



Your Health Matters: Growing Active, Healthy Communities



5: Community Assessments



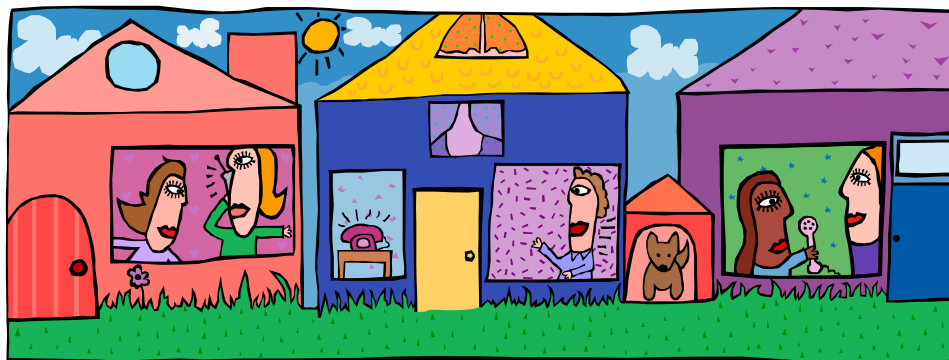


Power of a Community Assessment

- Assessments identify areas to:
 - Improve a policy
 - Change a system
 - Enhance the environment
- Multiple assessments can better examine an issue and involve the community in:
 - Helping to collect data
 - Helping to generate meaning
 - Helping to share findings and create action plans
- Assessments can be targeted to specific “problem areas.”

Community Assessments: Learning Objectives

- Identify ways to determine gaps and assets which influence physical activity and healthy eating in your community.





Lack of physical activity and healthy eating in communities

- **We know our own perceptions, but we need to look and listen for others' perceptions.**
 - **Observations**
 - **PhotoVoice**
 - **Walkability/Bikeability Audits**
 - **Discussion Groups**
 - **Surveys**

Observations

- Allows you to gather clues and generate conclusions about specific places or experiences





PhotoVoice

- Combines photography with grassroots social action
- Youth and adults represent their community or point of view by taking photographs and adding text to describe their photographs
- A showcase of the best photos happens where community members can talk and decide to start making positive community change



Physical activity in your community is...



“Exercise can be fun. This park is all the way downtown and is locked up most of the time. I want there to be a fun park like this that isn’t locked up by my house.”





Walkability/Bikeability Assessment

- Designed to assess pedestrian facilities, destinations, and surroundings along or near a walking or biking route and identify improvements to make the route more attractive or useful

Tools for Walkability/Bikeability Assessment

Walkability Checklist

How walkable is your community?

Take a walk with a child and decide for yourselves.

Everyone benefits from walking. These benefits include: improved fitness, cleaner air, reduced risks of certain health problems, and a greater sense of community. But walking needs to be safe and easy. Take a walk with your child and use this checklist to decide if your neighborhood is a friendly place to walk. Take heart if you find problems, there are ways you can make things better.

Getting started:

First, you'll need to pick a place to walk, like the route to school, a friend's house or just somewhere fun to go. The second step involves the checklist. Read over the checklist before you go, and as you walk, note the locations of things you would like to change. At the end of your walk, give each question a rating. Then add up the numbers to see how you rated your walk overall. After you've rated your walk and identified any problem areas, the next step is to figure out what you can do to improve your community's score. You'll find both immediate answers and long-term solutions under "Improving Your Community's Score..." on the third page.



Bikeability Checklist

How bikeable is your community?

Riding a bike is fun!

Bicycling is a great way to get around and to get your daily dose of physical activity. It's good for the environment, and it can save you money. No wonder many communities are encouraging people to ride their bikes more often!

Can you get to where you want to go by bike?

Some communities are more bikeable than others: how does yours rate? Read over the questions in this checklist and then take a ride in your community, perhaps to the local shops, to visit a friend, or even to work. See if you can get where you want to go by bicycle, even if you are just riding around the neighborhood to get some exercise.

At the end of your ride, answer each question and, based on your opinion, circle an overall rating for each question. You can also note any problems you encountered by checking the appropriate box(es). Be sure to make a careful note of any specific locations that need improvement.

