Your Health Matters:
Growing Active, Healthy Communities

7: Take Action
Take Action: Learning Objectives

• Describe the roles of decision makers to influence public policy and create healthy communities.
• Communicate effectively with your community leaders and decision makers.
• Identify appropriate techniques to evaluate physical activity and healthy eating initiatives.
WHO DO YOU NEED TO TALK TO?
## What do local community decision makers do?

<table>
<thead>
<tr>
<th>City Councils and Commissioners</th>
<th>Mayor’s Offices</th>
<th>School Boards</th>
<th>Parks and Recreation Departments</th>
<th>Law Enforcement</th>
<th>City and Urban Planning Departments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carry out policy improvements that promote healthy living</td>
<td>Organize and lead forces to promote fitness and health</td>
<td>Improve policies regarding physical activity and healthy eating for school-age children (K-12)</td>
<td>Implement and maintain built environment</td>
<td>Promote and support security</td>
<td>Shape the development of new built environments</td>
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<tr>
<td>Uphold zoning regulations</td>
<td>Attend community events focused on health</td>
<td>Regulate the use of playground areas after school hours</td>
<td>Promote access to facilities that promote physical activity and healthy eating</td>
<td>Ensure that safety, or a lack of, is not a barrier to individuals and families being physically active</td>
<td>Build sidewalks with all new roads</td>
</tr>
<tr>
<td>Determine the allocation of funding</td>
<td>Designate city resources and priorities toward health initiatives</td>
<td></td>
<td>Provide physical activity opportunities for all ages and abilities</td>
<td>Create parks in areas without them</td>
<td>Create ordinances for healthy growth and development</td>
</tr>
</tbody>
</table>
Community Change Video

Neighbors Unite to Promote a Healthier Community
Neighbors Unite to Promote a Healthier Community Video Discussion

• What role did the community members of Brownsville play in stopping the toll road?
• What would be your first step to start a change like this in your community?
HOW DO WE COMMUNICATE WHAT OUR COMMUNITY NEEDS?
Communicate needs by...

- Connecting
- Educating
- Building long-term relationships
How would you communicate this information?

- Communicate in a variety of ways.
- Prepare.
- Be concise.
What do you need to say?

Prepared statements, commonly known as elevator speeches, are previously written and practiced presentations in which you communicate what is important for your community.
What do you need to say?

1. HOOK: ABOUT YOU
   - Smile and open with a statement or question that grabs attention: a *hook* that prompts your listener to ask questions.
   - Tell who you are: describe yourself and your role in the community.
   - Tell why you matter.

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What do you need to say?

2. **LINE: WHAT IS THE ISSUE?**
   - Why does the issue matter?
   - Explain why this issue is important to your community.
   - Provide local data / comparisons to others.
   - Tell your story.

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3. SINKER: ASK FOR COMMITMENT
   – What do you want from the person?
   – Ask them to support your issue, introduce a bill, etc.
   – You should always find out how you will be able to follow up. You will likely want an appointment with the decision maker or staff after the speech.

What do you need to say?
Let’s Practice!

• Design your elevator talk and share it with a partner.

• Give feedback to your partner:
  – What is one thing they need to improve?
  – What was one thing they did really well?
THINKING ABOUT THE FUTURE – HOW DO WE KNOW IF OUR PROJECT IS WORKING?
Barriers and Myths: Evaluation

• Evaluation is...
  – Too complex.
  – Something to do once and you can be done with it.
  – A whole new set of activities that we do not have time or resources for.
  – Not important because I know what is good for my community.
Measuring Our Success: Evaluation

• Here are a variety of measures:
  – Pre- and post-tests examining change
  – Changes in minutes of physical activity and blood pressure
  – Observed changes in human behavior and the physical environment
  – Changes in policy

• Evaluation should include repeating the assessment that was done in the beginning of the project to assess the change by the end.
What do you do when it doesn’t go as planned?

- Pitfalls will happen, it’s better to expect them than to be surprised by them. Use evaluations to help identify problems before it's too late.
Take Action

Key Point Recap

• Decision makers are community leaders who hold multiple roles in the community and each one is able to make different changes.

• It is important to engage decision makers by creating ongoing, positive relationships.

• Do not forget to evaluate how successful your project is!
What actions can you take in your community?

Who can share your story and plan with?
Switch to Conclusion PowerPoint