Environmental Solutions to Obesity
In America's Youth

Lessons Learned in the *Community* Setting

Ian Thomas, PhD
PedNet Coalition, Columbia, MO
2 June, 2005

Outline

Background

The “5P” Model

- Preparation
- Promotion
- Programs
- Policy Influence
- Physical Projects

Columbia, Missouri

- University of Missouri
- Population: 90,000 + 25,000 students
- Thriving, walkable downtown
- High obesity rates in poor, urban neighborhoods

The PedNet Coalition

- Formed in April, 2000
- 4,700 supporters in Columbia
- Mission: To create a city-wide network of cycle and pedestrian pathways for health, recreation, commuting, and errands
- Tactics: Advocacy, policy change, and programming
- Information: www.pednet.org

PedNet

Bike, Walk, and Wheel:
A Way of Life in Columbia

- $200,000 Active Living by Design grant awarded in 2003
- A logical extension of Bike, Walk, and Wheel Week
- Project focus: Five public schools within a 4-square-mile urban area close to downtown Columbia

Active Living by Design

The Robert Wood Johnson Foundation

The Vision

The Reality

Project Model

Obesity Prevention Through
Physical Activity Promotion

Preparation

Create a Broad Partnership

Columbia Partnership

- PedNet Coalition
- Columbia Public School District
- City of Columbia and State of Missouri
- University of Missouri
- Local Businesses
- Local Non-Profits