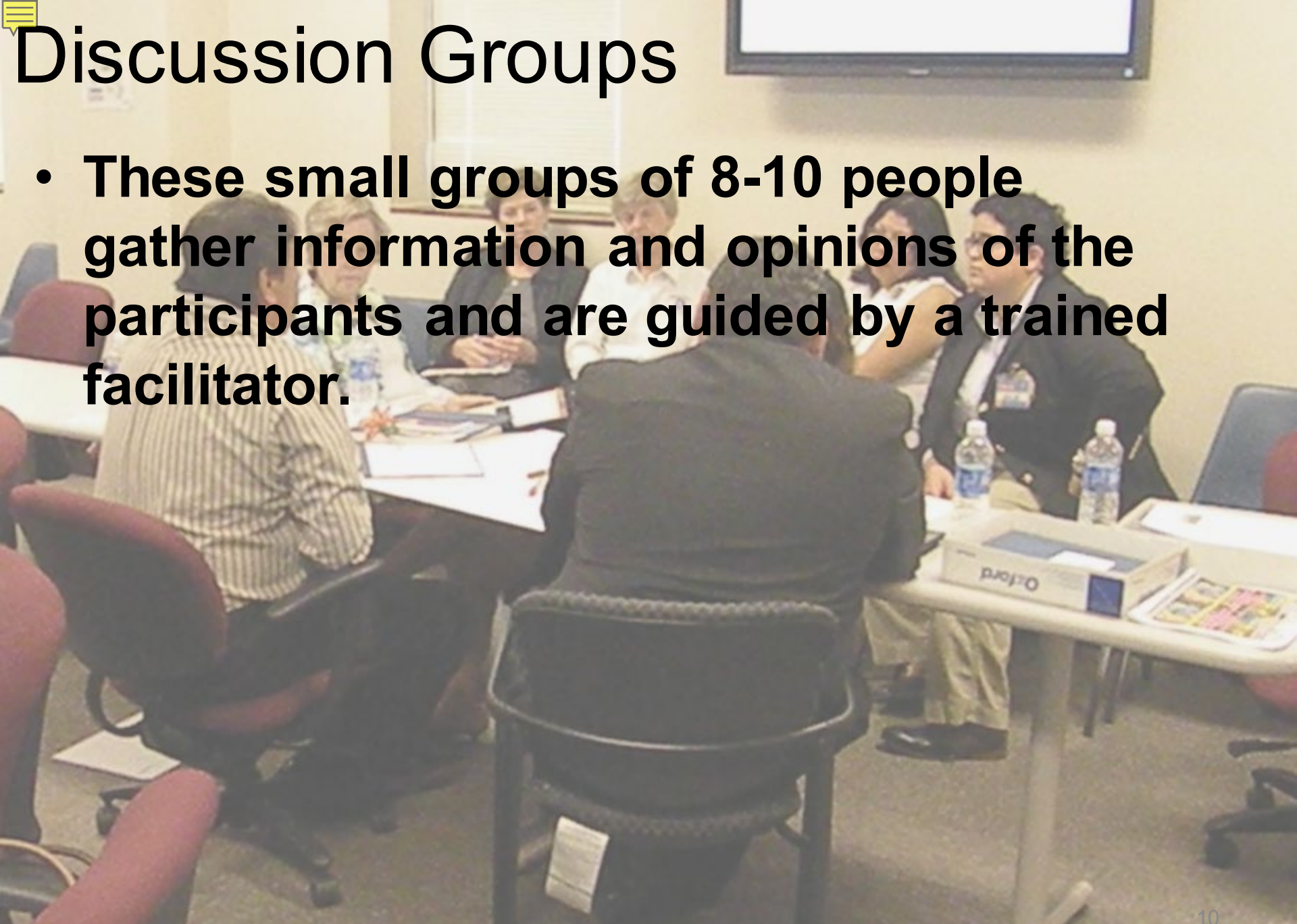
Add up the numbers to see how you rated your ride. Then, turn to the pages that show you how to begin to improve those areas where you gave your community a low score. Before you ride, make sure your bike is in good working order, put on a helmet, and be sure you can manage the ride.



