



Active Kids at Play:
How to Achieve LMCTC Goal V (Part 2)
Webinar
May 23, 2013

Two Goal V Webinars

1. April 23, 2013 webinar

- Focus: mapping local playspaces, completing a needs assessment, developing an action plan, and launching proven policies, programs or initiatives aimed at increasing access to physical activity.
- Recording: News/Webinar Archive section:
www.HealthyCommunitiesHealthyFuture.org

2. Today's webinar

- Focus: Go deeper on proven policies, programs, and initiatives aimed at increasing access to physical activity.

Today's Presenters



- Robert S. Ogilvie PhD, Vice President for Strategic Engagement, ChangeLab Solutions

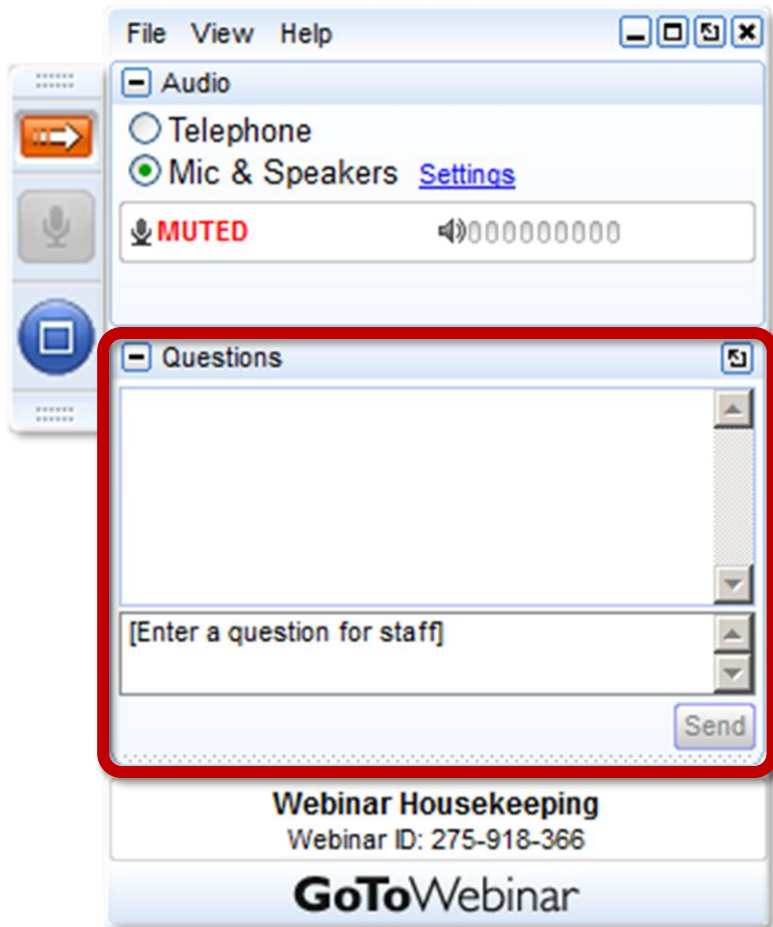


- The Honorable Madeline Rogero, Mayor of Knoxville, Tennessee

Goal V Basics

- GOAL V: To increase physical activity, local elected officials commit to mapping local playspaces, completing a needs assessment, developing an action plan, and launching a minimum of three proven policies, programs or initiatives.
- Tour of Goal V on www.HealthyCommunitiesHealthyFuture.org

Send Us Your Questions Throughout



Your Participation

- Please submit your text questions and comments using the Questions Panel
- Note: Today's presentation is being recorded. Slides and recording will be sent within 48 hours.

Subject Matter Expert:

