





STEP 4: Determining Interventions and Developing an Action Plan
– by population, setting, and resources

**Community Setting-Physical Activity
Intervention Action Step Examples**

COMMUNITY SETTING	Intervention Action Step Examples
 Policy	Advocate for and allocate more funds for sidewalk and bicycle lane maintenance.
	Change zoning laws and land use requirements to include: safe pedestrian access to schools and shopping centers, adequate construction of sidewalks and bicycle lanes.
	Adopt policies that require developers to provide sidewalks, bike lanes, bike parking, shoulders, and off street trails.
 Environment	Provide the funding and manpower needed to keep local parks, fields, courts, nature trails, and pools clean, safe and well staffed.
	Improve ease of use and access to parks, fields, community gyms, and swimming pools. Reduce entrance fees, target outreach/publicity efforts to families.
	Remove/reduce physical barriers to bicycling and walking by providing bike trails, lighting, connections across roads and highway bridges, places to store bikes safely, and well-marked lanes for bicyclists, skaters, and walkers.
	Revitalize downtown and town centers as pedestrian and bicycle friendly areas.
 Practices	Distribute pedometers to local families to spark interest and increase daily walking.
	Provide “active” weekend and after-school programs such as family fitness classes, town sports leagues, neighborhood or community-wide tournaments, parades, fairs, and town-wide dance nights.
	Increase awareness of low or no cost access resources for physical activity, such as pools and community trail systems.
	Promote low-cost, weight management/maintenance resources or programs that emphasize healthful eating and physical activity.
	Implement walking programs with malls, faith-based organizations, senior centers, recreation centers, neighborhoods, and other community locations.
 Communication	Collaborate with the media and advertising industry to promote physical activity among adults and youth. Expose kids and families to simple but catchy messages and images, distributed through a variety of media, including television, radio, websites, and events.
	Place point-of-decision signs near elevators, escalators, and stairs, informing people about the health benefits of physical activity and stair usage.
	Raise community consciousness about health, physical activity, and obesity prevention. Broadcast messages via local media – e.g., fliers, brochures, posters, and signs – distributed in prominent community locations like town centers, grocery stores, shopping malls, food courts, and schools.
	Encourage use of alternative modes of transportation (e.g., bicycling, bus)
	Launch a public education campaign to warn people about sedentary lifestyles and motivate them to turn off their television sets and get active. Coordinate efforts with community centers, local health departments, and schools to sponsor a periodic National TV-Free Day.



RESOURCES

PROGRAMS and ACTIVITIES

ACES: Active Community Environments

Initiative between CDC and the Environmental Protection Agency with resources and helpful links for encouraging active community environments. www.cdc.gov/nccdphp/dnpa/aces.htm

Active for Life

Information for how to deliver research-based physical activity programs to large numbers of midlife and older adults, and to sustain such programs through existing community institutions. www.activeforlife.info

Healthy Places

Centers for Disease Control website promotes designing and building healthy places as well as identifies issues related to health and healthy places. www.cdc.gov/healthyplaces/

Heart N' Parks

A national community-based program that provides grants, materials, and training resources to local park and recreation departments to help them educate community members, develop effective programs, and promote "heart healthy" lifestyles. From the NIH National Heart, Lung, and Blood Institute (NHLBI) and the National Recreation and Park Association (NRPA).

www.nhlbi.nih.gov/health/prof/heart/obesity/hrt_n_pk/index.htm

National Center for Bicycling and Walking

"Increasing Physical Activity through Community Design" www.bikewalk.org

Physical Activity: Ready. Set. It's Everywhere You Go! – Tool Kit

This CDC guide to promotes moderate physical activity. The resources and materials found in this tool kit include social marketing strategies, program and event ideas, and media tools.

http://www.cdc.gov/nccdphp/dnpa/physical/health_professionals/readysset_toolkit.htm

Retrofit sprawling communities

Retrofit sprawling communities. Communities can create pedestrian cut-throughs that allow people who live on cul-de-sacs to reach shops, parks and offices on foot. The Congress for the New Urbanism's web site gives many good examples. www.cnu.org

Smart Growth America

Revitalize walkable neighborhoods: economic investment. Smart Growth America and several partners have formed a national Vacant Properties Campaign to address some of these issues.

www.vacantproperties.org

Transportation for Liveable Communities Network (TLCNet):

Resource for people working to create more livable communities by improving transportation. TLCNet serves those seeking to make neighborhoods safer, quieter, and more child-friendly through traffic calming, bring new life to old commercial areas with public transit improvements, or improve local mobility by retrofitting streets for bicycling and walking. Resources include topical listserves, discussion groups, documents, and direct links to websites. www.tlcnetwork.org

GUIDELINES

American Trails

Has listings of a variety of trails and walking trails in Connecticut. www.americantrails.org

Connecticut Parks and Recreation Association

Dedicated to the promotion, development, and improvement of all recreation and parks services within CT. Website includes links to individual parks and recreation departments. <http://www.crpa.com>

Increasing Physical Activity: A Report on Recommendations of the Task Force on Community Preventive Services.

Available at <http://www.cdc.gov/nccdphp/dnpa/physical/recommendations.htm>

National Blueprint: Increasing Physical Activity Among Adults Age 50 and Older.

Available at http://www.cdc.gov/nccdphp/dnpa/pr_blueprint.htm

President's Council on Physical Fitness and Sports

Promotes physical activity among all Americans. Online materials available for teachers and healthcare providers. www.fitness.gov:

Promoting Physical Activity: A Guide for Community Action.

Available at <http://www.cdc.gov/nccdphp/dnpa/pahand.htm>

Promoting Physical Activity Through Trails

There is now scientific evidence that providing access to places for physical activity increases the level of physical activity in a community. Trails offer an opportunity for people to participate in physical activity in a natural setting. <http://www.cdc.gov/nccdphp/dnpa/physical/trails.htm>:

Swimming Pools in the US.

A listing of swimming pools in every state. www.clubswim.com

2004 National Health Observances

Listing of monthly health days/months for activity planning. www.healthfinder.gov/library/nho/nho.asp: