



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** strategies that are:

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



Evidence-Based Strategies in Texas and Beyond...





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



Example 1: Over 200 free Exercise Classes are offered every week in the Rio Grande Valley: Tu Salud ¡Si Cuenta!

- Using existing facilities around the city, including parks, schools, churches, and community buildings to offer physical activity opportunities



About ▾ Our Initiatives ▾ Live Healthier ▾ Media ▾ Contact Us ▾ Classes & Events ▾ COVID-



Example 2: Houston school playgrounds used as public parks



In the Houston/Harris county area over 17 districts and 200 schools have participated in the SPARKS program

<https://sparkpark.org/wordpress/schools/>



Example 3: "Open Streets" events like CycloBia in Brownsville, Texas and in big cities like Mexico City and Bogota



Open Streets is a regular occurrence that uses existing streets as spaces for pedestrians to be physically active and car free! It can also provide opportunities for small businesses to gain exposure along the route.

What locations exist in your communities that could provide opportunities to implement this strategy?





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



Example 1: Improve sidewalks, crosswalks, bicycle paths

Make walking, biking, and mass transit easier and safer. Increase bus routes, provide shade at bus stops, add protected bike lanes, sidewalks and lighting to encourage active transportation.



Safe Routes to School

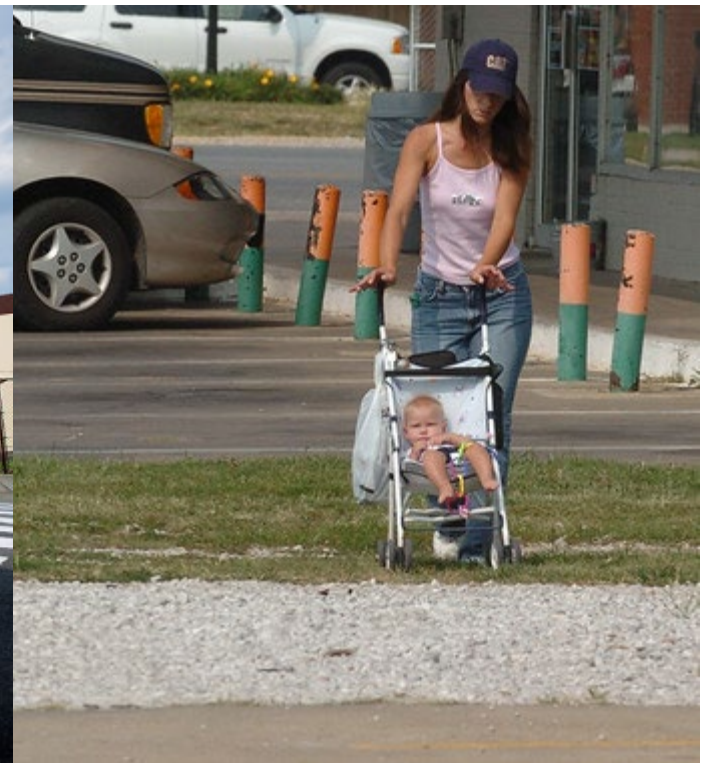
Example 2: Katy Trail Dallas

Converting Abandoned Railways into Trails

<https://www.railstotrails.org/>



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



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



Examples 1 & 2

Point-of-decision signage.

Point-of-decision prompts are motivational signs or other prompts for physical activity, such as taking the stairs instead of elevators or escalators.



Wayfinding in walkable places.

Wayfinding signs placed at strategic points in walkable places can direct people to nearby destinations, including parks, recreation facilities, and other attractions.





Strategy #4: Increase consumption of fruits and vegetables



Example 1: Austin Community Supported Agriculture Urban Roots



Urban Roots Farm & Ranch in Austin -

Urban Roots aims to provide the people of Austin with "**another source of real food grown locally**" 40 percent of their produce is donated to hunger relief organizations across the Greater Austin Area. They also have a farm internship program, where they teach the young people of Austin "**about good food and empower them to find their voice.**"

Example 1: Austin Community Supported Agriculture Steelbow Farm

Steelbow Farm--Farm & Ranch in Manor

Steelbow Farm started in 2017. Their subscription veggie box contains restaurant-quality produce and sells out every week.



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.



Example 4: Shop Smart, Eat Smart



Create a “Healthy Food Section” of the store.



Conduct food demonstrations with nutrition education, featuring fruits and vegetables sold at the store.



