

# 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?

## City Councils and Commissioners

Carry out policy improvements that promote healthy living

Uphold zoning regulations

Determine the allocation of funding

## Mayor's Offices

Organize and lead forces to promote fitness and health

Attend community events focused on health

Designate city resources and priorities toward health initiatives

## School Boards

Improve policies regarding physical activity and healthy eating for school-age children (K-12)

Regulate the use of playground areas after school hours

## Parks and Recreation Departments

Implement and maintain built environment

Promote access to facilities that promote physical activity and healthy eating

Provide physical activity opportunities for all ages and abilities

## Law Enforcement

Promote and support security

Ensure that safety, or a lack of, is not a barrier to individuals and families being physically active

## City and Urban Planning Departments

Shape the development of new built environments

Build sidewalks with all new roads

Create parks in areas without them

Create ordinances for healthy growth and development

# Community Change Video



# 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?

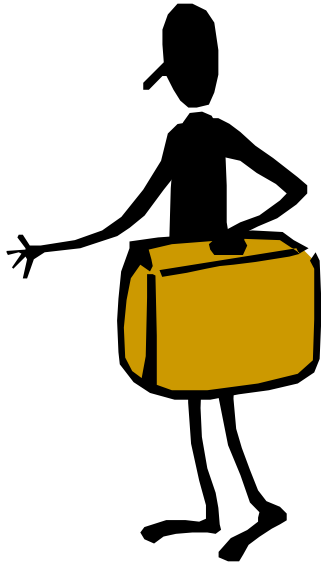




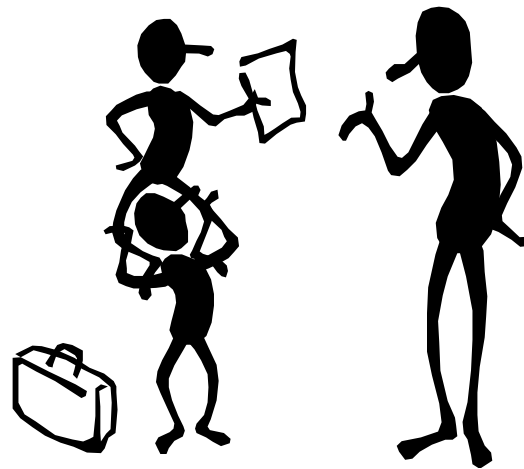
**HOW DO WE COMMUNICATE WHAT  
OUR COMMUNITY NEEDS?**

# Communicate needs by...

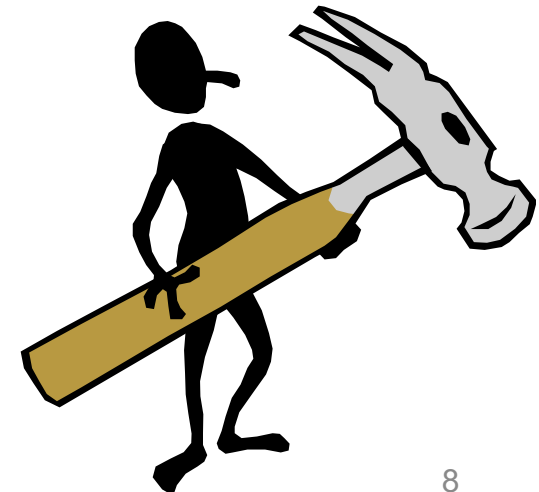
- Connecting



- Educating



- Building long-term relationships





# How would you communicate this information?

- Communicate in a variety of ways.
- Prepare.
- Be concise.



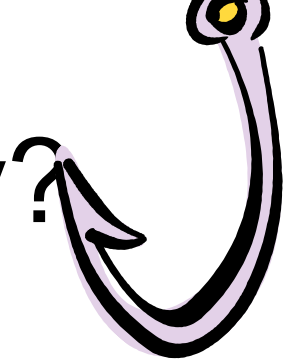
# What do you need to say?

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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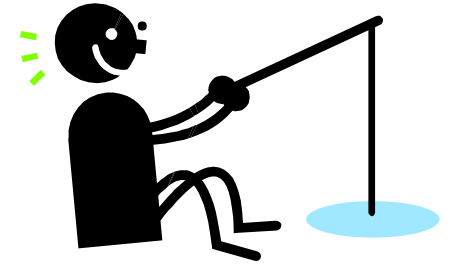




# What do you need to say?

## 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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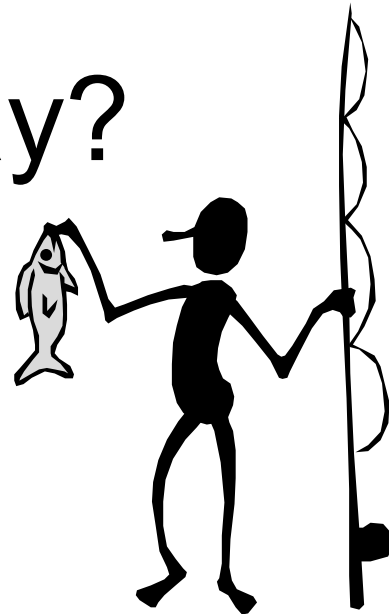
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# What do you need to say?

