

**COMMUNITY  
PHYSICAL ACTIVITY  
ENVIRONMENT**



Improve the built environment to provide more recreational opportunities to be active and increase the number of trips by active modes of transportation, such as walking and biking.

## goal 5: community physical activity environment

### vision 2020:

Communities will be built in such a way as to promote opportunities for physical activity to be intrinsically part of all residents' lives to meet the recommendations for physical activity.

### rationale:

Active Community Environments can increase physical activity by providing more opportunities for people to be active. The challenge in this environment is the diversity of potential community partners and how to identify and coordinate their efforts. Identifying key implementation partners and developing a 5-year plan are essential prerequisites for expanding this initiative.

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## COMMUNITY PHYSICAL ACTIVITY STRATEGIES

**strategy CA1:** Develop local community master plans that include incorporation of strategies that promote physical activity.

WILL THIS...	INCREASE PHYSICAL ACTIVITY	REDUCE OBESITY
	Scientifically supported	Scientifically supported

**strategy CA2:** Develop and implement active transportation options such as safe routes to school plans and bike to work options in communities.

WILL THIS...	INCREASE PHYSICAL ACTIVITY	REDUCE OBESITY
	Scientifically supported	Some evidence

**strategy CA3:** Increase access to public or community facilities for physical activity.

WILL THIS...	INCREASE PHYSICAL ACTIVITY	REDUCE OBESITY
	Scientifically supported	Limited evidence, supported by expert opinion

## strategy CA1

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**Develop local community master plans that include incorporation of strategies that promote physical activity.**

### Objective CA1.1:

By 2018, Increase the number of local bike/pedestrian committees by 50%. Committees should assist with development of community plans to increase active transportation options. (Baseline = 10. Goal is 15)

### suggested actions:

#### supportive policies

- Complete a bike/pedestrian plan for the local community
- Adopt a local complete streets policy/resolution to coordinate with state and federal complete streets laws

#### infrastructure

- Establish local bike/pedestrian committees to develop community plans to increase active transportation options
- Coordinate health and transportation plans through cross membership to provide input on prospective plans

#### resources and training

- Revise and disseminate Active Community Environments toolkit to community organizations and local coalitions
- Provide training and background materials to educate community members
- Ensure trainings include material that appeals to both health, transportation and community planning

- Coordinate trainings of major partners (DOT, DHS, BikeFed, Bike Safety, etc.)
- Add active commuting component to Wisconsin Worksite Wellness kit

#### local implementation

- Follow up on Municipal Planning Organization (MPO) or other recommendations that promote active transportation
- Assure city planners, public health, schools, law enforcement and other key groups coordinate planning efforts that lead to an increase in physical activity
- Have a health representative on transportation planning committees and a transportation representative on local health coalitions

## strategy CA2

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**Develop and implement active transportation options such as safe routes to school plans and bike to work options in communities.**

### Objective CA2.1:

By 2018, increase the number of school districts/communities that have Safe Routes to School programs by 20%. (Baseline = 350. Goal is 420)

### suggested actions:

#### supportive policies

- Promote daily physical activity through active transportation policies

## goal 5: community physical activity environment

### infrastructure

- Parents and schools support active transportation to school for younger children (ex., walking school bus)
- Provide grant funds to communities for safe routes to school planning and implementation
- Increase bike lanes to encourage bicycle commuting
- Expand local trail development and use

### resources and training

- Promote and use existing resources to implement Safe Routes strategies
- Train on how to implement safe routes with limited resources

### local implementation

- Encourage schools to apply for grants
- Identify local champions to promote implementation
- Include bicycle commuting in worksite wellness programming

## strategy CA3

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### Increase access to public or community facilities for physical activity.

#### Objective CA3.1:

By 2018 increase the number of Joint Use Agreements between schools, communities, park and recreation, and other groups with physical activity facilities to 100%.  
(Baseline = 95%)

### suggested actions:

#### supportive policies

- Promote awareness of the legislation that provides liability exemptions for schools to open facilities for community use through Joint Use agreements
- Implement Joint Use Agreements between schools, communities, parks and recreation and other groups with physical activity facilities

#### infrastructure

- Develop working agreements between park and recreation, schools and non-profit organizations (YMCA, Boys & Girls Club) to improve access to facilities for physical activity
- Create community-wide initiatives with a media component
- Utilize signage or maps to promote awareness of and the use of free, low-cost facilities available for physical activity

#### resources and training

- Develop community-wide recreation guides and resources

#### local implementation

- Connect with local nutrition activities
- Facilitate the formation of groups within the community to be physically active, including walking groups, physical activity challenges, and other social support groups

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### OTHER RESOURCES

#### Active Community Environments Resource Kit

All aspects of an active community intervention are incorporated within the Active Community Environments (ACEs) Resource Kit.

[www.dhs.wisconsin.gov/publications/P0/p00036.pdf](http://www.dhs.wisconsin.gov/publications/P0/p00036.pdf)

#### What Works in Active Community Environments

A four-page summary of evidence-based and promising strategies that focus on helping people be more active in the community setting.

[www.dhs.wisconsin.gov/physical-activity/active-communities/pdfs/WWActiveEnvironments.pdf](http://www.dhs.wisconsin.gov/physical-activity/active-communities/pdfs/WWActiveEnvironments.pdf)

**Active Community Environments' Section of the NPAO Program Website.** [www.dhs.wisconsin.gov/physical-activity/active-communities/index.htm](http://www.dhs.wisconsin.gov/physical-activity/active-communities/index.htm)

**Safe Routes to School Resources in WI DOT Website.** [www.dot.wisconsin.gov/localgov/aid/saferoutes-toolkit.htm](http://www.dot.wisconsin.gov/localgov/aid/saferoutes-toolkit.htm)

**CDC Active Communities and Physical Activity Resource Page.** [www.cdc.gov/CommunitiesPuttingPreventiontoWork/resources/physical\\_activity.htm](http://www.cdc.gov/CommunitiesPuttingPreventiontoWork/resources/physical_activity.htm)

### The Healthy People Project (HPP) of Washington County

Led by the YMCA and Washington County Health Department, the core group includes a broad range of public agencies, healthcare and the private sector. Reaching even further, collaboration with other organizations and public agencies has provided additional opportunities. In 2010, HPP collaborated with Washington County Planning and Parks Department to create a first-ever county-wide park and trail map as well as an interactive website, [www.getmovingwashingtoncounty.com](http://www.getmovingwashingtoncounty.com). In 2011, partnering with the Washington County Injury Prevention Coalition leveraged energy and grant dollars to establish a Safe Routes to School (SRTS) pilot project encouraging walking and biking to school. The SRTS Team has already connected with a second school to work with in the spring. Also in 2011, networking with a local civic group and park and recreation department resulted in the creation of a new community garden site. The Nutrition Team explores ways to best support farmers markets at worksites and schools in their efforts to create gardens and improve nutrition for their students. The Breastfeeding Coalition works to support the breastfeeding family at work, in the child care center and in the community. Fostering these collaborative efforts will allow continued success and new ways to help WC residents stay active and eat a healthy diet.