ChangeLab Solutions

Robert S. Ogilvie, PhD

ChangeLab Solutions



Innovative Solutions

To create healthy places



Presented by

Robert S Ogilvie, PhD
VP Strategic Engagement

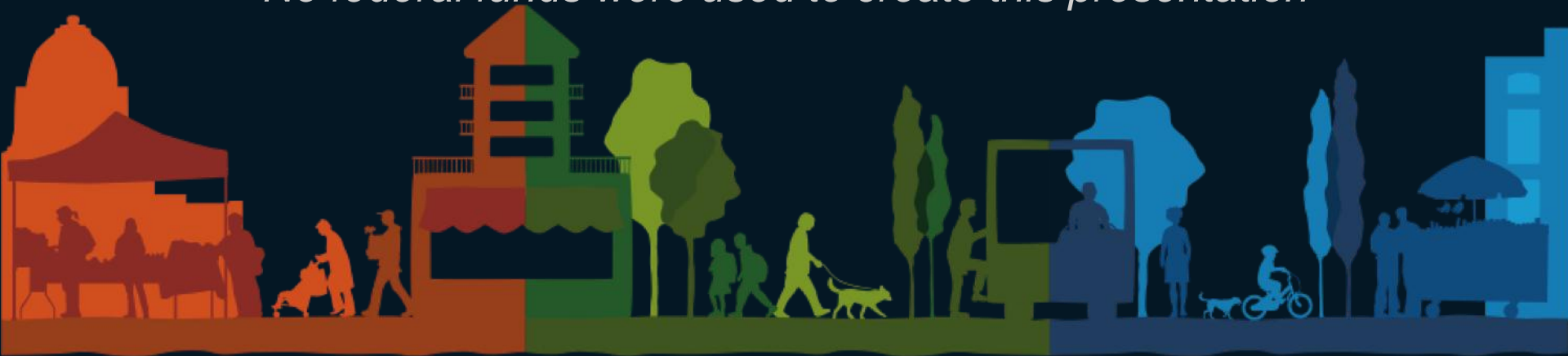
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The Fine Print

The information provided in this seminar is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

The primary purpose of this training is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation. ChangeLab Solutions incorporates objective non-partisan analysis, study, and research in all our work.

No federal funds were used to create this presentation



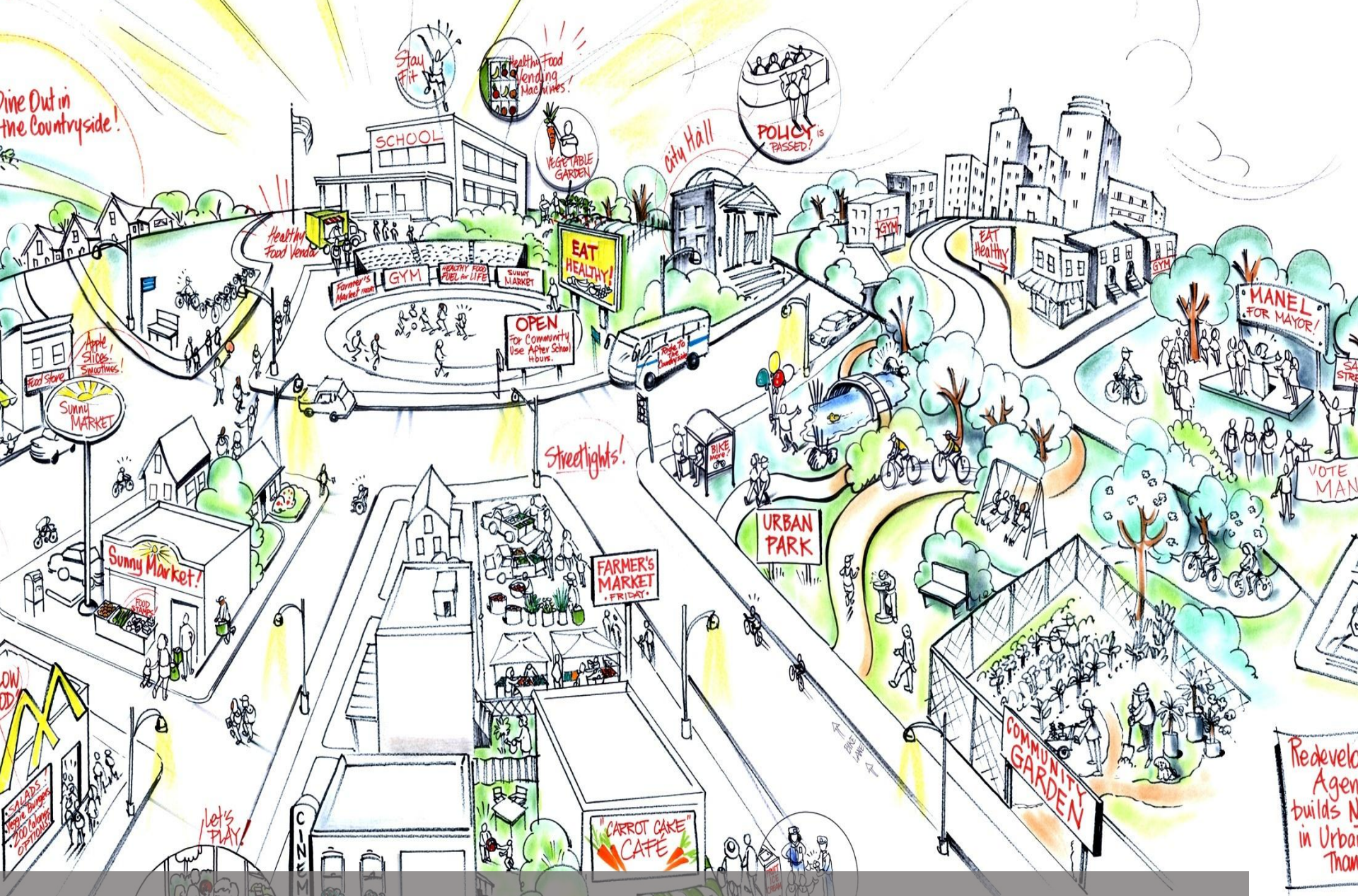
Strategies

**Policies to create
active communities**

Comprehensive Plans:

- Long-term policy guide
- Broadly stated objectives, principles, standards
- Covers 10-30 year time period



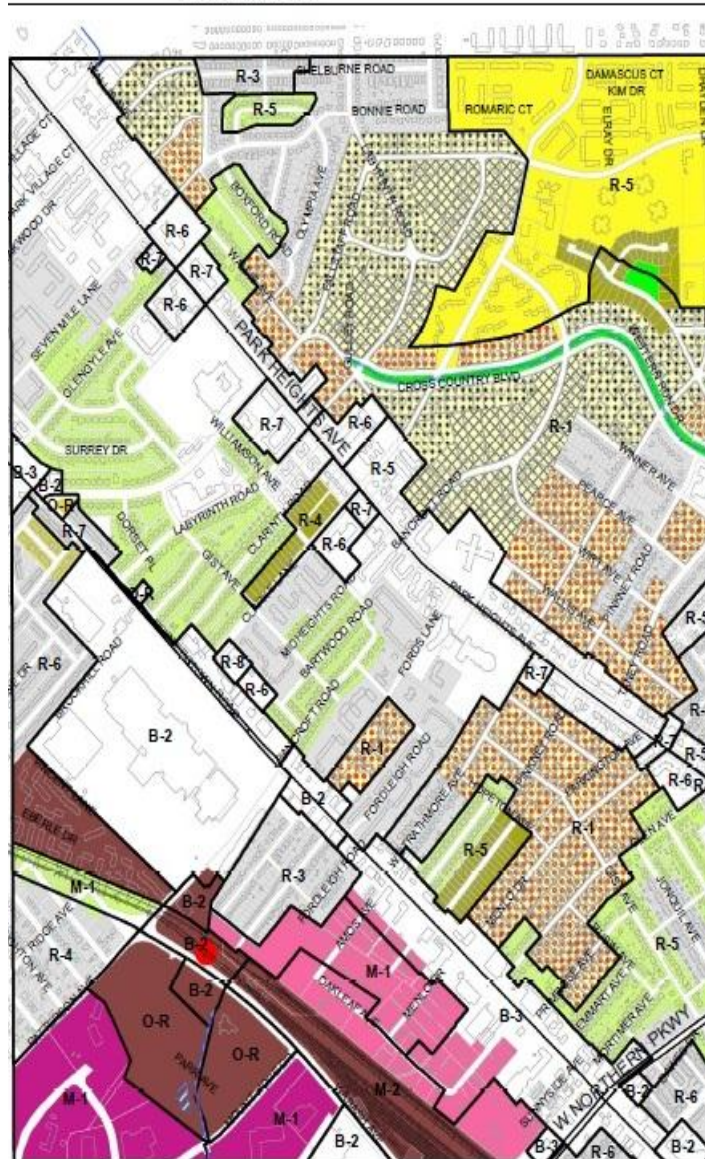


The Goal: Complete Neighborhoods



Preliminary Zoning Analysis Area 1-A Baltimore City Department of Planning November 2010

Stephanie Rawlings-Sloka
Mayor
Sharon J. Brown
Deputy Mayor



strategies for **mixed-use zoning**

- ✓ **infill development**
- ✓ **Adopt urban design guidelines for activity (pedestrian access and bicycle parking)**
- ✓ **density bonuses to incentive quality public spaces**



St. Lucie County, FL

“Each neighborhood must contain a mixture of lot types to provide a ***variety of uses and diverse housing options*** within the neighborhood.

Each neighborhood must contain at least one ***Mixed-Use or Retail Building*** Lot.”

strategies for active **transportation**

- ✓ Create multi-modal infrastructure
- ✓ ensure destination network
- ✓ equitable access

Bike parking at school





Municipal Bike Infrastructure Po



Policies can require:

- Bike parking in all new developments

Fort Worth, TX

- Bike parking when there's a major remodel

Oakland, CA

- Parking garages to provide bike parking

Cleveland, OH

- Large events to provide temporary, monitored bike parking

Alameda, CA



Mixed Use Neighborhoods with transit



San Diego, CA

“Locate transit stops to ***maximize access and optimize transit service*** and pedestrian and bikeway connections. Where located near cross-roads and major activity centers, stops should be at one-quarter mile intervals.”

