obesity & Park Space in Santa Ana

Santa Ana’s children have high obesity rates
• Santa Ana has the second-highest child obesity rate (34.8%) in CA among cities its size.

Santa Ana is lacking in open space
• ~0.9 acres/1,000 persons, CA cities average 5 acres/1,000 persons.

Sources: California Center for Public Health Advocacy; TPL Greenprinting Analysis Unit
Healthy Eating, Active Communities

• Was a 4-year, $26 million initiative sponsored by The California Endowment (TCE) targeting six sites in California

• In 2010, TCE awarded some original sites one year grants
  o Bridge work to 10-year initiative, Building Healthy Communities

• HEAC enhances healthy eating and physical activity environments through policy and environmental changes
HEAC Partnership

• Multi sectoral partnership for the purpose of creating safer and healthier neighborhoods
• Partners provide expertise
  o Technical assistance, engage community residents in a city-wide walk-to-school effort, linking up to international W2S Day
Why Walkability?

- Walking is a great way for adults and children to be active.
- It’s a form of physical activity that can be an integral part of a child’s daily routine.
Walk to School Day is an event that encourages adults and children to walk together with a purpose—to promote safety, health, physical activity and concern for the environment.
Walk to School Day

Goals:
• Increase walking
• Make it safer for walking
• Bring changes to environment

Activities:
• Distribution of 60 toolkits including planning manual
• Media event at highlighted school
• Community engagement to assess school walkability
Walkability Checklist

- Walkability assessment tool
- Completed by students/parents
- Useful in mobilizing communities
- Source of data to inform need communication
Key Facets of Walkability

1. Sidewalk infrastructure
2. Crossing ease
3. Driver behavior
4. Perceived and real personal safety
5. Route aesthetics
Establish partnership with school
- Identify champion principal/teacher
- Identify group of students

- Select routes to be assessed
- Mapping software
- Suggested Routes to School Map
- Principal feedback
- Number of routes
- No more than an hour long walk
Forming Walking Groups

- 3-5 students per group
- 2-3 adult leaders per group
  - Walking leader
  - Note taker
  - Photographer
Involve community stakeholders in the assessment.
Conducting the Assessment

- Instructions to participants
- Material needed
  - Clipboards with copies of walkability checklist
  - One camera per group
Sidewalks: 

Sidewalks broken or cracked
Need cross walk/ traffic signal.
Long distance between controlled intersections.
Driver Behavior:

Students noted that drivers frequently fail to yield to pedestrians at this corner.
Personal Safety:

Students identified locations of frequent fighting
Aesthetics:

Graffiti and Trash
Aesthetics:
Shade and green space
What do you see in this picture that makes it walkable?
Findings

- Collect and analyze checklist
- Sort photos
- Confirm addresses of problem areas
- Categorize issues by city departments or persons responsible
- Organize findings into an electronic and hard copy report, identifying issues with photos and locations
Sharing the Findings

Students illustrate the findings from the walkability assessment and checklists
Sharing the Findings

Students present findings to stakeholders at media event

- County Board of Supervisors
- City Council
- School District Administrators
- City Traffic Engineering
- City and school Police
- CBO’s
Environmental Change Success Stories:

- Traffic signal installed at dangerous intersection
- Crosswalks installed
- Curbs painted red to decrease obstructive parking
- Broken storm drain repaired
- Formal studies performed by Traffic Engineering
Other Benefits

- Student intention to walk
- School intention to continue work
- School district commitment to improve walkability
- Relationship building
- Community mobilization
- Community participation in needs communication
Coming up in the Next Webinar...

Using walkability Assessment data to:

- Engage additional partners
- Apply for relevant funding
- Make environment changes
Safe Routes to School: California’s Efforts and Opportunities

Jessica Meaney
CA Policy Manager
Safe Routes to School National Partnership
Safe Places to Play and Be Active: Walkable and Bikeable Neighborhoods

Jessica Meaney, California Policy Manager
Safe Routes to School National Partnership, August 2011
What is Safe Routes to School?