POLICE
834
COLUMBIA
POLICE

Promotion

Get to Know the Target Audience and the Media

HOT
MAIMIN
Prairie Farms
7 6:46 AM

Programs

Make Activities FUN

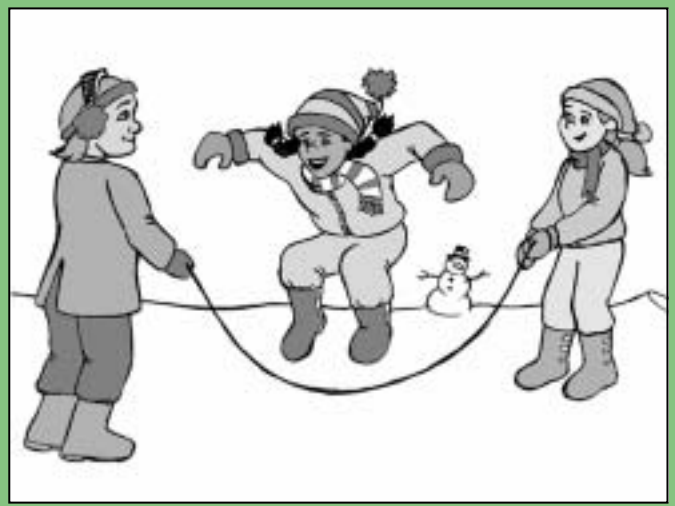
Wheel

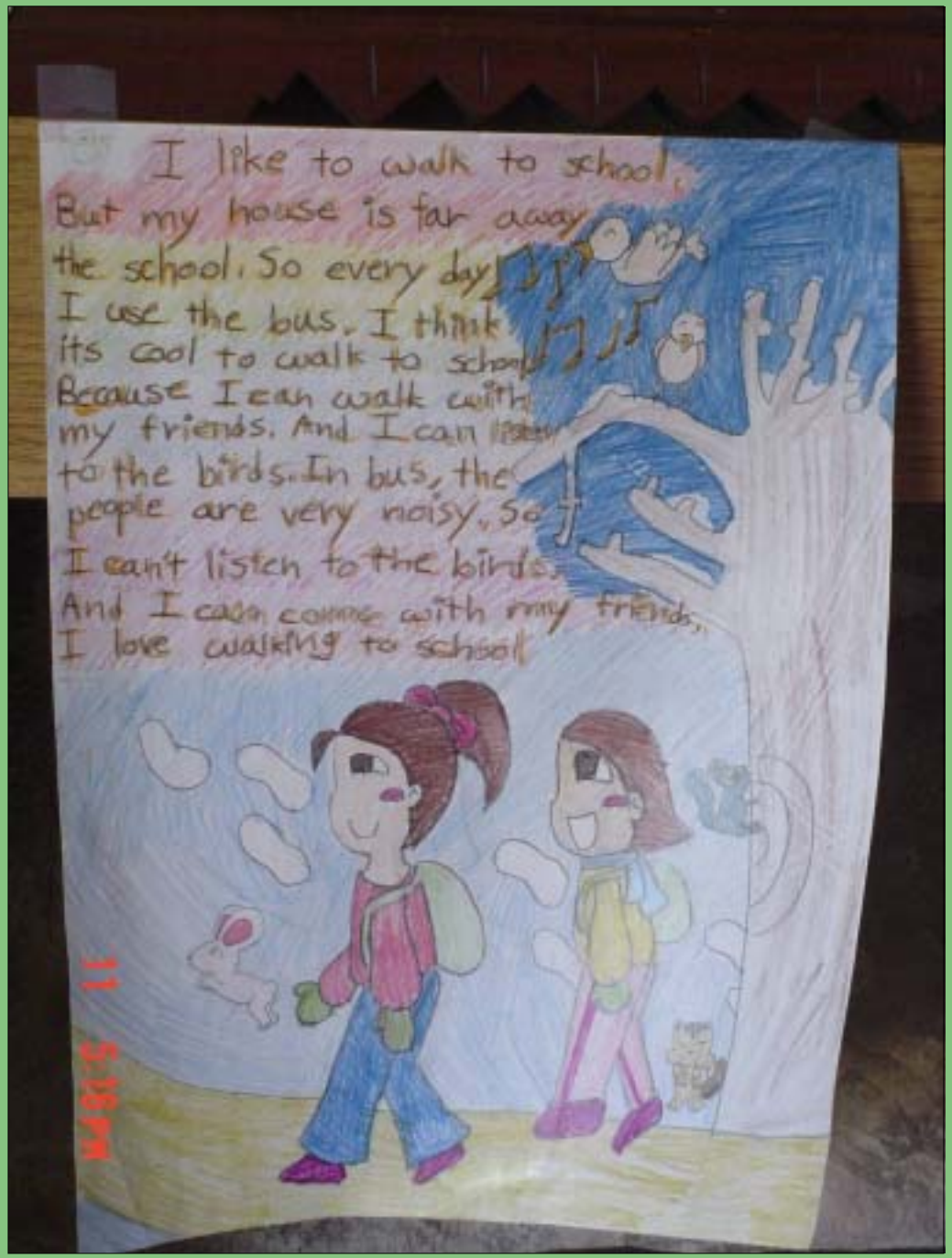
23 7:25 AM

23 7:43 AM

Bike, Walk & Wheel
23 7:37 AM

“Passport to Fitness”




I like to walk to school,
But my house is far away
the school. So every day
I use the bus. I think
its cool to walk to school
Because I can walk with
my friends. And I can
to the birds. In bus, the
people are very noisy. So
I can't listen to the birds.
And I can come with my friends,
I love walking to school

Policy Influence

Build Support for Policy Change

Bike, Walk or Wheel
Inactivity Kills !!!
PedNet
PedNet
PedNet
25 11:22 AM

Street Standards Ordinance

- Three-year advocacy effort
- Advocates:
  - Physicians and health researchers
  - School principals and schoolchildren
  - People with disabilities
  - Environmentalists
  - Business leaders
- Achievements:
  - Wider sidewalks
  - Narrower street pavements
  - Bike lanes and pedways

Columbia's New Street Standards
SORRY, OFFICER... BUT WITH THE SIDEWALKS WIDER THAN THE STREETS, IT'S KINDA CONFUSING!
2004
DARKOW
COLUMBIA DAILY TRIBUNE
6/9

Physical Projects

Get Community Buy-In

Lessons Learned

- Create a Broad Partnership
- Get to know the Target Audience and the Media
- Make Activities FUN
- Build Support for Policy Change
- Get Community Buy-In