Complete Streets Principles



1. Complete Streets Serving All Users

Transportation improvements will be planned, designed, constructed, operated and maintained to ***support safe and convenient access*** for all users.

strategies for **complete streets**

- ✓ multi modal transportation system
- ✓ design for comfort and safety
- ✓ incremental change



St. Louis, MO

- “As a matter of standard practice the transportation system should be designed, built, and maintained in a manner that accommodates not only automobiles but ***transit vehicles and non-motorized modes of travel*** as well.”

Access to recreation space



strategies for **parks and recreation**

- ✓ access and proximity
- ✓ plan for cultural / lifestyle preferences
- ✓ open space requirements



Montgomery, AL

“Within 1000 feet of every lot in residential use a Civic Space designed and equipped as a playground shall be provided.”



Joint Use

strategies for **joint use**

- ✓ simple – open the gates after school
- ✓ complex – design and construct shared-use spaces
- ✓ mutually beneficial partnerships

Find a solution where everyone wins

Earlimart School District

Benefit – 3½ acre park

Responsibility – park maintenance and liability.

Tulare County RMA

Benefit – access to site as emergency “ponding basin”

Responsibility – planning, funding, and construction

Earlimart Community

Benefit – new park accessible to all residents

Benefit – beautification of neighborhood



Key Strategies

- Reach out to potential partners
- Engage stakeholders
- Identify likely stumbling blocs
- Look for funding from diverse sources
- Understand the legal environment
- Manage risk prudently

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TOOLKITS & FACT SHEETS

Green for Greens

Finding Public Funding for Healthy Food Retail



nplan

NATIONAL POLICY & LEGAL ANALYSIS NETWORK
TO PREVENT CHILDHOOD OBESITY

phlp
public health
law & policy

Putting Business to Work for Health

Incentive Policies for the Private Sector

Healthy
MENU ITEMS
INSIDE

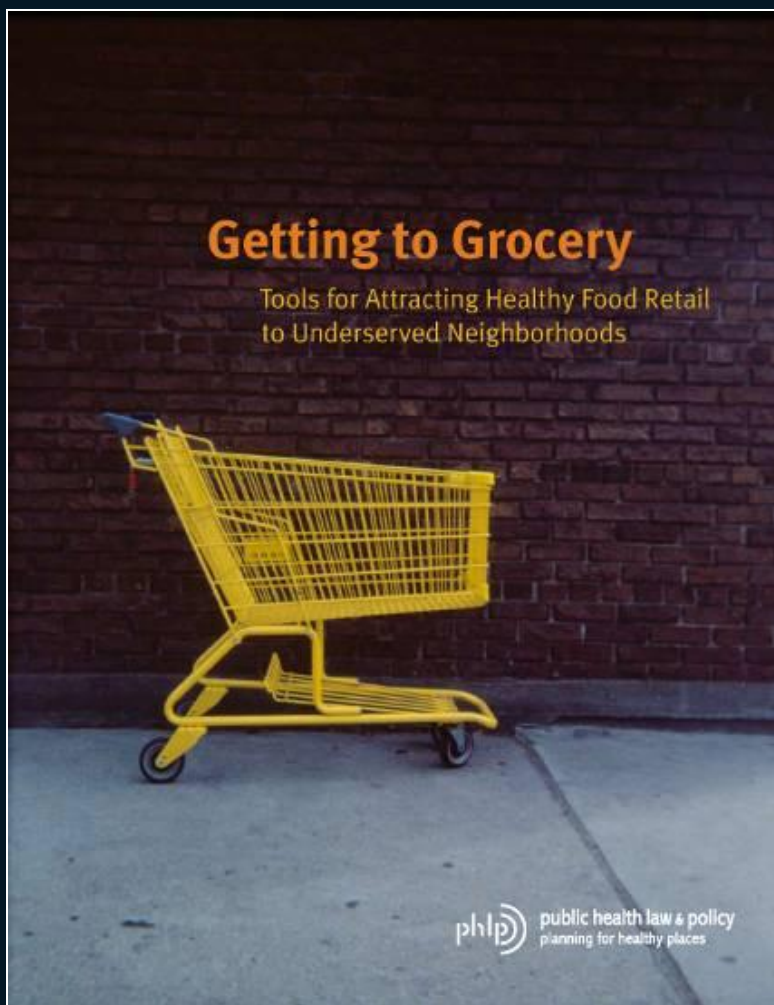
Bike
COMMUTERS
WELCOME

Fresh
PRODUCE
AVAILABLE


phlp public health law & policy

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TOOLKITS & FACT SHEETS



phlpnet.org | nplanonline.org | October 2008



Healthy Mobile Vending Policies
**A Win-Win for Vendors and
Childhood Obesity Prevention Advocates**

Mobile vending – selling foods from portable vehicles – can be an important step toward reversing the childhood obesity epidemic. This fact sheet shows how mobile vending regulations can promote healthy eating in communities that need it the most.

