

Place Matters for Livability and Health

Leslie Hoglund, M.Ed., CHES | Senior Health Educator & PIO
Central Virginia Health District | Virginia Department of Health



Topics for consideration:

- Some **perspective** . . .
- 3 numbers tell of the real **epidemic**.
- A **prescription** for a healthier community.
- So what are **you** going to do about it?



Exploring downtown
on foot.

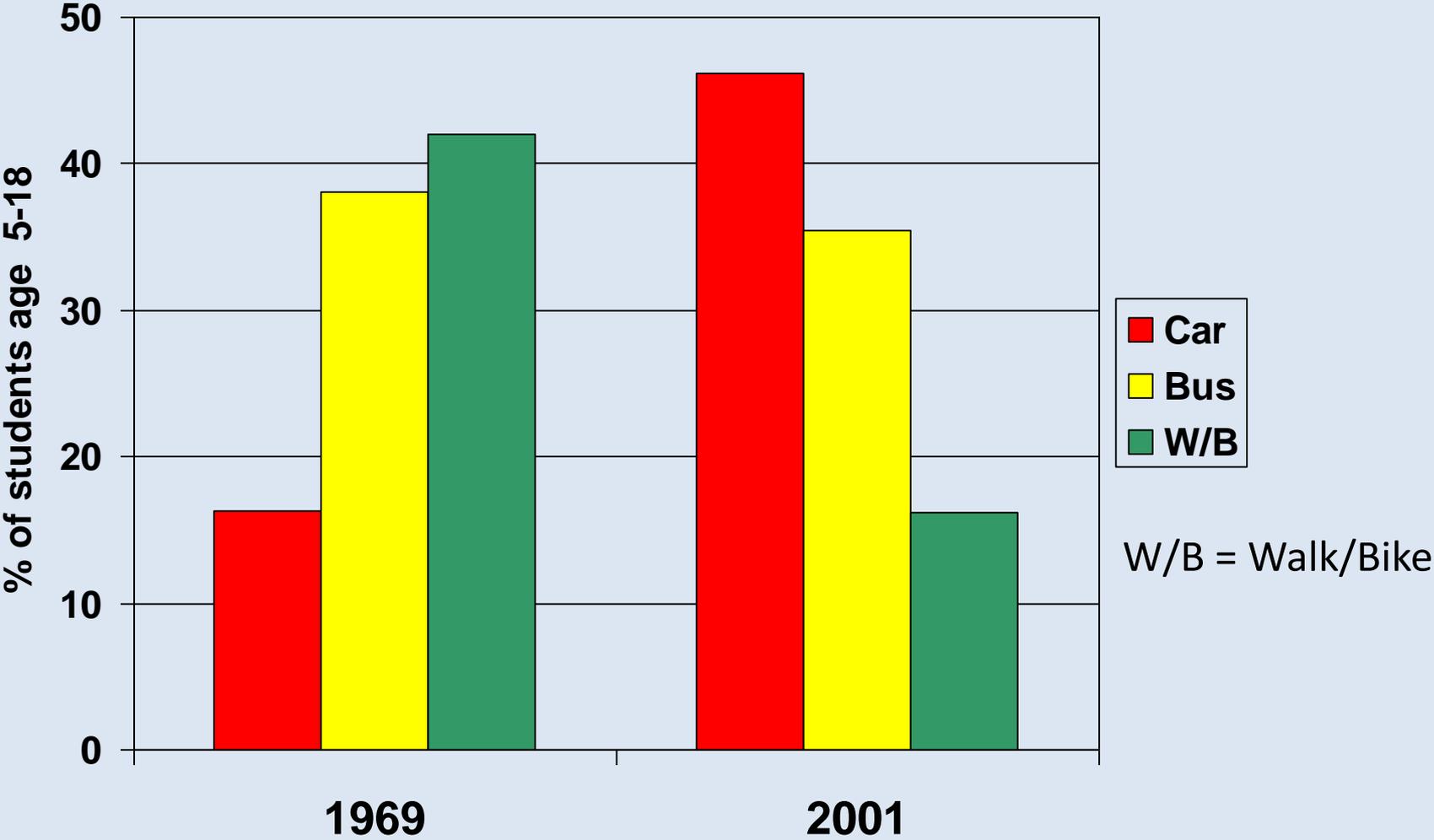


Youthful recollections

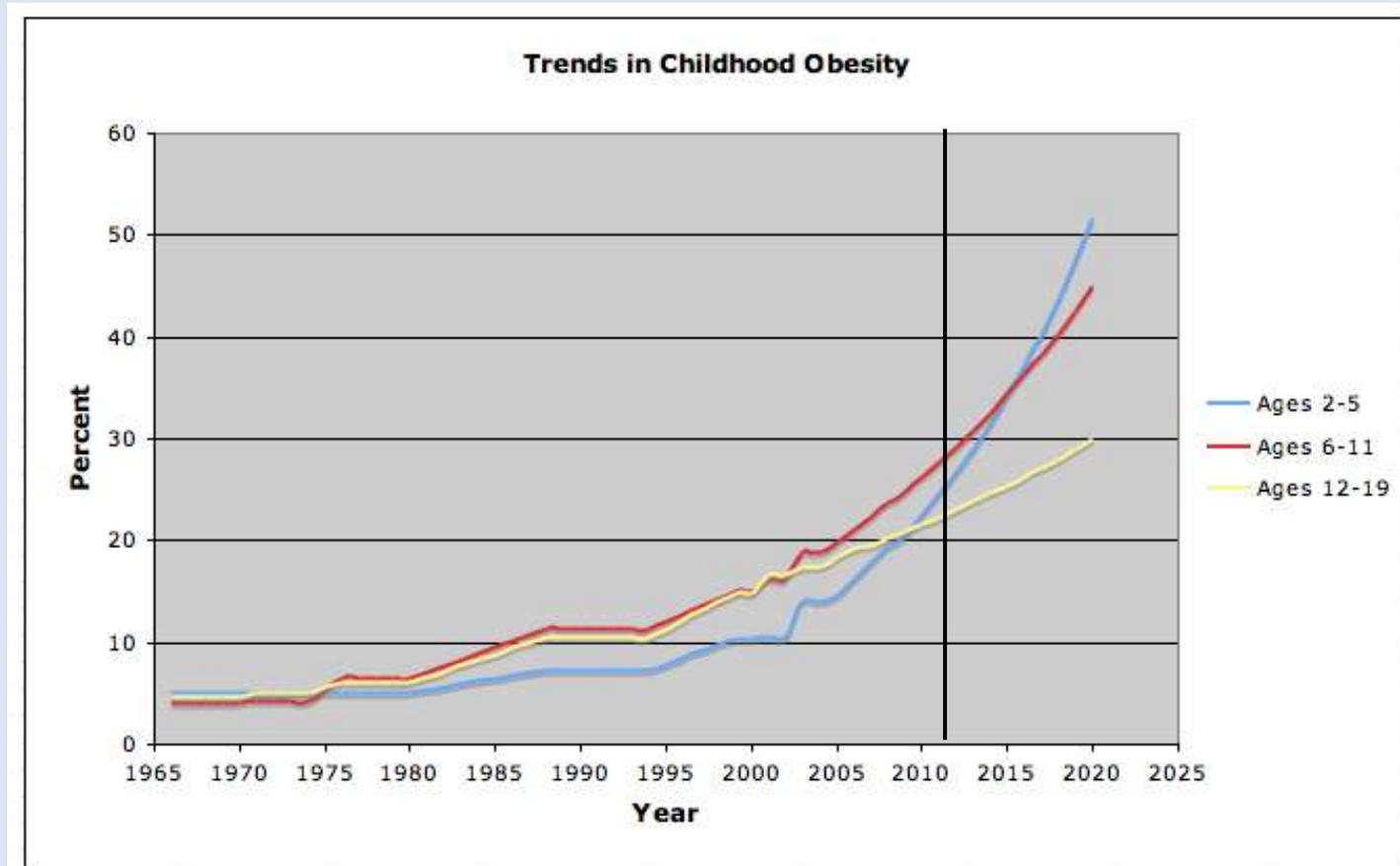


Changes in Walking & Cycling to School, 1969 & 2001

Ham et.al., *Jour. of Physical Activity & Health*, 2008, 5, 205-215



Trends in Childhood Obesity & Overweight



CDC, National Center for Health Statistics.

The bad news in just three numbers:

30 Minutes of daily physical activity recommended by national guidelines.

20 % of American adults actually meet these recommendation.

365,000 Estimated annual deaths in America due to physical inactivity & poor nutrition. (2nd only to tobacco.)

**Fine for some,
but clearly
not enough . . .**



**. . . we need
communities
where people are
intrinsically active.**

The factors that make healthier settings:

1. Destinations within walk, bike, & transit distance.
2. Sidewalks, trails, bike lanes, bike routes . . .
3. Inviting site designs for peds, bikes, & transit.
4. Safe & accessible for all ages, abilities, incomes.
5. Healthy food is affordable, & accessible to all.



1. Land use.

Live, work, shop, play, learn pray.



E.g. post office,
grocery, schools

Compact neighborhoods
& shared open space.

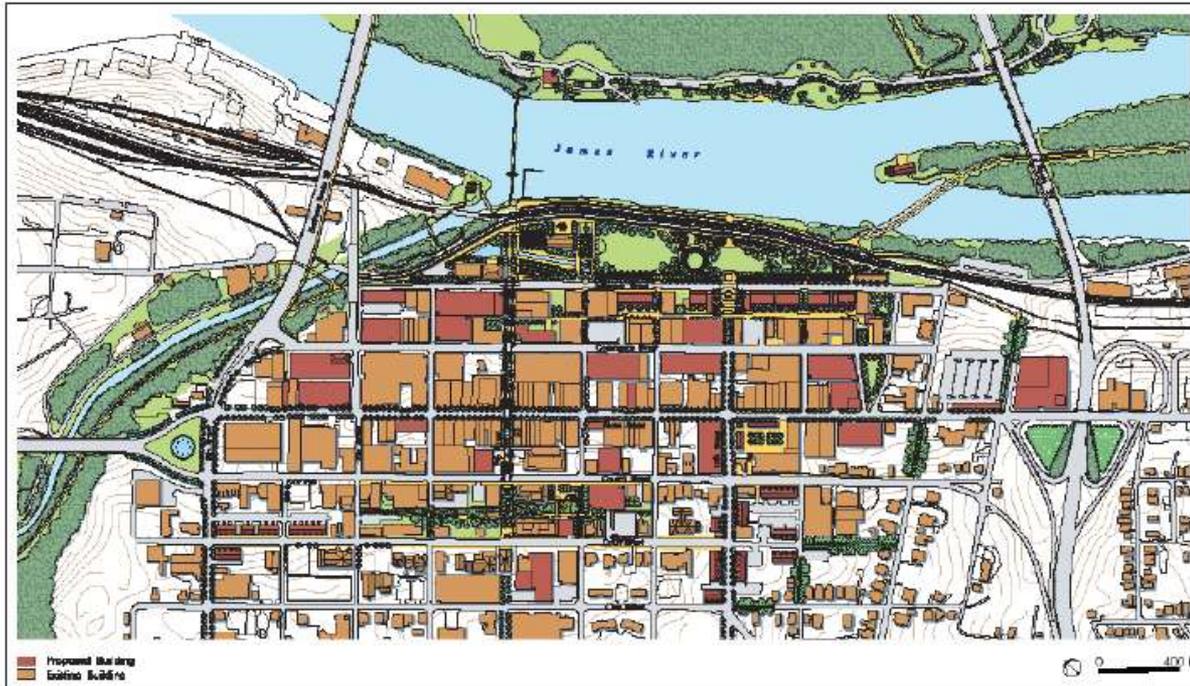
Mixed
use,
multi-
family.



Housing
above,
retail
below.

What are we doing?

- Investing in downtown retail & residential. >
- *Not* building new malls; redeveloping older ones. v



Downtown & Riverfront Master Plan 2000.

Sasaki Associates

2. Network is more complete with:



Blackwater Cr. Trail



Bike lanes

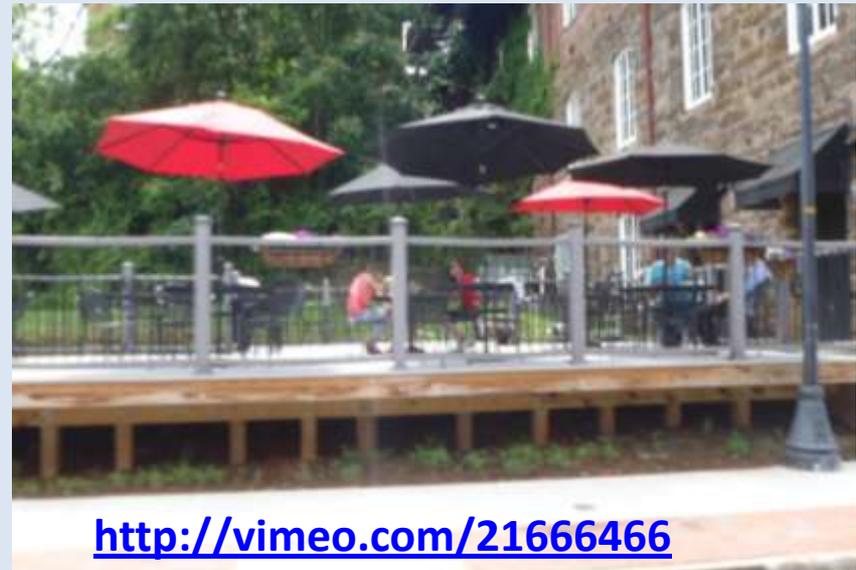
- Presence of sidewalks, bike lanes, pathways.
- Shorter blocks, cul-de-sac connectors, more intersections.
- Access to trail, park, greenway, *transit*.



Core principles:

- Sidewalks in all sub-divisions.
- On-street bike lanes & shared-use arrows (sharrows). >
- Link trails to destinations.
- Link trails w/ sidewalks, bike lanes, transit stops (not just trailheads).

Sharrows



<http://vimeo.com/21666466>

3. Site design:



Which setting is more appealing for travel on foot or by bike?

Site design?

Research &
practice suggest:

<http://vimeo.com/17640426>



- Buildings near the sidewalk, not set back; parking on street or behind.
- Trees, benches, lighting, awnings, “human” scale.
- Details: bike parking, open space, plants, art, materials.



Possible incentives:

- Decrease, share parking (include bike racks).
- Build-to, not set-back requirements.
- Expedite permits.



Neenah WI



Appleton WI

You must support your elected & appointed officials if you expect them to act!

4. Safety.

- Engineering can dramatically improve safety.
- Increasing pedestrian and bike trips *decreases* overall accident & fatality rates.



(Jacobsen P, *Injury Prevention*, 2003; 9:205-209.)

Lane re-alignments

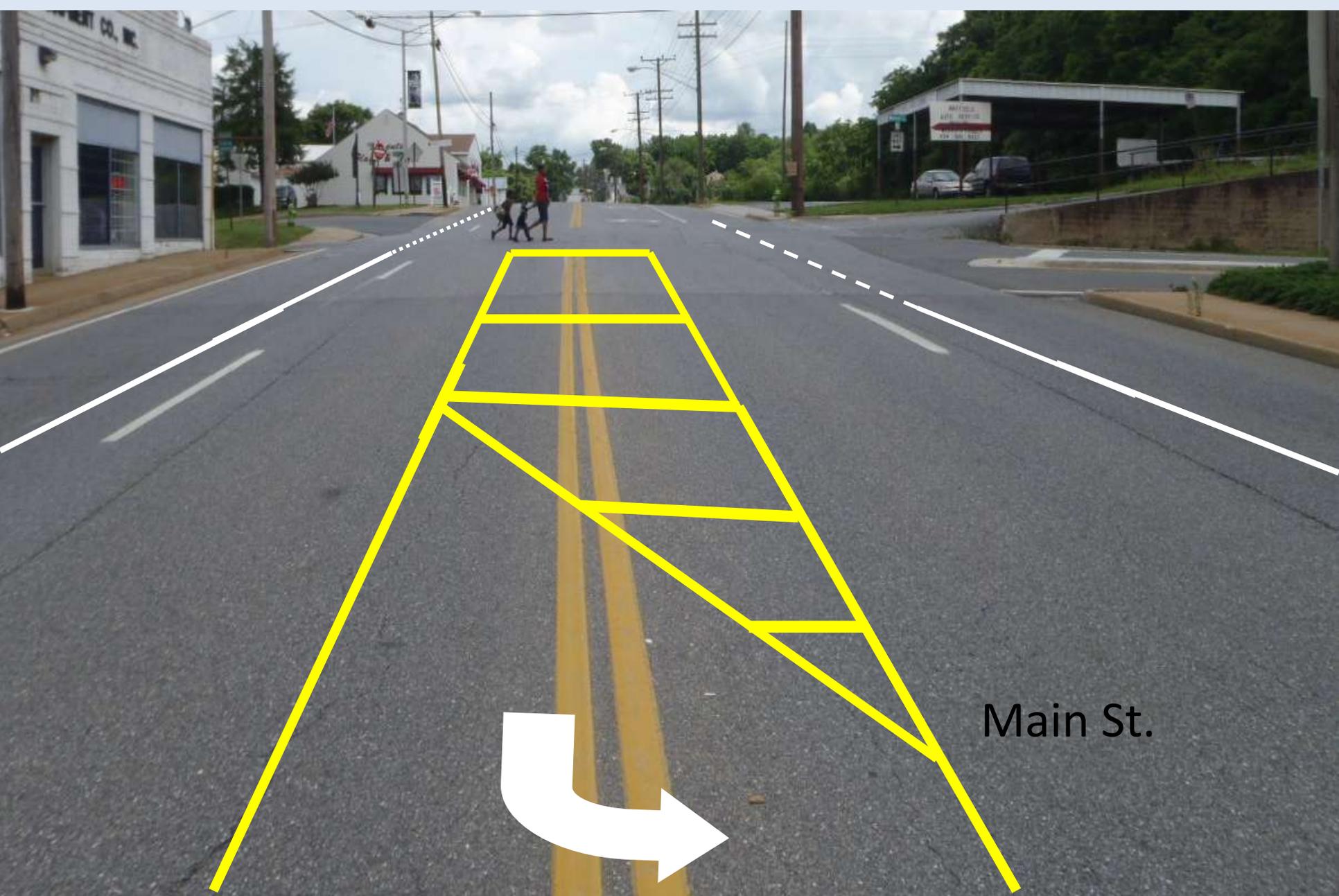
- Often called road diets, being seen more often.



Urbana, IL; before & after.



- Can reduce collisions & severity.
- Dramatically improves performance for pedestrians & cyclists.



Main St.

Four lanes worthy of a diet?

5. Food systems.

- School policies:
 - Meals; snacks & prizes.
 - Vending machines
 - Fund raising; concessions.
- Overall access & exposure:
 - Farm-to-fork (restaurant, school contracts).
 - Community gardens
 - Sugar-sweetened beverage (soda) tax



-- Regulate fast food, drive-thru locations?



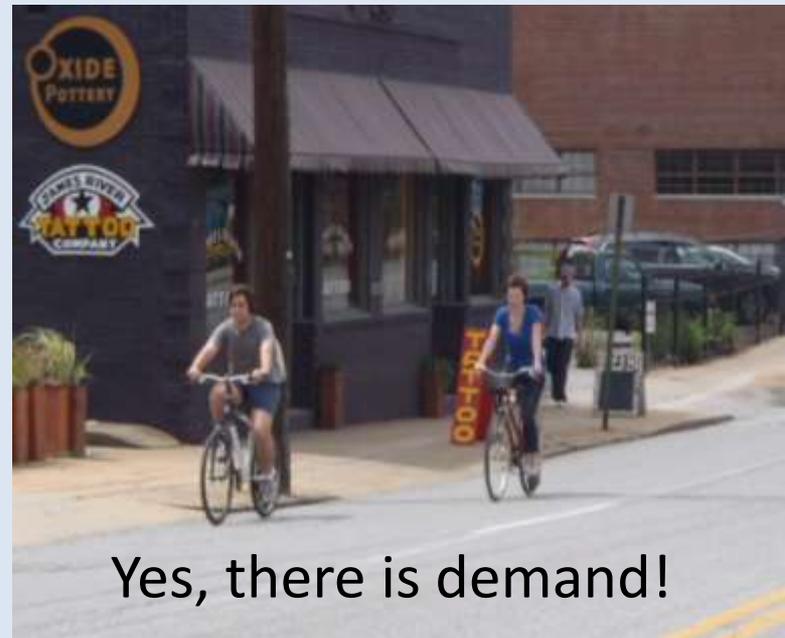
Five Elements of Healthy Community Design

1. **Different destinations** close together; think village centers, not strip malls & boxes.
2. Complete, connected **network of facilities** makes it easy to walk, bike, & take transit.
3. Sites & destinations **are appealing & rewarding** if you show up without a car.
4. **Safe & accessible** for users of all ages, incomes, & abilities.
5. **Healthy food** is available, accessible, & affordable.

www.activelivingresearch.org

What should you do?

- **Speak up.** Advocate for healthier settings, better planning, development, & transportation decisions.
- **Act up.** Help to change the environment & policies for healthy living.
- **Step up.** Be a role model by your own behavior: walk a kid to school; ride your bike to the store; take a stroll with an elderly person.



Five recommendations for PA:

Fenton, *Childhood Obesity*, 8(1); Feb 2012.

1. **Zoning ordinance**, subdivision rules focused on mixed-use, compact designs.
2. **Complete Streets** design guidelines.
3. **Trails & greenways**: Transportation networks, not just recreation trails.
4. **Transportation Demand Management**, for a transit & bicycle-friendly community.
5. **SRTS**: *Policies & procedures* to support walking & bicycling to school.

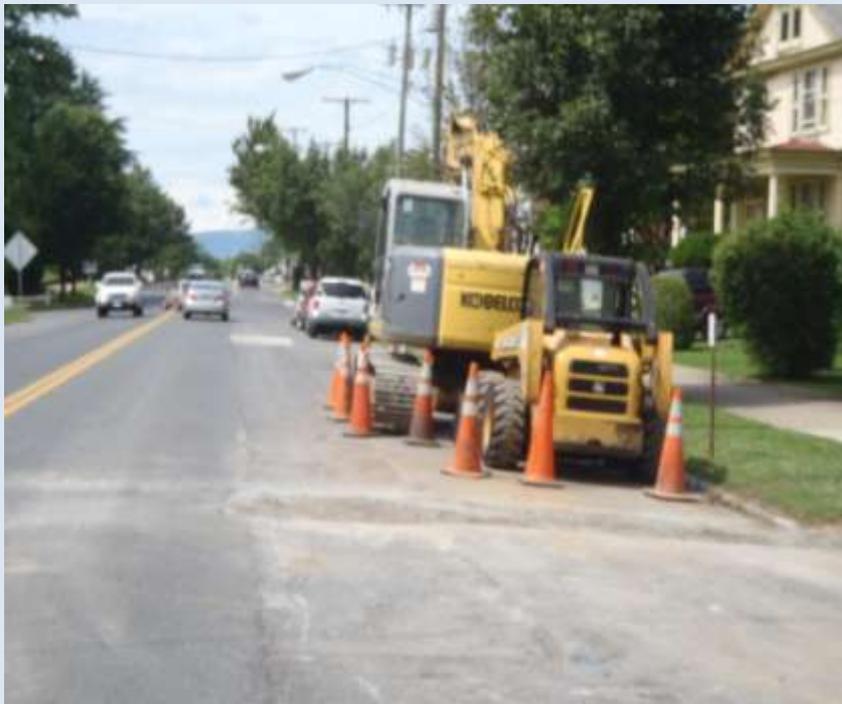
E.g. Act up by supporting Complete Streets:

- All users (pedestrians, cyclists, transit riders, & drivers) of all ages & abilities considered in every road project (new, repair, maintenance). Limited exceptions! <http://www.youtube.com/watch?v=OxK8bQmvRzk>





E.g. Rivermont



Be opportunistic:
Make improvements
when doing other
work, at small
marginal cost.

Short term actions:

- **Adopt a trail or garden.** Seasonal clean-ups, fund raising, awareness.
- **Buy a bike rack.** Sponsor racks at key locations.
- **Safe Routes to School.** Walking school busses; coat hat, mitten drive; traffic “mentors.”
- **Advocacy.** Give leaders political cover they need!



Why care about healthy community design?

- The **inactivity** epidemic; **our kids may pay!**
- **~4,000** pedestrian, **~40,000** motor vehicle, **~400,000** sedentary-related deaths/year.
- **Smog alerts**, over an hour of average commute time/day, traffic congestion and costs.
- OPEC; drilling in **ANWR**; **oil wars** in Mid-east.
- More eyes on the street, **less crime**.
- Shopping locally, healthier **housing values**.
- Higher employee retention, higher productivity, **lower health care costs**.

Owning A Healthy Community

- Walkability

<http://www.youtube.com/watch?v=ifKOB-d3uds&feature=related>

- Live Healthy Lynchburg

www.livehealthylynchburg.com



THE ROLE OF

Communities

IN PROMOTING PHYSICAL ACTIVITY

WALKABLE COMMUNITIES

People who live in walkable neighborhoods are

2
times

as likely to get enough physical activity as those who don't.

JOINT USE

The number of children who are physically active outside is

84%

higher when schoolyards are kept open for public play.

TRAILS

People who live near trails are

50%

more likely to meet physical activity guidelines.

RECREATIONAL FACILITIES

Teens who live in poor or mostly minority neighborhoods are

50%

less likely to have a recreational facility near home.

Active Living Research

www.activelivingresearch.org

Sources: TRAILS: Huston S, Evenson K, Bors P, et al. "Neighborhood Environment, Access to Places for Activity, and Leisure-Time Physical Activity in a Diverse North Carolina Population." *American Journal of Health Promotion*, 18(1): 58-69, September/October, 2003. WALKABLE COMMUNITIES: Frank LD, Schmid TL, Sallis JF, Chapman J, Saelens BE. Linking objectively measured physical activity with objectively measured urban form. Findings from SMARTRAQ. *American Journal of Preventive Medicine* 2005; 28(252):117-125. JOINT USE: Forley T, Meriwether R, Baker E, Watkins L, Johnson C, Webber L. Safe play spaces to promote physical activity in inner-city children: Results from a pilot study of an environmental intervention. *Am J Pub Health*. 2007;97:1625-1631. RECREATIONAL FACILITIES: Gordon-Larsen P, Nelson MC, Page P, Popkin BM. "Inequality in the Built Environment Underlies Key Health Disparities in Physical Activity and Obesity." *Pediatrics*, 117(2): 417-424, 2006.

Walkability Audit

A walkability audit is an unbiased examination/evaluation of the walking environment.

The general purpose of an audit is to identify concerns for pedestrians related to the safety, access, comfort, and convenience of the walking environment.



30

POB
POB









AHEAD

4705

SCHOOL

ON
RED

odge

Trail St

29 29









LYNCHBURG COMMUNITY MARKET
1000 N. BRIDGE ST.
LYNCHBURG, VA 24502
(434) 525-1234

MARKET HOURS

LYNCHBURG COMMUNITY MARKET
1000 N. BRIDGE ST.
LYNCHBURG, VA 24502
(434) 525-1234

MARKET HOURS
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
SUNDAY

First Fleet



Walkability Audit

- http://www.activelivingresearch.org/files/audit_tool_checklist.pdf
- Audit tools help to keep things objective and keep people focus on the elements of design.
- Assemble cross-sector team and invite those who do not “see” these factors on a daily basis.
- Select segments to audit based on a preliminary mapping assessment.

Land Use Environment

- Residential or Non-Residential visible?
- Type of Building and Housing Features?
- Commercial Destinations
- Public or Government Service Destinations
- Recreational Facilities/Destinations
- Others – parking lots, driveways, abandoned building, railroad, bridges, etc.
- Natural Landscape

Transportation Environment

- Alternative modes available in segment?
- Presence of enabling elements – sidewalks, bike lanes, shoulders, bus stops/transit stations, paths/trails.
- Speed Limits
- On-street Parking
- Street Characteristics
- Recreational Facilities and Equipment Access
- Service amenities – tables/chairs, fountains...

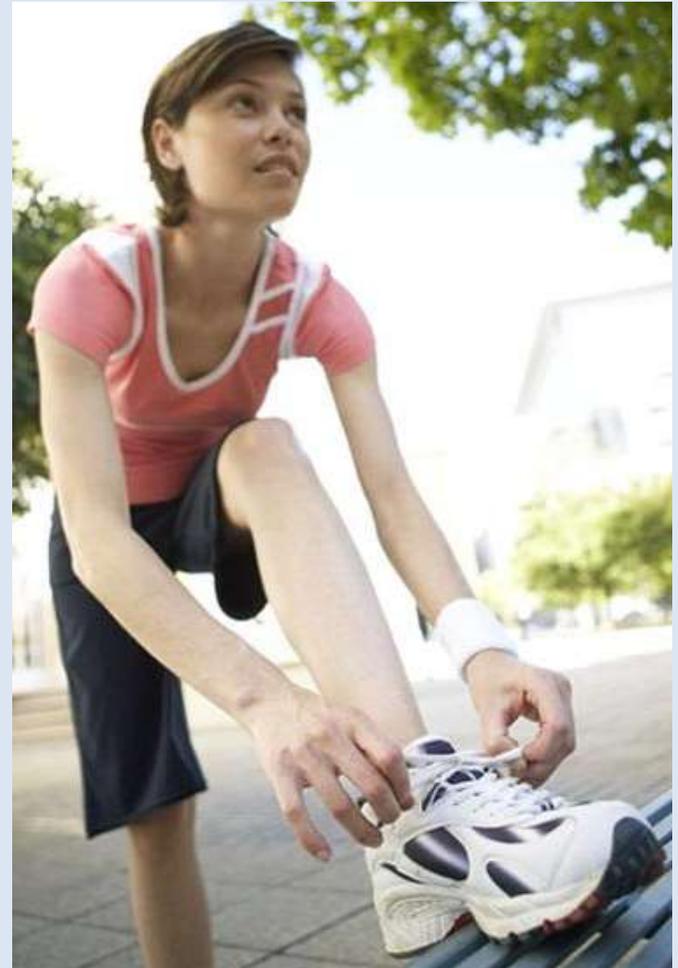
Aesthetics

- Attractiveness
- Comfort
- Air Pollution
- Noise Pollution
- Physical Disorder (litter, broken glass)

Signage & Social Environment

- Types of Signs/Messages/Directions
- Who is using the space? Demographics.
- What are they doing in the space?
- Does this differ by time of day, day of week?
- Are there animals present?

Live Healthy Lynchburg: The Thread That Ties



What is Live Healthy Lynchburg?

- ACHIEVE: Action Communities for Health, Innovation, and EnVironmental Change
- A Let's Move City Initiative
- Cross-Sector Partnerships
- Mayoral and City Endorsement
- A Social Norms Movement



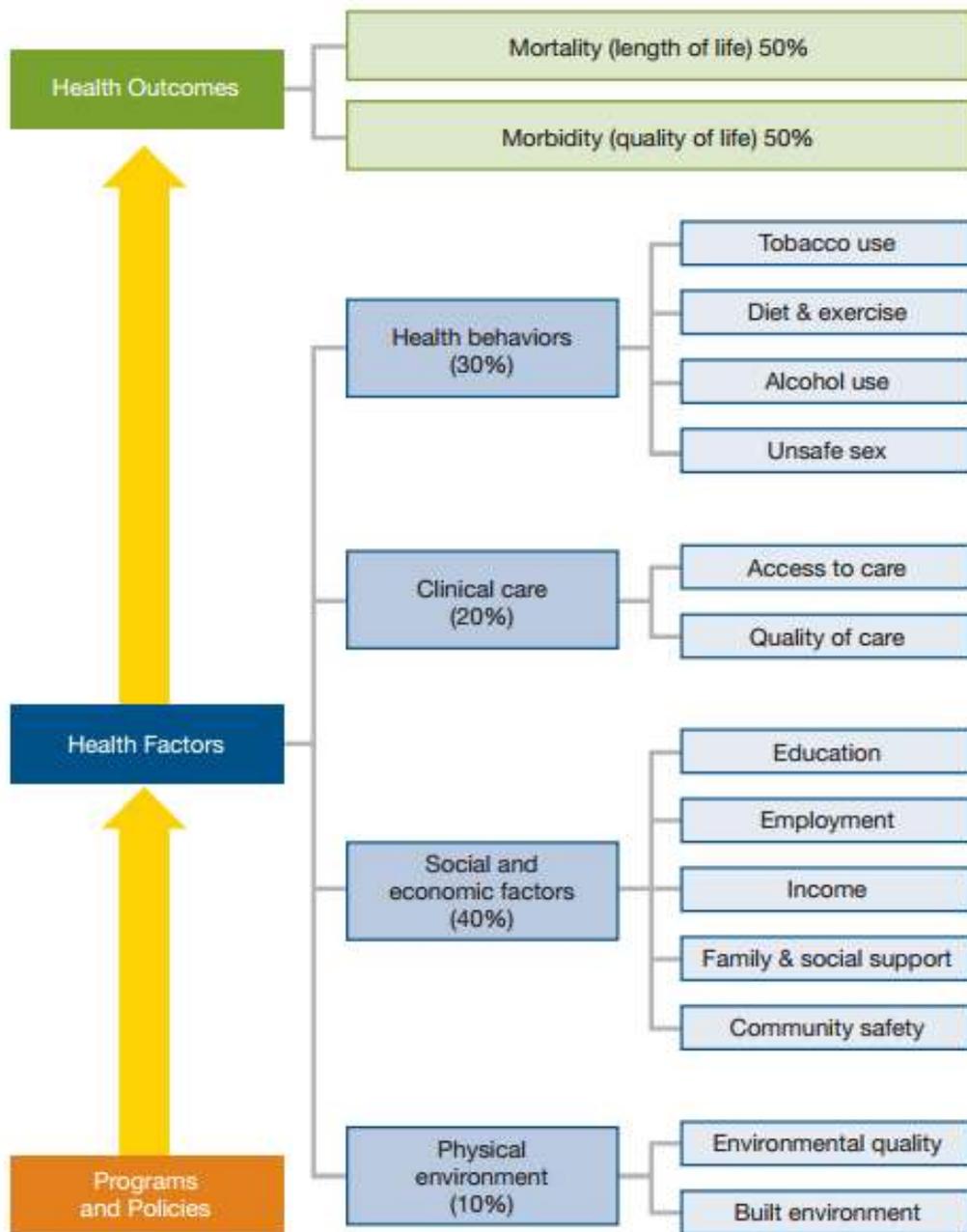
LYNCHBURG, VA – 2011 ACHIEVE



AND, we're Runner Friendly!

- True 😊
- Where do people run?
- Why do they run there?
- What factors enable and empower them?





The health of a community is ultimately dependent on:

30% Health Behaviors

20% Clinical Care

40% *Social & Economic Factors*

10% Physical Environment

So, um, how did we get here?

2010 – Named 8th Most Obese MSA out of 185; 33% Adult Obesity

2011 – 29% Adult Obesity

2012 – 31% Adult Obesity (VA: 28%; 25-38%)

30% Physical Inactivity (VA: 24%; 24-36%)

77% of workforce drives alone every day (VA: 77%; 53-87%)

30% of children live in poverty (VA: 15%; 23-36%)

42% of children live in single-parent households (VA: 29%; 36-48%)

477 (per 100k) – Violent Crime Rate (VA: 252)



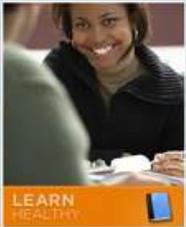
“Owning our story can be hard but not nearly as difficult as spending our lives running from it. Embracing our vulnerabilities is risky but not nearly as dangerous as giving up on love and belonging and joy—the experiences that make us the most vulnerable. Only when we are brave enough to explore the darkness will we discover the infinite power of our light.”



-Brene Brown



© 2012 bright



LIVE HEALTHY!

[Autism spectrum disorders \(ASDs\)](#) are a group of developmental disabilities that can cause significant social, communication and behavioral challenges. CDC estimates that about [1 in 88](#) children has been identified with an ASD. Because every child with an ASD is so unique, ongoing research is focused on providing essential data on ASDs, searching for risk factors and causes, and developing resources that help identify children with ASDs as early as possible.

[A study published in Pediatrics](#) last week suggests that the obese epidemic may be contributing to the rising number of children diagnosed with autism. Researchers showed that compared to nonobese mothers, those who were obese before pregnancy had a 60% increase in the likelihood of having a child with autism and a doubling in risk of having a child with another type of cognitive or behavioral delay. This may be yet another reason to strongly consider how obesity affects our every aspect of our lives.

This is why Mayor Joan Foster challenged our community to commit to get fit. Over 325 members have registered, and we have logged almost 2000 miles! Some of us are talking on the challenge for our community to lose 12 tons; some of us don't need to lose weight, but we all still need to stay active. Please [register](#) by clicking on the orange button on the top right corner of your screen. Log in as often as you like to update your weight and/or your miles logged (by running, walking, swimming, moving!)

