

Your Health Matters: Growing Active, Healthy Communities



3: Consider What Works

Consider What Works: Learning Objectives

- Identify evidence-based strategies to support increased physical activity and healthy eating in your community.

Why look at past examples?

- Evidence-based strategies have been shown to work in scientific studies.



Use evidence-based strategies instead of:

- Trendy
- Cost effective
- Quick fixes
- “We’ve always done it this way”



Evidence-Based Strategies Around Texas



Strategy #1: Expand opportunities to be physically active at existing locations



Example 1: Free Exercise Classes in Brownsville, TX

- Using existing facilities around the city, including schools, churches, and community buildings to offer exercise classes.



Example 2: Cedar Brook Elementary School in Spring Branch, Texas



SPARK helps public schools develop their playgrounds into community parks. The park is used by the elementary school during school hours, but then is open to the public during after school hours and on the weekends.

Video: <http://youtu.be/QZsgGWNQaho>

<http://www.sparkpark.org/>

Example 3: San Antonio Síclovía (Open Streets)



Video:
<http://youtu.be/13DfyUcA7Oc>



Communities Putting
Prevention to Work

The difference between a Block
Party and Open Streets is that
Open Streets is a regular
occurrence.

What locations exist in your communities that could be used for this strategy?



Strategy #2: Create streets that are safe and accessible everyday



Example 1: Improve sidewalks, crosswalks, bicycle paths

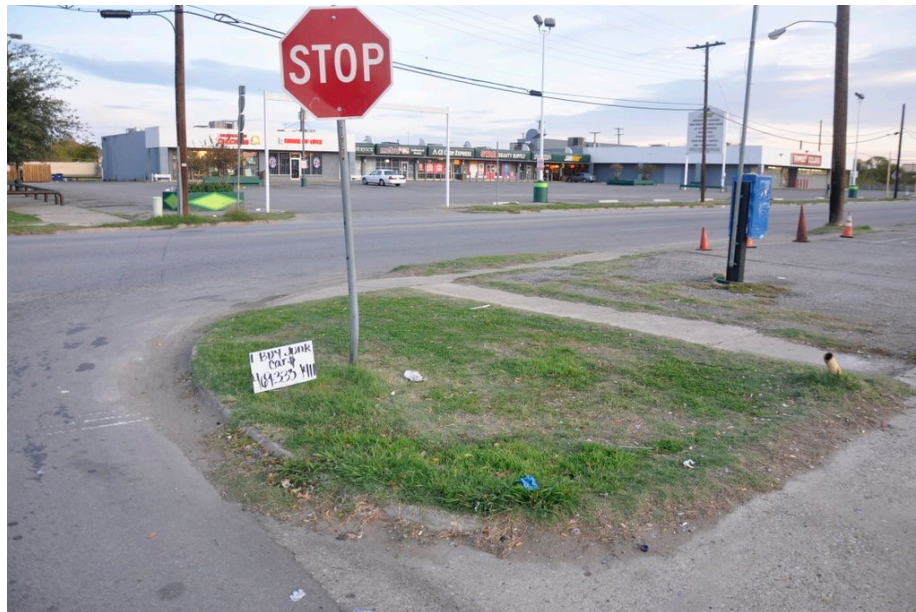
Make walking, biking, and using mass transit the easy thing to do.



Safe Routes to School

Example 2: South Dallas Better Block Project

BEFORE



AFTER



The Better Block

Example 3: Houston Bikeway Program

Unprotected Path



Protected Path



Where some places are in
your community that could
benefit from improved
sidewalks, crosswalks, and/or
bicycle paths?
How?



Strategy #3: Increase awareness to encourage physical activity in places where people make decisions



Example 1: Brownsville's Sunrise Mall

“Learn to Love It!” and other point of decision prompts



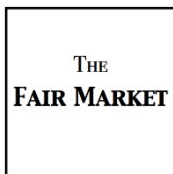
Strategy #4: Increase consumption of fruits and vegetables



Example 1: Tyler Gets a Taste of Healthy Eating with The Fair Market



- A partnership between NET Health and East Texas Community Food Coalition in Tyler has led to the development of a farmers market.
- To encourage low-income mothers and their young children to eat more fresh fruits and vegetables the market provides WIC participants with vouchers to buy produce at the market.
- The market is centrally located and within walking distance from the main bus depot and within an identified Food Desert.



Example 2: Lubbock Community Garden Provides Affordable Fresh Produce



- The Guadalupe Garden Coalition in Lubbock, Texas helped to develop community gardens in the low-income neighborhood of Guadalupe.
- Community members can apply for a spot and grow and harvest their own produce.
- The extra food is distributed to the community through St. Joseph's church.