## 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.



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# Let's Practice!

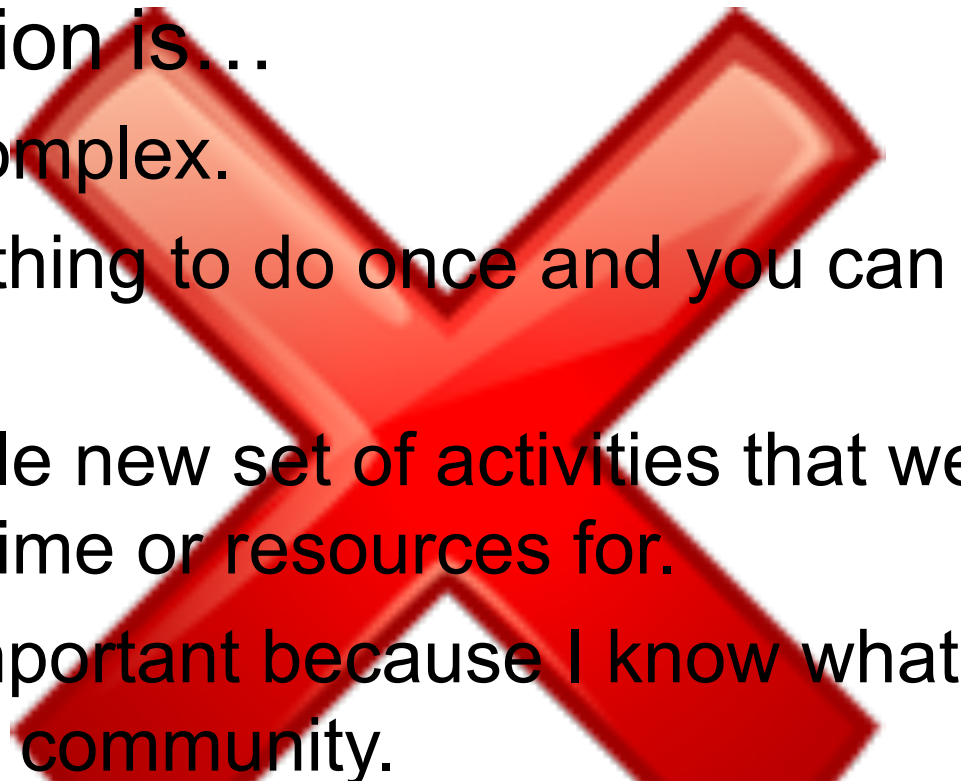
- Design your elevator talk and share it with a partner.
- Give feedback to your partner:
  - What is one thing they need to improve?
  - What was one thing they did really well?



**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.
- 



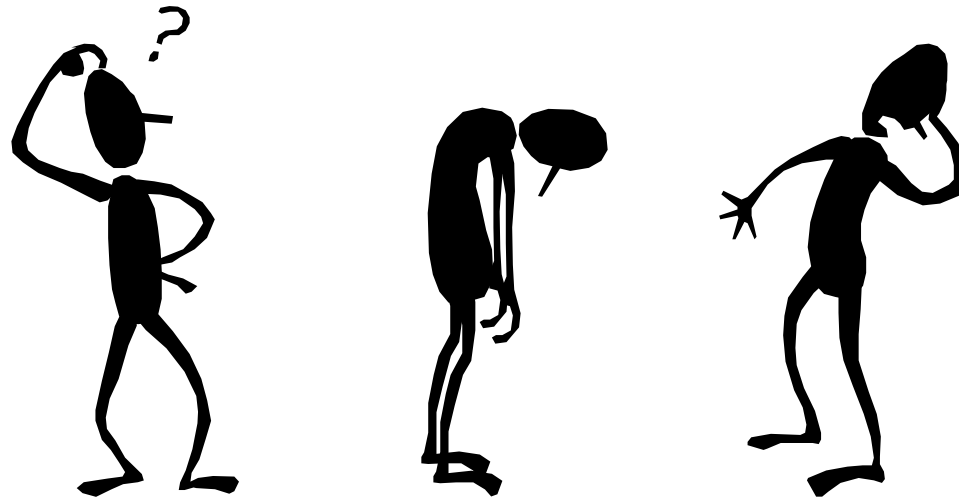
# Measuring Our Success: Evaluation

- 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 its 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!





**MY PLAN**  
**Take Action**

What actions can you take in your community?

Who can share your story and plan with?

Switch to  
*Conclusion*  
PowerPoint