Active Living by Design:
Developing Community-Based Models for Obesity-Prevention

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Overview

• Importance of Active Community Environments

• Active Living by Design

• Building Community Models: 5-P Strategies

• Questions for Discussion
The Emergence of a Sedentary Society

- Built Environment
- Automobile
- Television/Computers
- Convenience Engineering
- Culture/Time Constraints
- Human Nature
Advancing the Concept of Active Living

Active Living is a way of life that integrates physical activity into daily routines.
Research: Active Environments Help

- Living in activity friendly communities could...
  - Generate 2 more walk/bike trips per person per week
  - Prevent up to 1.7 pounds of weight gain per year
  - Positively affect walking/cycling for transportation but not recreation
  - Positively impact the total number of minutes of physical activity (40% more physical activity)
Active Living by Design
Primary Focus

• To support 25 diverse community partnerships to implement active living initiatives and serve as national models (5 years)

• New opportunity: Healthy Eating by Design (18 mos.)
Building Community Models

The 5 P’s

• Preparation
• Promotion
• Programs
• Policy
• Physical Projects
5Ps: Preparation

Multidisciplinary Partnerships

- Visioning/Shared Values
- Design Charrettes
- Walkability Assessments
- Policy Performance Audits
- Collect Local Statistics
  - transportation,
  development, health
  - pedestrian and bike safety

Active Living Partnership

- Public Health Officials
- Architect
- Urban Design
- Parks & Recreation
- Bike/Ped
- Community Leaders
- Public Safety
- Real Estate
- Planning
- Transport
5Ps: Promotion

Develop/Expand Our Constituencies

- Media and Social Marketing
- Promotional Events
- Fact Sheets/Presentations
- Forums/Symposia
- Advertising, Word of Mouth, Networking
- Advocacy Campaigns
5Ps: Programs

Increase Opportunities & Incentives for Active Living

- Commuter Choice Programs
- Walk-to-School and Safe-Routes-to-School Programs
- Walking and Bicycling Clubs
5Ps: Policy

Organize/Mobilize Our Communities to Influence Decisions

- Ensure Connectivity and Review Road Standards
- Update Codes, Ordinances and Approvals to Encourage Density and
- Increase Capital Funding for Desired Facilities
- Reexamine Parking Requirements and Fees
- Provide Convenient, Accessible School Sites and Promote Safe Routes to School
- Transit Improvements

Establish Relationships with Policy Makers
5Ps: Physical Projects

- Transit Oriented Development
- Traffic Calming and Road Diets
- Bus Shelters and Bike Racks
- Accessible Parks and Trails
- Lighting and Surveillance for Security
- Sidewalks/Crosswalks
- Bike Lanes
Some Issues for Discussion....

• Sufficiency of environmental and policy change

• Resources and wide replicability of community-based change

• Unanswered questions from case examples
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