Example 3: Waco Brings Farm-Fresh Produce to Work



- The Waco-McLennan County Public Health District facilitated the partnership between City of Waco and Sustainable Food Center to implement the Farm to Work program as a project of the Community Transformations Grant funded through DSHS by CDC.
- The program provides 1,500 employees access to fresh, locally grown fruits and vegetables without having to travel to a grocery store and supports local farmers.



Strategy #5: Reduce the consumption of high-calorie foods and sugar-sweetened beverages



Example 1: Burnet County Menu Labeling



- This program was started by the San Antonio Metro Health District.
- Williamson County & Cities Health District adapted the ¡Por Vida! A Better Choice For Life! healthy menu labeling program locally in Burnet County and Williamson County.
- With this program they are working with local health care providers and dining establishments to make community members aware of the calories in the foods they choose to eat.

Example 2: San Antonio “Tienditas Por Vida”



- The ¡Tiendita Por Vida! program offers area residents an easy and accessible way to purchase healthier food choices and keep the neighborhood from being a ‘food desert,’ an area with no access to fresh or frozen produce within walking distance.
- The ¡Tiendita Por Vida! initiative installed refrigeration and freezer units in two family-owned stores. The stores stock the units with fresh and frozen foods, and feature culturally-relevant marketing and education, including healthy recipes and cooking demonstrations.

What is the Community Guide?

The Community Guide Home Page

The Guide to Community Preventive Services
THE COMMUNITY GUIDE
What Works to Promote Health

Community Preventive Services Task Force

Search

Community Guide Topics

- Adolescent Health
- Alcohol
- Asthma
- Birth Defects
- Cancer
- Diabetes
- Health Communication
- Health Equity
- HIV/AIDS, STIs & Pregnancy
- Mental Health
- Motor Vehicle
- Nutrition
- Obesity
- Oral Health
- Physical Activity**
 - Campaigns & informational approaches
 - Behavioral & social approaches
 - Environmental & policy approaches
- Social Environment
- Tobacco
- Vaccines
- Violence
- Worksite

About the Guide

Slides and Promotional Materials

Community Guide Topics

Promoting Physical Activity

Studies show that regular physical activity reduces the risk for depression, diabetes, heart disease, high blood pressure, obesity, stroke, and certain kinds of cancer. Yet, the [2008 Physical Activity Guidelines Advisory Committee](#) notes that data from various national surveillance programs consistently show most adults and youth in the U.S. do not meet current physical activity recommendations, e.g., 45% to 50% of adults and 35.8% of high school students say they get the recommended amounts of moderate to vigorous physical activity.

How much physical activity is enough to impact health? The [2008 Physical Activity Guidelines for Americans](#) provides science-based [recommendations for population subgroups](#), including:

- Children and adolescents (age 6-17)
- Adults (age 18-64)
- Older adults (age 65 and older)
- People with disabilities

Community Guide Systematic Reviews

The Community Guide includes systematic reviews of interventions in the following areas:

- [Campaigns and informational approaches](#)
- [Behavioral and social approaches](#)
- [Environmental and policy approaches](#)

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Email page

Print page

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Get email updates

To receive email updates about Promoting Physical Activity, enter your email address:

[What's this?](#)

The Guide to Clinical Preventive Services

Together, the Community Guide and the Clinical Guide provide evidence-based recommendations across the prevention spectrum.

[More »](#)

Contact Us:

Community Guide Branch
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☒ [Community Guide](#)

Welcome to Healthy, Texas!

[Inicio en español](#)

[Healthy, Texas](#) — [Vision](#) — [Obesity Facts](#) — [Target Areas](#) — [Settings](#) — [Success Stories](#) — [Resources](#)

Welcome to HEALTHY, TEXAS

Healthy, Texas, is a place where active living and healthy eating are the Texas way of life. It is a place where individuals, organizations and communities work together to create an environment where healthy living is the easy choice.

Currently, the number of overweight and obese Texans is growing at an alarming rate. No single program can address this epidemic alone — it's going to take a statewide effort to increase regular physical activity and improve nutrition for all Texans. And you can help! We need communities, employers, schools and individuals to work together to start making real change happen.

No matter who you are, you can build a plan for action that will make a difference in your community. Give us some details below about who you are and what you want to do, and we will build a plan just for you. We need you to help make Healthy, Texas, a reality.