Childhood obesity is epidemic in the United States. Obesity rates in children and adolescents have more than tripled over the past four decades.¹ Recent studies show that if this trend continues, today's young people may be the first generation in American history to live sicker and die younger than their parents' generation.²

What's more, obesity and its health-related complications are found at higher-than-average rates among Latino, African American, and American Indian children.³ Studies also indicate that children of color are more likely to live in "food deserts," where residents have very limited access to high-quality, nutritious food—and the lower-quality food that is available often costs more than it does in other neighborhoods.⁴

phlp public health law & policy

nplan
NATIONAL POLICY & LEGAL ANALYSIS NETWORK
TO PREVENT CHILDHOOD OBESITY

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MODEL POLICIES



NATIONAL POLICY & LEGAL ANALYSIS NETWORK
TO PREVENT CHILDHOOD OBESITY



public health
law & policy

Model Local Obesity Prevention Resolution

Developed by the National Policy & Legal Analysis Network to
Prevent Childhood Obesity (NPLAN)

www.nplan.org | www.phlpnet.org



NATIONAL POLICY & LEGAL ANALYSIS NETWORK
TO PREVENT CHILDHOOD OBESITY



public health
law & policy

Establishing Land Use Protections for Farmers' Markets



December 2009

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Thank you!

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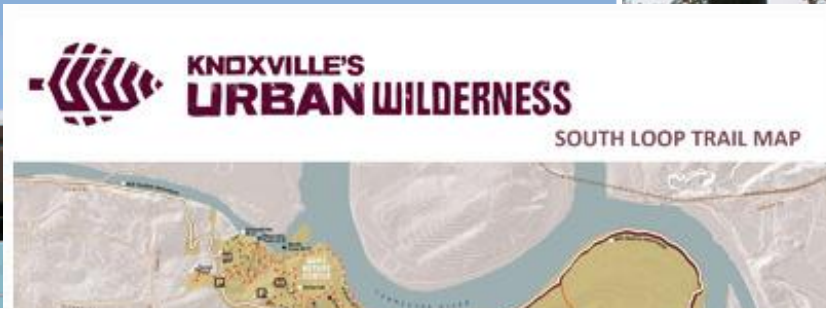
Local Perspective:

**Mayor Madeline Rogero
Knoxville, TN**



CITY OF KNOXVILLE

ACTIVE KIDS AT PLAY
Knoxville, Tennessee



JOINT USE AGREEMENTS:
Outdoor Knoxville Adventure Center



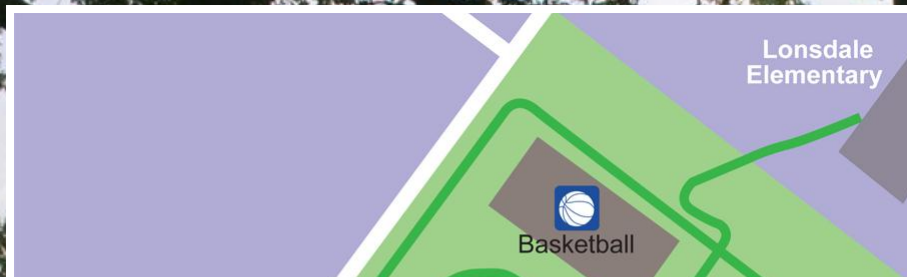
JOINT USE AGREEMENTS:
Christenberry Community School