- National and international movement
- Supporting communities in which children, young adults and all community members can safely and with ease walk and bicycle to school, and in daily life
- Funding - California: Federal, State and in Bay Area Regional Transportation funds
12% / 14% / 1.5%
Biking and walking is 12% of trips, 14% of fatalities and 1.5% of federal funding

10-14%
of morning traffic congestion is school-related

$21 billion + $5 billion vs. $200 million
Cost of busing and parents driving kids vs. SRTS investment

25%
When you put a bike path near a neighborhood – physical activity rates increase for those living there increases by 25%

$839 million vs. $200 million
Medical costs to treat children’s bike/ped injuries and fatalities vs. SRTS investment
Impact of the Built Environment and Allocation of Transportation Investments

**Obesity/Vehicle Miles Traveled in U.S.**

- **Adult Obesity %**
- **Childhood Obesity % (age 2-19)**
- **VMT in billion miles**

Data spans from 1962 to 2008, showing trends in obesity and vehicle miles traveled in the U.S.
California has both state and federal SRTS funds – State funds started in 1999 through legislation

5 times the amount of funds requested in CA requested than awarded

- Last call for applications – Cycle 3 Summer 2011, State call anticipated for Fall 2011

- Regional Funds- MTC
Key Goals of State Network

- Strengthening and Expanding the Movement – broadening coalition members, connecting people
- Implementation of the Federal (SRTS) and State (SR2S) Programs in California – spend allocated funds in a timely and equitable manner.
- Addressing low-income and equity issues
- Complete Streets
- School Siting and Joint Use
- Data and Evaluation

Read our State Action Plan – see dates and times for Monthly conference call meetings:
http://saferoutescalifornia.wordpress.com/state-network/
Key Goals of Regional Network

Southern California Region: Imperial, Los Angeles, Orange, Riverside, San Bernardino, San Diego, Ventura Counties

- Increasing % of transportation dollars invested in walking and bicycling projects
- Developing peer connections, sharing best practices, supporting elected officials who are leaders
- SB 375 - Safe Routes Active Transportation Platform
  2012 Regional Platform
    - Improved Planning and Policies
    - Improved Data Collection
    - Increased Investment
    - Education and Promotion
Trends in Southern California
(SCAG Region numbers)

- 12% of all trips
- Less than 0.5% of $530B (2008 RTP)
- 25% of all roadway injuries and fatalities (2008 SWITRS)
- UCI Study on Orange County Collision data – Equity, disproportionate impacts on low income communities
- Read out our Regional Network – find out meeting times and more
  http://saferoutescalifornia.wordpress.com/so-cal-regional-network/
Connecting the Dots

- Legislative and policy support from Sacramento for multi-modal planning
  - SB 375 Reducing car trips – improved transportation land use and investments
  - AB 1358 Complete Streets
  - AB 321 – Expanding school zones and reducing speed limits (City of San Francisco)
  - Health in All Policies
  - Strategic Growth Council
  - Cost effective investments – multiple co-benefits

- Forthcoming Federal Transportation bill
  - Based on Ensuring Federal Funding continues for walking and bicycling investments
Thanks!

My contact info – please feel free to contact me with any questions –
Join the network and/or send us your stories to post on the blog:

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Discussion and Dialogue
Discussion

What unexpected challenges have you faced in improving physical activity environments in your community?

How have or will you overcome these challenges?
Questions?
Safe Places to Play and Be Active

Help Us Reach the Goal! Endorse Safe Places to Play and Be Active (www.jointuse.org/safeplaces)

Upcoming Webinars
• Part II: Engaging Community and Youth to Increase Safe Places to Play and Be Active (November 2011)

• Part III: Increasing Equitable Opportunities for Physical Activity through Joint Use (December 2011)