



COMMUNITY DESIGN

Ideas for Taking Action

Wisconsin Environmental Public Health Tracking Program



TAKING ACTION

We know it's a challenge to translate data into action. To help get you started, we created a short menu of potential strategies for improving health through community design. Community design—including access to parks and schools, proximity to highways, and many other factors—impacts health in many ways. To help communities of all sizes and resource levels, we organized this guide by the scope of the strategy, from addressing knowledge, attitudes, and skills to addressing laws and policies. Each strategy below contains links to more resources.

INDIVIDUAL LEVEL | Knowledge, Attitudes, Skills

- Encourage residents to [utilize available public and active transportation infrastructure](#) (e.g., buses, bike lanes) in order to:
 - Increase physical activity.
 - Improve air quality.
 - Decrease the number of vehicles on the road.
- Educate residents about the [health benefits of physical activity](#).
- Attend community planning meetings and [advocate for parks and trails](#) to be located close to residential areas.

INTERPERSONAL LEVEL | Family, Friends, Social Networks

- Educate drivers to [share the road](#) with cyclists and pedestrians to reduce vehicle motor crash fatalities.
- Encourage drivers to [carpool to school and work](#) to minimize the number of vehicles on the road and shorten commute times.

ORGANIZATIONAL LEVEL | Organizations, Schools, Workplaces

- Promote active transportation programs such as [safe routes to school](#) and [walking school buses](#).
- Encourage worksites to [incentivize active commuting](#) (e.g., biking, walking).



Find more strategies and explore community design data at www.dhs.wisconsin.gov/epht.

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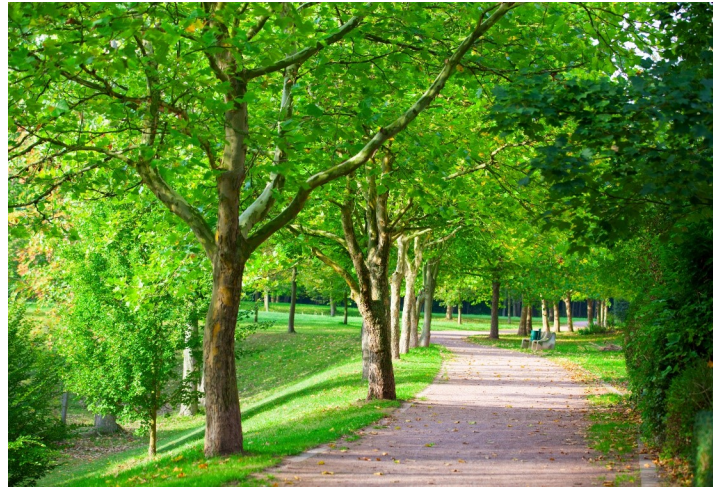
Bureau of Environmental and Occupational Health

www.dhs.wisconsin.gov/epht | JULY 2021 | dhstracking@wi.gov
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COMMUNITY LEVEL | Design, Access, Connectedness, Spaces

- Promote and incentivize the [development of parks, open space, and trails](#) within walking distance of homes, and help make sure that the routes to these places are safe.
- Build and maintain [sidewalks, crosswalks, bike racks, and bike paths](#) near routes between parks, trails, and residential areas.
- [Plant trees and other vegetation in strategic locations](#) to act as a buffer between highways and residential areas and schools.



POLICY LEVEL | National or Local Laws and Policies

- Work with community planning and design staff to [create development patterns and zoning codes](#) that allow work, school, home, and essential services to be closer together.
- Work with the Mayor's office and other community departments to create a [Vision Zero Action Plan](#) to eliminate motor vehicle-related fatalities.
- [Control the speed of traffic on roads](#) with high bike and pedestrian traffic by:
 - Setting low speed limits.
 - Using traffic calming measures like speed bumps.
 - Enforcing traffic laws.
- [Prioritize environmental justice and health equity](#) during the project, plan, or policy approval process to increase access to services and decrease the burden of exposure to environmental hazards, such as highways.

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