<https://www.nhtsa.gov/document/walkability-checklist>
<https://www.nhtsa.gov/sites/nhtsa.gov/files/bikabilitychecklist1.pdf>

Discussion Groups

- These small groups of 8-10 people gather information and opinions of the participants and are guided by a trained facilitator.





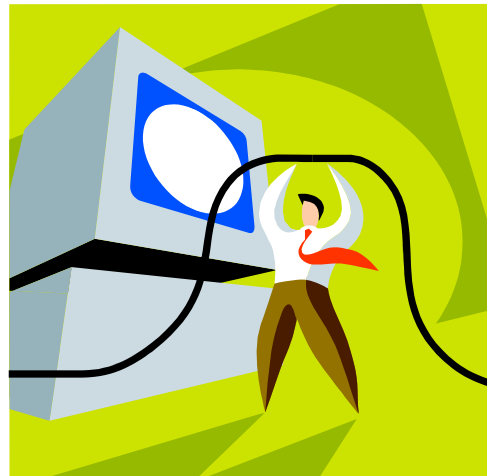
Surveys



- Postal
- Telephone
- Face-to-face
- Web-based
- Social media

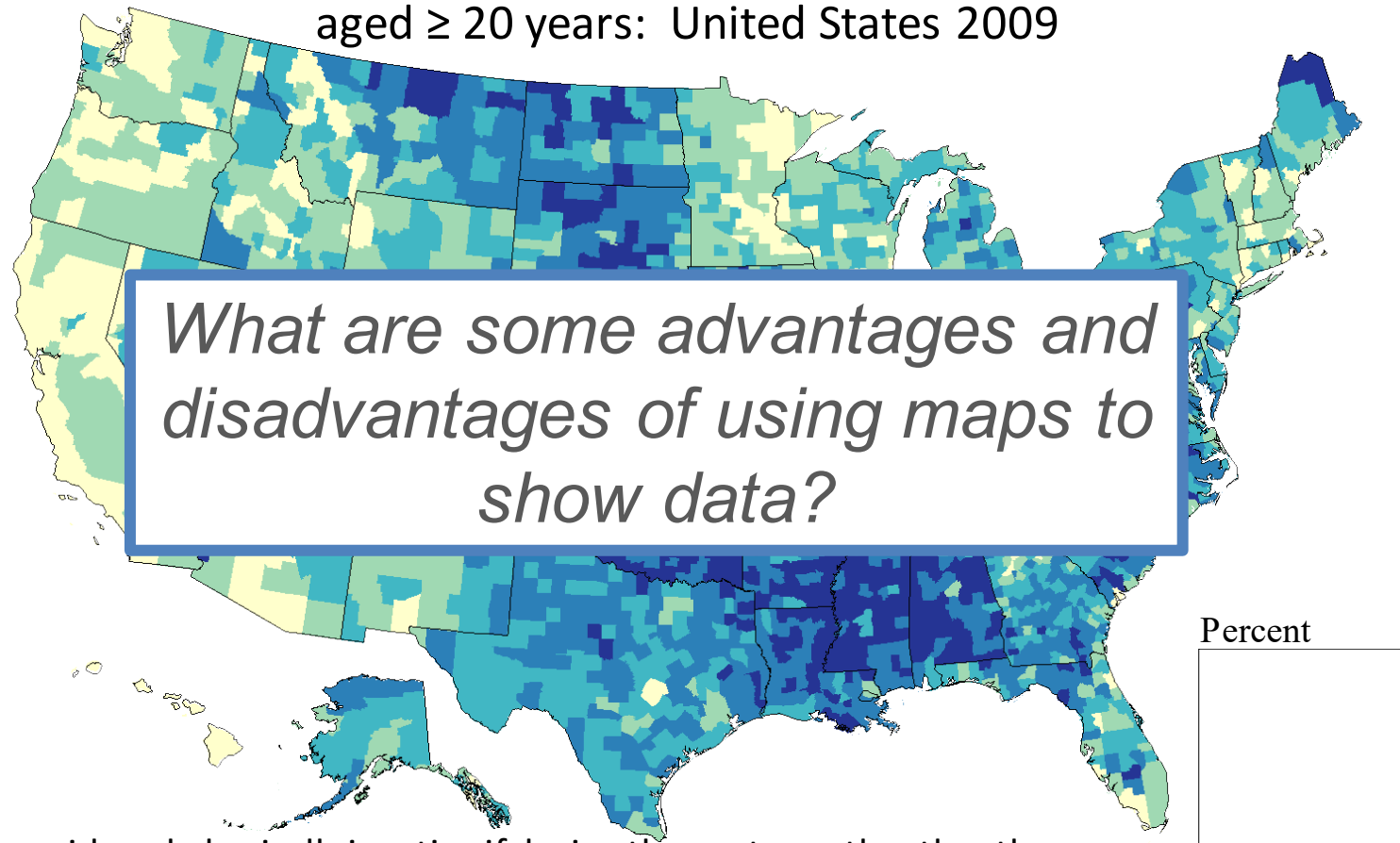
Tools for Web-based Surveys

- SurveyMonkey (www.SurveyMonkey.com) allows you to create your own surveys for free and email the link to participants or post them on a webpage or social media site.



Use Maps to Show Data

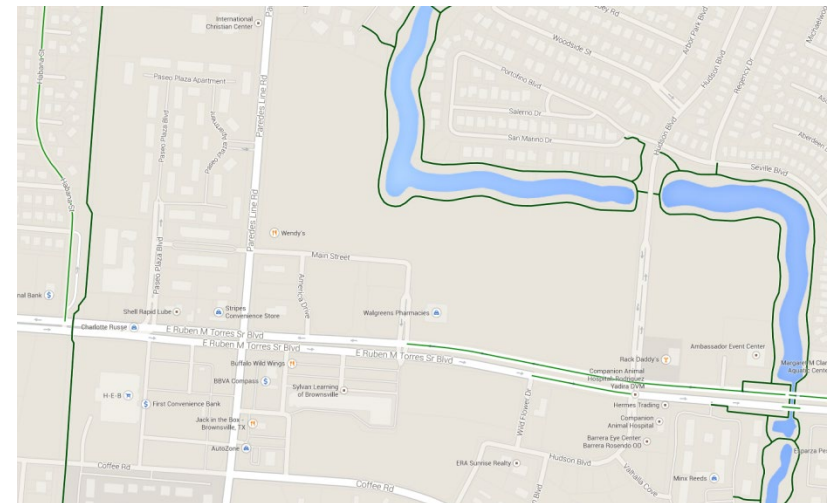
County-level Estimates of Leisure-time Physical Inactivity among Adults aged ≥ 20 years: United States 2009



A person is considered physically inactive if during the past month, other than a regular job, he or she did not participate in any physical activities or exercises such as running, calisthenics, golf, gardening, or walking for exercise.

Community Mapping

- Is used to reveal people's different perspectives about a community and see the resources available in a community.



— Trails — Dedicated lanes - - - Bicycle friendly roads



Mapping My Community

ACTIVITY

- Think about the following:
 - Schools, parks, playgrounds
 - Sidewalks, crosswalks, street lights
 - Bus stops or other public transportation
 - Grocery stores
 - Churches
 - Major roads
 - Housing (apartments, condos, houses on larger lots, vacant lots)
 - Bike lanes or trails
 - Farmers markets or community gardens
 - Hospitals/clinics
 - YMCAs or gyms
 - Other organizations that are important to your community

<http://www.walkscore.com/>

Where to look for tools?

- University of Kansas Community Toolbox (<http://ctb.ku.edu/en/default.aspx>)
 - Creating and Maintaining Coalitions and Partnerships
 - Analyzing Problems
 - Developing Action Plans
 - Developing an Intervention
 - Advocating for Change
 - Influencing Policy Development
 - Evaluating the Initiative
 - Sustaining the Work



- www.activelivingresearch.org
 - Walkability/Bikeability Assessment
 - Park Observation Forms
 - Physical Activity Assessments
 - Urban and Rural Physical Activity Assessments
 - Nutrition Environment Measures Survey



Where can I find local data?