The essential building blocks for living healthy are a balanced diet and regular exercise. This website intends to help you and your family take advantage of the fresh foods and both indoor and outdoor places to exercise in our community. It also intends to help you learn more about what schools, businesses, faith communities and other groups in our community are already doing to help us all live healthy. Lynchburg has a unique collection of amazing resources to encourage healthy living. Let's use them and follow the mayor's youth council's advice to "Lighten Up Lynchburg". Daylight Savings gives us one more hour of sunshine in the evening to be outside and active!

[Event of the Week](#): This Saturday, April 14, 2012 8:00 AM, check out the [1st Annual Autism Awareness Run](#). Proceeds benefit The Blue Ridge Autism and Achievement Center and Jefferson Forest High School Girls Soccer Team.



www.livehealthylynchburg.com

Medical Concerns [End More](#)

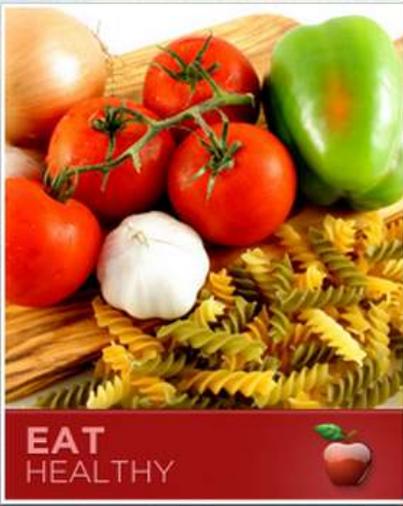
Obesity makes it much more likely that you will develop other health problems. If you have certain symptoms, you need to notify your doctor. Hypertension, high cholesterol, sleep apnea, depression, eating disorders, and diabetes can all be serious complications of obesity. The best treatment for all these issues is weight loss, but there are often other interventions that may help while you are attempting to lose weight.

HELP LYNCHBURG
GET HEALTHY!



REGISTER NOW TO TRACK YOUR WEIGHT!

REGISTER



- Eat Healthy – Nutrition, Breastfeeding, CSAs
- Play Healthy – Recreation, Organizations, Sports
- Work Healthy – Education, PSE Changes, Challenges
- Learn Healthy – Best Practices, School Nutrition/Food Environment, Wellness Policy

Maximizing public health impact in communities

Impact = Reach × Exposure × Potency

Focus on changing things that affect

many people

with frequent exposure

in a comprehensive way

How do we change the context?

“Make the Healthy Choice the Easy Choice”

Figure 2. The Socio-Ecological Model^[3]



Factors that affect health

**Smallest
Impact**



**Largest
Impact**

Counseling
& Education

Clinical
Interventions

Long-lasting
Protective Interventions

Changing the Context
*to make individuals' default
decisions healthy*

Socioeconomic Factors

Examples

Eat healthy, be
physically active

Rx for high blood
pressure, high
cholesterol, diabetes

Immunizations, brief
intervention, cessation
treatment, colonoscopy

Fluoridation, 0g trans
fat, iodization, smoke-
free laws, tobacco tax

Poverty, education,
housing, inequality

Our Plans

- Cross-Sector Partnerships – Bustin’ Silos
- Policy and Systems Approach
 - Complete Streets Policy/Urban Walk-Bike-Run Routes
 - Lynchburg Area Food Council
 - Special Event Permits
 - Non-Profit Influence on Grantees
 - Leveraging Colleges & Universities
 - Business Leaders

Work
Healthy

Creating and Celebrating Healthy
Business, Workforce & Community



WALK RALEIGH

OUR FIRST 3 INTERSECTIONS

LETSWALKRALEIGH@GMAIL.COM

Hillsborough Street

Cameron Village

Wilmington Street

IT'S A 16 MINUTE WALK TO SEABOARD STATION

IT'S A 9 MINUTE WALK TO THE NC BELLTOWER

IT'S 21 MIN BY FOOT TO MISSION VALLEY

IT'S AN 18 MINUTE WALK TO SEABOARD STATION

IT'S 35 MIN WALK TO FIVE POINTS

THE ROSE GARDEN

DIX

PARK

IT'S A 7 MINUTE WALK TO RALEIGH CITY CEMETERY

IT'S A 33 MINUTE WALK TO DOROTHEA DIX

IT'S 17 MINUTES BY FOOT TO DOROTHEA CEMETERY

IT'S 15 MINUTES BY FOOT TO WILLEN

IT'S AN 18 MINUTE WALK TO CHAVIS PARK

Our Plans

- System and Environmental Changes
 - Community Design and Development
 - Food Deserts/Healthy Corner Store Initiative
 - Lynchburg Daily Bread (VDH/HDSP Grant)
 - Tobacco Use Reduction (Parks and Recreation)
 - Capacity-Building & Professional Development with Lynchburg City Schools
 - Research & Assessment
- FUNDING



Essential Next Steps

- Be open to new partnerships.
- Ensure health impact is considered in all decisions.
- Think hard on where you want to connect with people whose social determinants disengage them from believing they can do it.
- Decide how you will model and lead within the community.

widespread change...



within our grasp

This guy
is a new
model of
success!





Olshansky et.al., “A
Potential Decline in Life
Expectancy . . .”
New Eng. J. of Med.,
March 17, 2005



Place Matters for Livability and Health

Leslie Hoglund, M.Ed., CHES

leslie.hoglund@vdh.virginia.gov

(434) 947-2629