JOINT USE AGREEMENTS:
Greenways at Knox County Schools



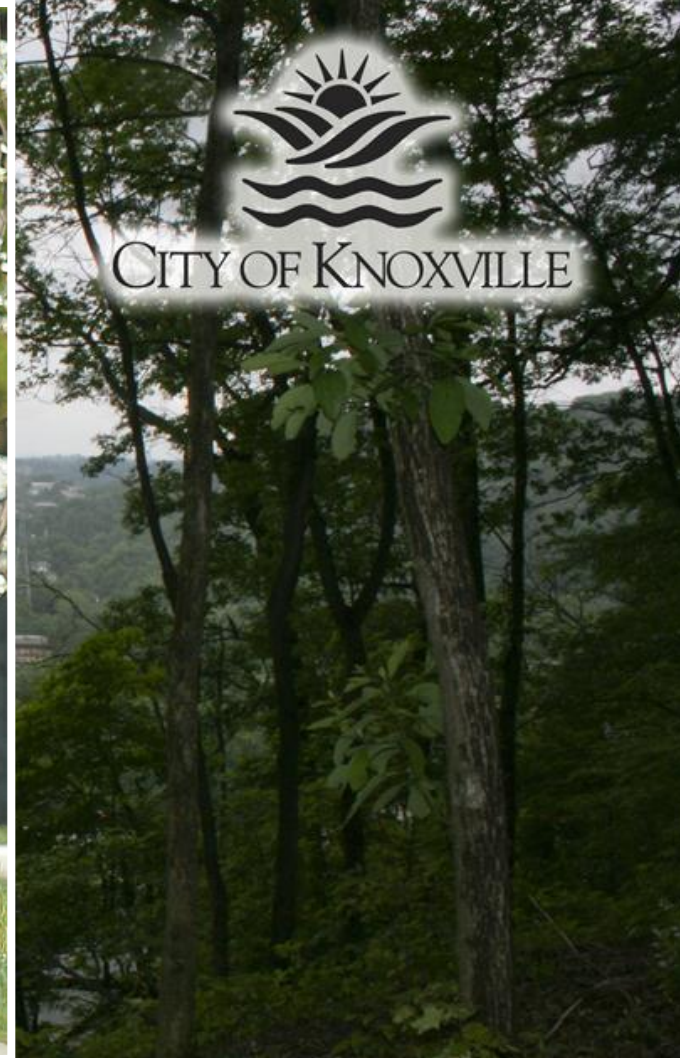
CREATING SAFE ROUTES TO SCHOOL
Lonsdale Walking School Bus



CREATING SAFE ROUTES TO SCHOOL
Bragg Street Removal



COMPLETE STREETS
Bicycle Commuting Signs




CITY OF KNOXVILLE

COMPLETE STREETS
Alternative Transportation Coordinator

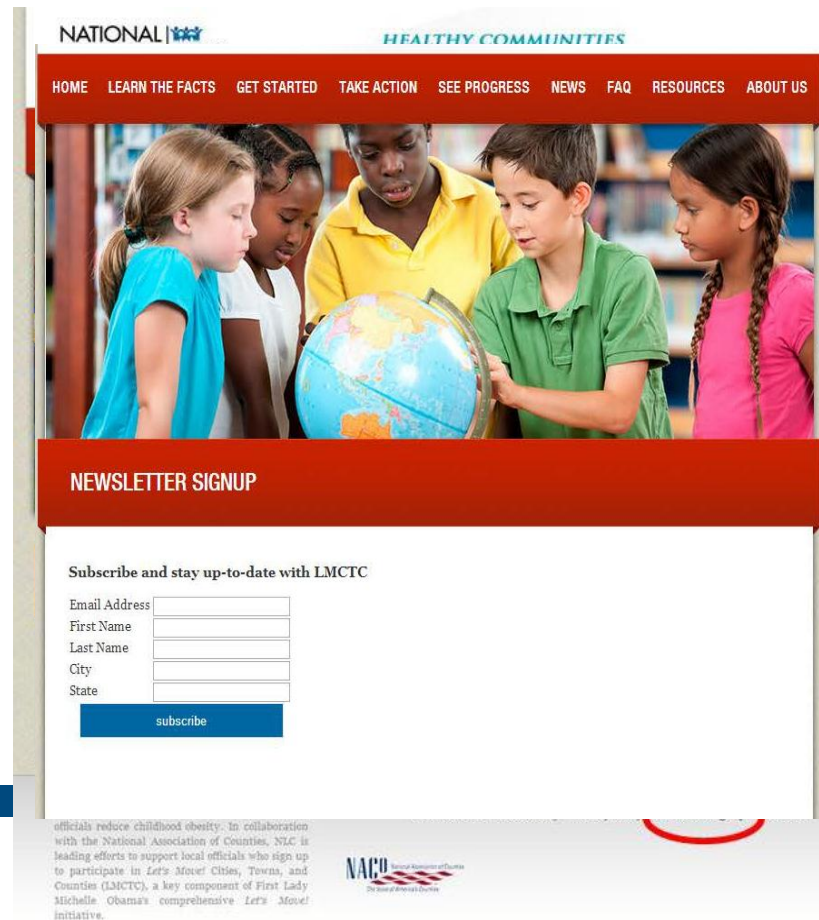


CITY OF KNOXVILLE

ACTIVE KIDS AT PLAY
Knoxville, Tennessee

Want More Information on LMCTC?