- **Step 1:** Review Obesity Facts and Vision to learn about overweight and obesity in Texas.
- **Step 2:** Build your plan to help improve the health of your community, school or worksite.
- **Step 3:** Click on Success Stories and Resources for additional tools to help you.

BUILD A PLAN

STARTING POINT

Where do you want to make a change?

What role do you play?

What kind of plan are you seeking?

- ☐ Decrease consumption of sugar-sweetened beverages.
- ☐ Decrease television viewing.
- ☐ Increase breastfeeding initiation, duration and exclusivity.
- ☐ Increase consumption of fruits and vegetables.
- ☒ Increase physical activity.
- ☐ Reduce the consumption of high-energy-dense foods.

What is your zip code? (Optional. Will not influence results.)

ENDING POINT

Healthy, Texas

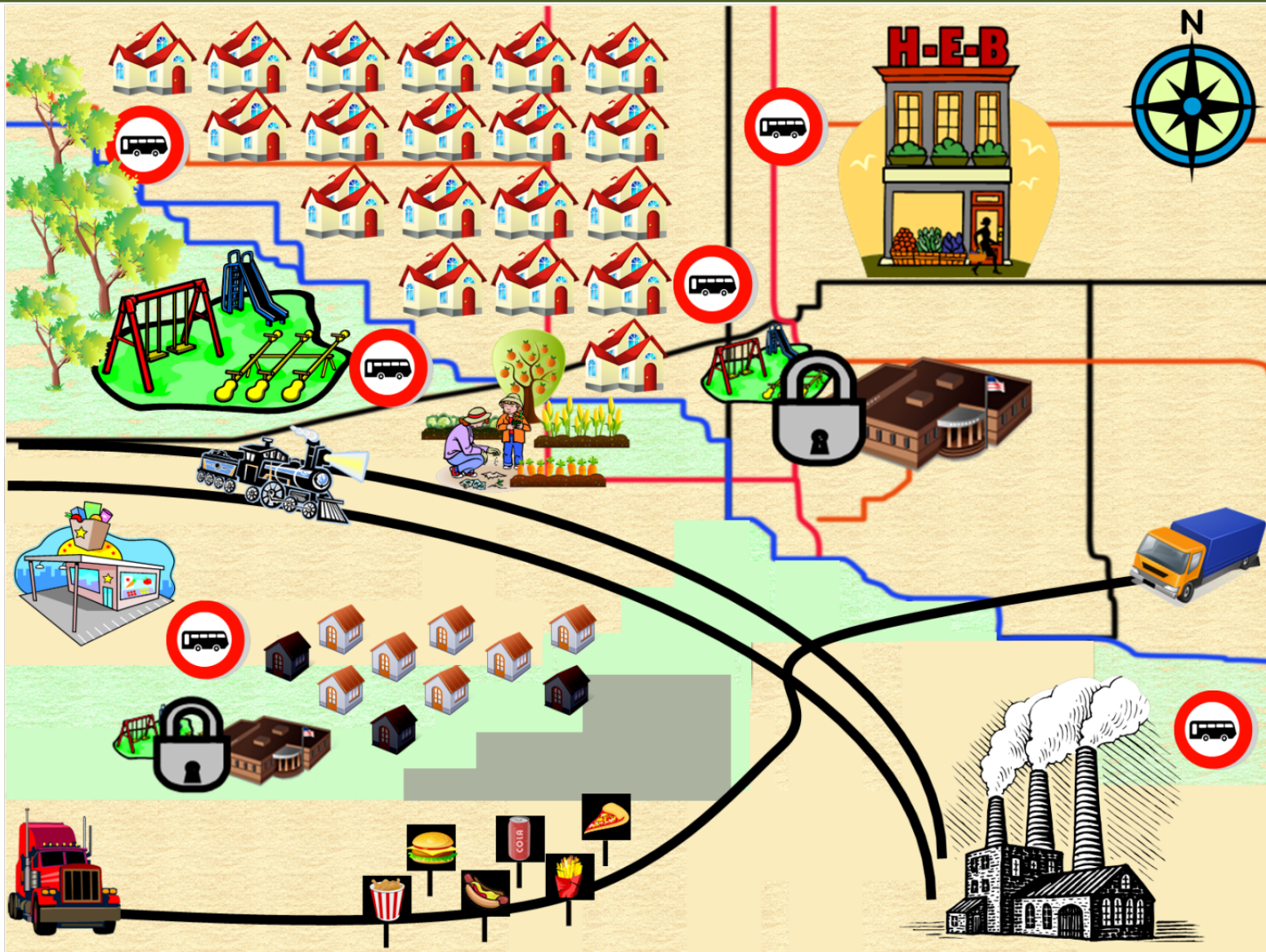
[GET DIRECTIONS](#)