- Texas Department of State Health Services

<http://www.dshs.state.tx.us/>

Go to “Health Data”)

- County and City Health Departments

- Local

Universities

(Public Health/Kinesiology/Education/Policy departments)

- Hospitals and Clinics

- United Way

- Community/non-profit

Organizations



(Nursing/Public Health)



- (Individuals who write grants and may have local data)



Statistics and Stories

- Results can be presented simply.
- Highlight comparisons to national and state findings, ask these questions when looking at the data:
 - What is the obesity level in my community compared to the rest of the state or nation?
 - What percentage of my community are meeting the physical activity recommendations?
- Combine the data with your own stories.
 - Your personal stories are very important.
 - They have a huge impact on their own, but with a few simple statistics they can have an even larger impact.

Community Assessments:

Key Point Recap

- Use any or all of the previous ways to look at your community.
- Think about what methods will work best for your community, all methods have positives and negatives.
- Don't forget to ask your community what they want!
- Have community members help lead the assessment.
- Specific, local stories and evidence can help to make the case.





Let's move!



Walking Activity



Walkability Debrief

A person wearing a brown jacket and white pants is walking away from the camera on a paved path. The background is a blurred outdoor setting with greenery and a bright sky.

- 1. Tally up your scores**
- 2. What good things stood out on your walk?**
 - a) Sidewalks – were they wide enough? Maintenance? Lighting? Safety features? Transparency? Other?
- 3. What could be improved upon?**
 - a) Sidewalks? Maintenance? Lighting? Safety features? Transparency, Other?
- 4. What other tools would could help when conducting an walkability audit?**
 - a) Google areal map, extra set of eyes, camera
- 5. What are the next steps?**

Take a walk and use this checklist to rate your neighborhood's walkability.

How walkable is your community?

Location of walk _____

Rating Scale: 

1. Did you have room to walk?

- Yes Some problems
- Sidewalks in parks started and stopped
 - Sidewalks were broken or cracked
 - Sidewalks were blocked with poles, signs, shrubbery, dumpsters, etc.
 - No sidewalks, paths, or staircases
 - Too much traffic
 - Something else _____

Rating: (circle one) _____
 1 2 3 4 5
 Location of problems: _____

4. Was it easy to follow safety rules? Could you and your child...

- Yes No
- Can an automobile or vehicle you could see see/hear you by chance?
 - Stop and look left, right and then left again before crossing streets?
 - Walk on sidewalk or shoulders facing traffic when there was no sidewalk?
 - Go with the light?

Rating: (circle one) _____
 1 2 3 4 5
 Location of problems: _____

2. Was it easy to cross streets?

- Yes Some problems
- Road was too wide
 - Traffic signals made it wait too long or did not give us enough time to cross
 - Bumped or/past crosswalks or traffic signals
 - Parked cars blocked our view of traffic
 - Trees or plants blocked our view of traffic
 - Bumped curb ramps or ramps needed repair
 - Something else _____

Rating: (circle one) _____
 1 2 3 4 5
 Location of problems: _____

5. Was your walk pleasant?

- Yes Some problems
- Bumped over grass, flowers, or trees
 - Loose steps
 - Loose gravel
 - Not well lit at night
 - Dirty, lots of litter or trash
 - Dirty air due to automobile exhaust
 - Something else _____

Rating: (circle one) _____
 1 2 3 4 5
 Location of problems: _____

3. Did drivers behave well?

- Yes Some problems. Drivers ...
- Backed out of driveway without looking
 - Did not yield to people crossing the street
 - Turned into people crossing the street
 - Drove too fast
 - Sped up to make it through traffic lights or drove through traffic lights?
 - Something else _____

Rating: (circle one) _____
 1 2 3 4 5
 Location of problems: _____

How does your neighborhood stack up? Add up your ratings, and decide.

1	_____	20-24	Excellent! You have a great neighborhood for walking.
2	_____	25-29	Excellent! You have a great neighborhood for walking.
3	_____	30-34	Good, but it needs work.
4	_____	35-39	It needs lots of work. You deserve better than that.
5	_____	40-44	It's a disaster for walking!
Total:	_____		

Now that you've identified the problems, go to the next page to find out how to fix them.



What method of community assessment will you use in your community?



Switch to
Prioritize Strategies
PowerPoint