- Visit:
www.HealthyCommunitiesHealthyFuture.org
- Sign up for the LMCTC newsletter: go to homepage, click on Newsletter signup in the footer, fill out information in box.



The screenshot shows the homepage of the National Association of Counties (NACo) Healthy Communities website. The header includes the NACo logo and the text "HEALTHY COMMUNITIES". A navigation bar contains links: HOME, LEARN THE FACTS, GET STARTED, TAKE ACTION, SEE PROGRESS, NEWS, FAQ, RESOURCES, and ABOUT US. The main content area features a photograph of five diverse children gathered around a globe. Below the photo is a red banner with the text "NEWSLETTER SIGNUP". Underneath the banner is a form titled "Subscribe and stay up-to-date with LMCTC". The form includes input fields for Email Address, First Name, Last Name, City, and State, followed by a blue "subscribe" button. At the bottom of the page, there is a small text block explaining the partnership between NACo and the National Endowment for Democracy to support local officials in the "Let's Move!" initiative, along with the NACo logo.

NATIONAL ASSOCIATION OF COUNTIES
HEALTHY COMMUNITIES

HOME LEARN THE FACTS GET STARTED TAKE ACTION SEE PROGRESS NEWS FAQ RESOURCES ABOUT US

NEWSLETTER SIGNUP

Subscribe and stay up-to-date with LMCTC

Email Address

First Name

Last Name

City

State

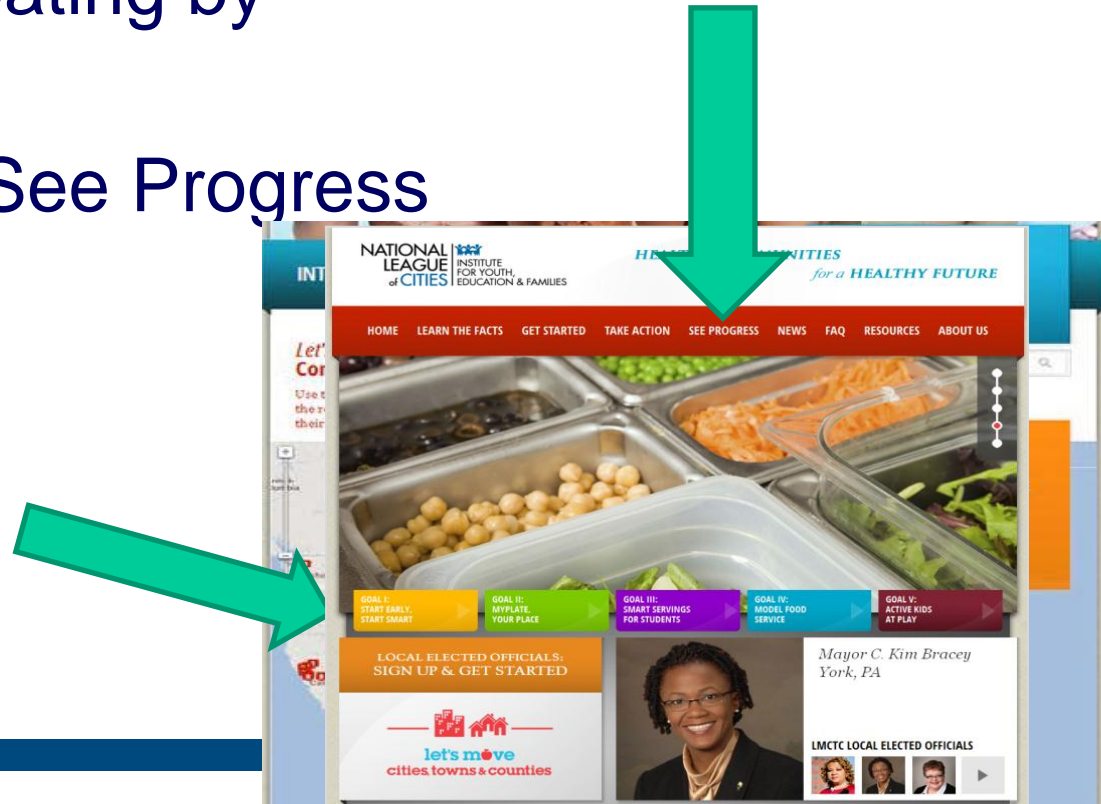
officials reduce childhood obesity. In collaboration with the National Association of Counties, NACo is leading efforts to support local officials who sign up to participate in Let's Move! Cities, Towns, and Counties (LMCTC), a key component of First Lady Michelle Obama's comprehensive Let's Move! initiative.

