

Strategy #3 – Activity-Friendly Routes that Connect Everyday Destinations

Expected Outcomes:

1. Increased number of places that implement community planning and transportation interventions that support safe and accessible physical activity
2. Increased physical activity with an emphasis on walking

Priority Population: Low socioeconomic status

The Community and Clinical Connections for Prevention and Health Branch will collaborate with state and local partners to **establish activity-friendly routes that connect everyday destinations to increase safe, accessible physical activity** by:

1. Supporting multi-modal transportation networks that safely accommodate access and travel for all users through the implementation of the NC Complete Streets policy, NC BikePed Plan and NC Vision Zero,
2. Increasing the number of shared use/open use policies in all sectors including faith communities, schools and worksites,
3. Providing support to municipalities to enhance current or develop new wayfinding systems designed to increase walking,
4. Supporting school systems' development of siting policies that increase walking and biking to and from school,
5. Support targeted pedestrian and/or bicycling improvements (please note: funding restrictions apply to all purchases) to increase the connectivity between where people live, learn, play and pray with access to healthy food and places for physical activity and
6. Supporting the implementation of county and municipal master and land use plans.

Target Settings: Community-wide with a focus on locations with disparate bike and pedestrian crash rates and lower walkability index

Recommended Partners:

• public health planners (e.g. county, city, municipal, private) • rural or municipal planning organizations • local or regional transportation engineers • school officials • law enforcement • community groups • community coalitions • parks and recreation staff • health organizations (e.g. hospitals) • local businesses • local civic groups • elected officials • neighborhood associations • community members that represent the population at greatest risk for health disparities related to safe, accessible opportunities for physical activity • community members who represent those with disabilities

Health Equity Planning Principals:

Health is influenced by the way that communities are planned and built, as well as by the services and resources available within them. Health equity requires that all community members have access to features of the built environment that support health and wellness. Where applicable projects should:

1. Prioritize enhancement of low-SES neighborhoods
2. Provide for sufficient, safe, connected, accessible natural green spaces for children and youth
3. Support community-based collaborative land use and planning processes that support health equity and public health

Activity-Friendly Routes Milestones:

1. Apply an equity lens to the planning process

2. Convene a partnership
Create opportunities for vulnerable or priority populations to participate in planning and decision-making processes. Design those opportunities so that priority populations are able to participate and fully engage in the process.
3. Complete County assessment
4. Develop a Physical Activity and Nutrition (PAN) Action Plan
Consider the unique needs of vulnerable or priority populations (e.g., low socioeconomic status (SES), elderly, homeless, those with disabilities or chronic health conditions) when planning interventions to the built environment.
5. Accomplish activities proposed in PAN Action Plan
6. Produce or use existing promotional materials and media messages to support coalition.

Examples of the types of activities that can be used to implement strategy #3; the following examples may include construction items that are not permissible with this funding (e.g., lumber, concrete, paint):

- A. A city created a walking route between destinations of cultural and economic activity that were previously divided by a locked parking lot that prohibited public and pedestrian access.
- B. A neighborhood reduced average vehicle speed by using traffic calming techniques in a busy area served by four bus stops. This improved access to buses during the day, which connected residents to community destinations.
- C. In a town, students, school officials, and the city public works department partnered to paint a new crosswalk to connect the school to the community and the surrounding neighborhood.
- D. With the mayor, more than 100 community volunteers constructed or improved 9.5 miles of trails with landscaping including shade trees, benches, parking areas, and signage.
- E. A city obtained grant funding to revitalize an old road connecting the middle and high schools that had been blocked off for years. This new pathway opened a safe route to school and allows more residents to use a newly surfaced track.
- F. To improve public access to the waterfront, a city gradually acquired a stretch of shoreline property and replaced industrial ruins with parks, marinas, and paved bicycle/pedestrian trails which now connect the city center to parks and residential districts.

National Resources:

- A. The Community Guide Physical Activity: Built Environment Approaches Combining Transportation System Interventions with Land Use and Environmental Design - thecommunityguide.org/findings/physical-activity-built-environment-approaches
- B. The Community Guide Physical Activity: Creating or Improving Places for Physical Activity thecommunityguide.org/findings/physical-activity-creating-or-improving-places-physical-activity
- C. Fact Sheet: Supporting Health Equity Through the Built Environment bccdc.ca/health-professionals/professional-resources/health-equity-environmental-health/equity-and-eph-handbook
- D. Implementation Resource Guide cdc.gov/physicalactivity/community-strategies/beactive/implementation-resource-guide.html
- E. National Center on Health, Physical Activity and Disability – Resources - nchpad.org/Select~Resources
- F. A Practitioner’s Guide for Advancing Health Equity - cdc.gov/NCCDPHP/dch/pdf/health-equity-guide/Practitioners-Guide-section1.pdf
- G. Step it Up! The Surgeon General’s Call to Action to Promote Walking and Walkable Communities <https://bit.ly/2xw8FkH>

North Carolina Resources:

- A. Eat Smart, Move More NC, Programs and Tools, Community eatsmartmovemorenc.com/community.html
- B. Move More Walk Now Engage Your Community movemorewalknownc.com/engage-your-community
- C. Bicycle, Pedestrian Crash Disparities County Dashboard <https://bit.ly/2xn354R>
- D. School Context Maps <https://bit.ly/2xn354R>