<http://planhealthytexas.org>



Welcome to Unhealthy, Texas USA





Welcome to Unhealthy, Texas USA

COMMUNITY INPUT

Barriers to Physical
Activity and Healthy
Eating

North

South

What Works

Establish Priorities:
Important and/or
Doable

Take Action

Next
Steps

Who

When

Measure

Our Priority:

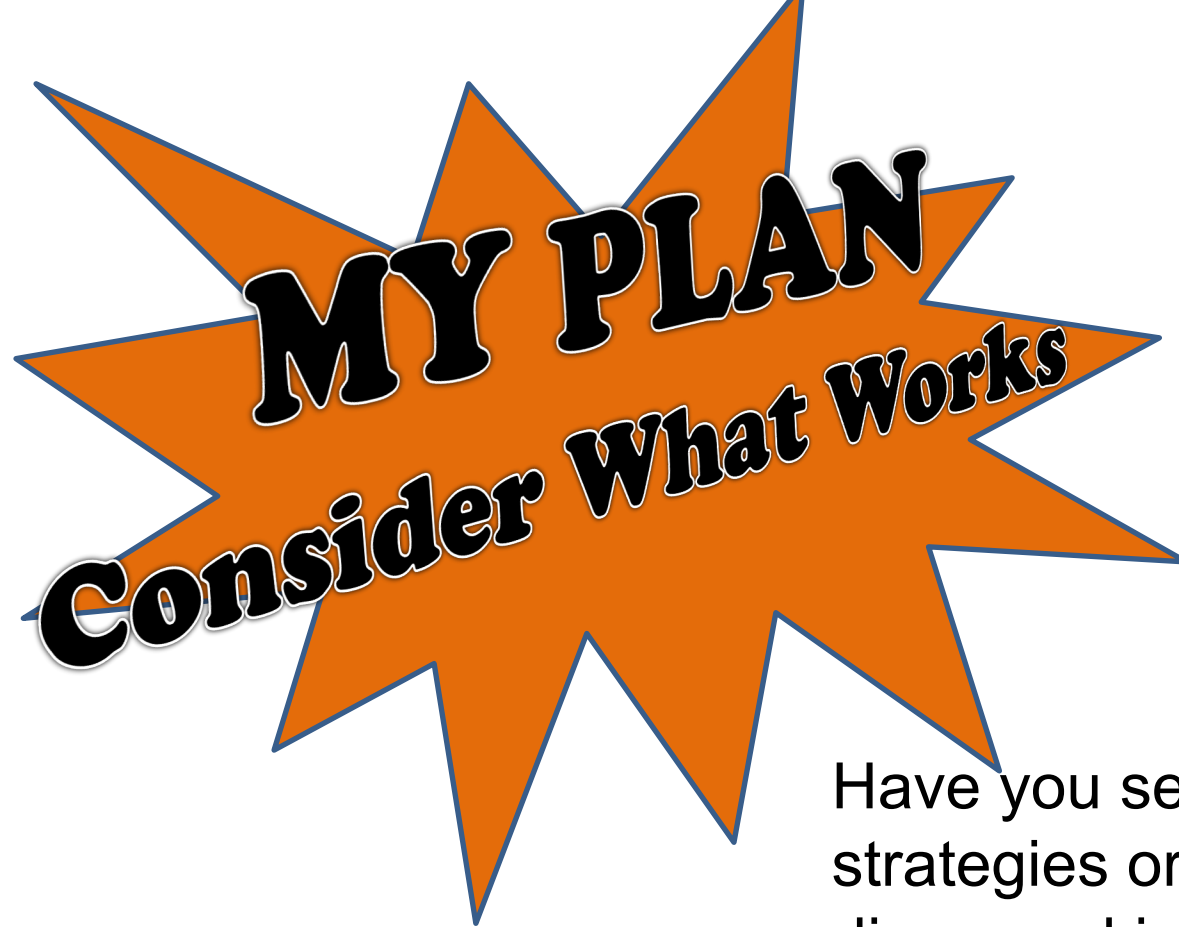
Partners:

Consider What Works:

Key Point Recap

- PlanHealthyTexas.org is a great resource to identify evidence-based strategies.
- There are many more evidence-based strategies.
- All should be considered with partners in your community.





Have you seen any of the strategies or examples we discussed in your community?

Of the strategies and examples we discussed, which one do you think will work in your community?

Switch to *Partners* PowerPoint