NACo National Association of Counties
The Power of Government Done Right

Is Your Local Elected Official Committed to the 5 Goals?

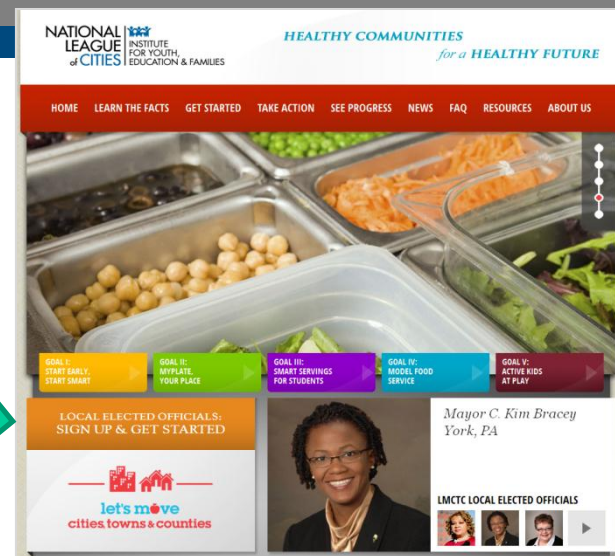
- See if your city, town or county's local elected official is participating by going here:

Home page -> See Progress

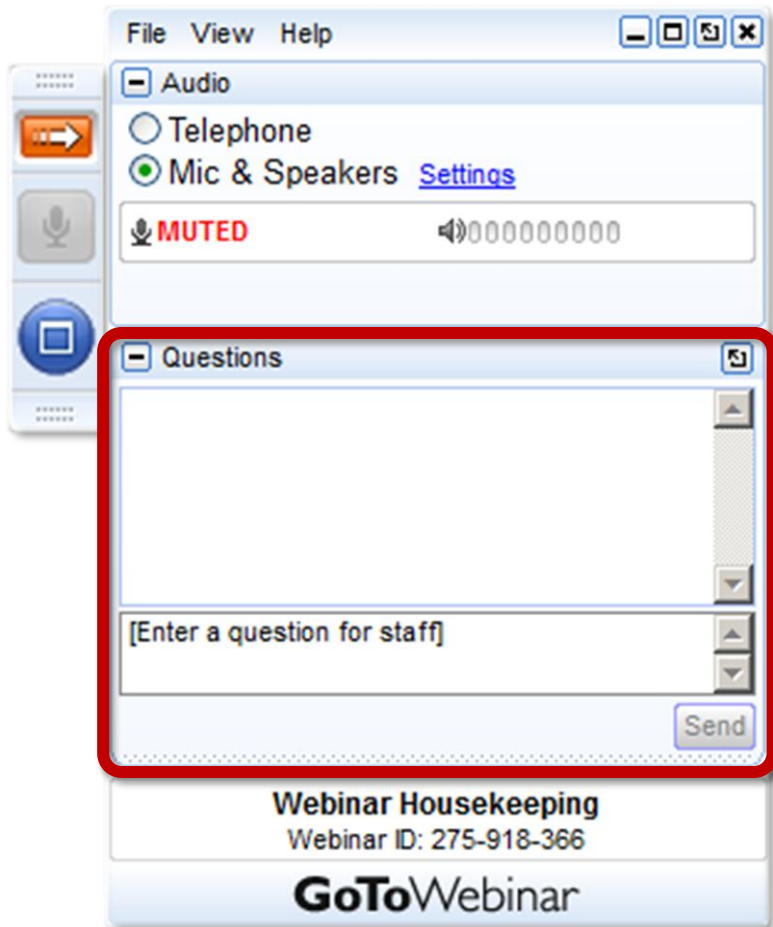


Additional Information

- Local elected officials/designees can sign up to LMCTC by clicking here on the home page
- Not a local elected official? Connect with your local elected official about what support you can help them in their LMCTC participation, or encourage them to participate



Questions and Answers



Your Participation

- Please submit your text questions and comments using the Questions Panel
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Summer Webinars

June 19—How counties can participate in Let's Move! Cities, Towns and Counties, held in collaboration with National Association of Counties (NACo)

June, July, August (Dates TBA)—Focus on achieving the LMCTC goals by city size (small, medium, and large)

THANK YOU!!!

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www.HealthyCommunitiesHealthyFuture.org