Help the store to test new nutritious products, such as whole wheat tortillas.



Post shelf talkers, that are attached to the edge of a shelf, to promote low-cost, nutritious items.





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



Example 1: Menu Labeling



- This program was started by the San Antonio Metro Health District.
- 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](#)

Text size: **S** M L XL

- Email page
- Print page
- Bookmark and share

Get email updates

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

Submit

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.

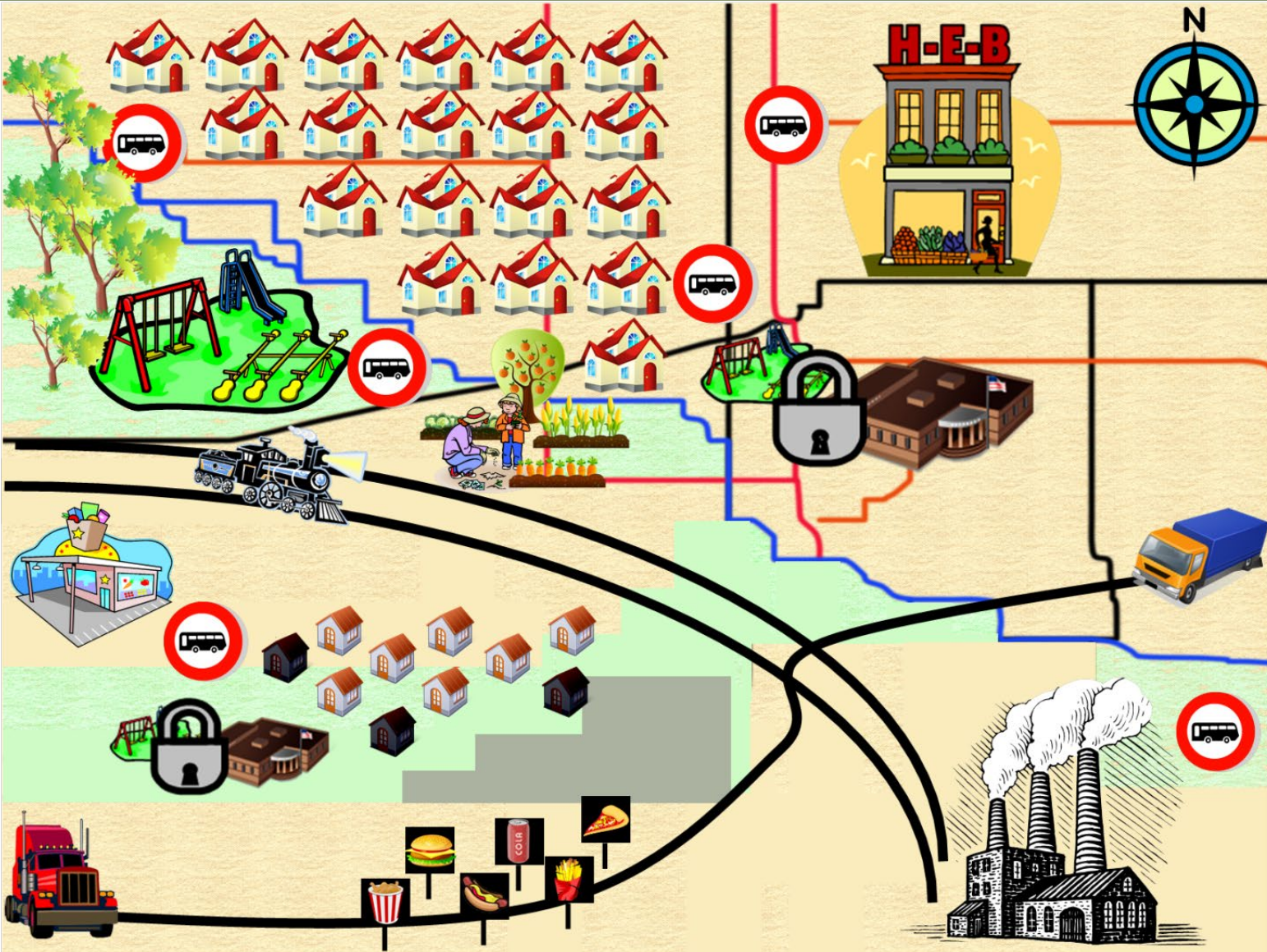
[More »](#)

Contact Us:

- Community Guide Branch
Epidemiology and Analysis Program Office (EAPO)
Office of Surveillance, Epidemiology, and Laboratory Services (OSELs)
Centers for Disease Control and Prevention
1600 Clifton Road NE
Mailstop E-69
Atlanta, GA 30333

[Community Guide](#)

Welcome to Falfurrias, Texas USA





Welcome to Falfurrias, Texas USA

COMMUNITY INPUT

Barriers to Physical Activity and Healthy Eating



Establish Priorities: Important and/or Doable

Take Action

North

South

Next Steps

Who

When

Measure

Our Priority:

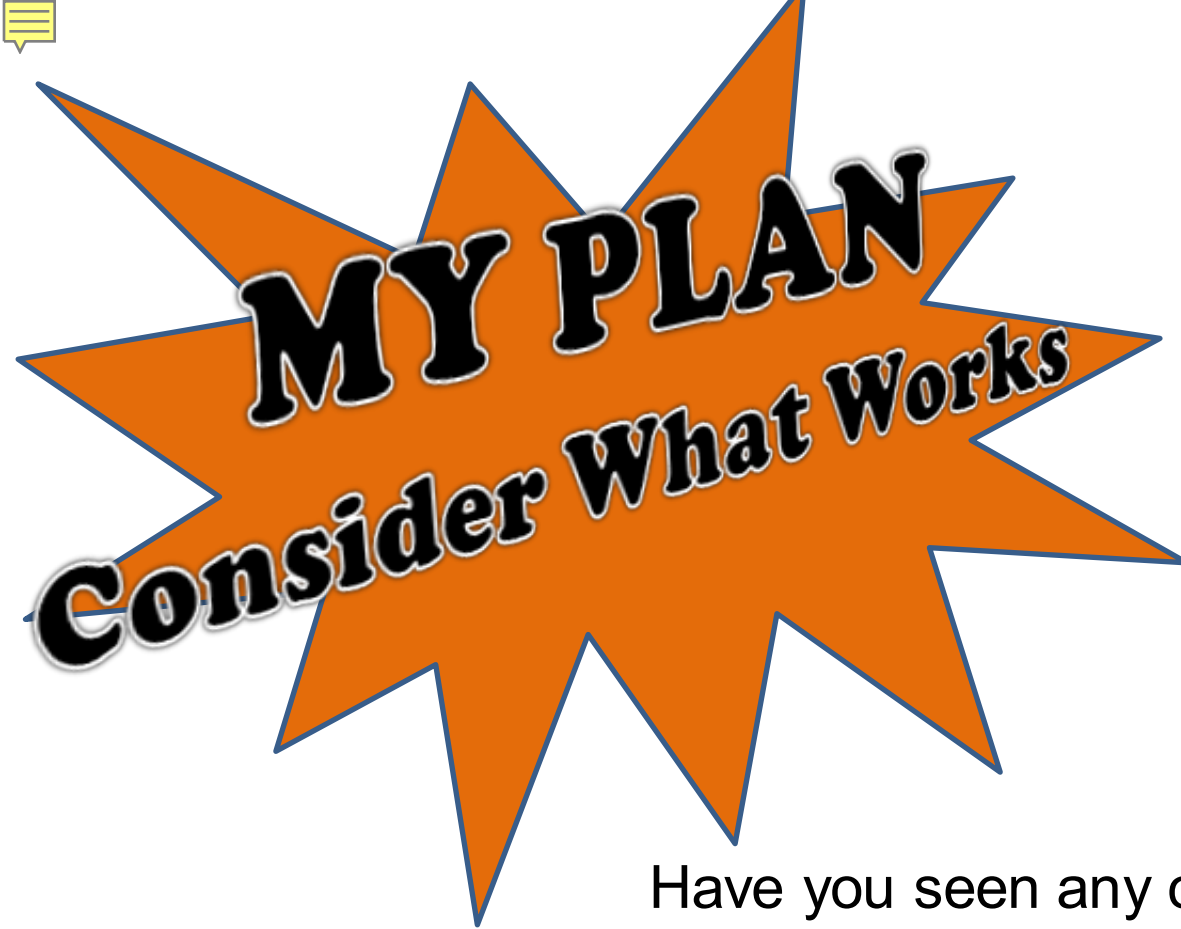
Partners:



Consider What Works: *Key Point Recap*

- 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 already happening in your community?

Of the strategies and the examples we discussed, are there any you think will work in your community?



Switch to
Partners
PowerPoint