



Franklin County Physical Activity Plan

2010-2014

Creating Healthy
Communities
Network

 Columbus
Public Health
Healthier. Safer. People.



Franklin County

Board of Health

Healthy
 Ohio

i Franklin County Physical Activity Plan

A toolkit to implement strategies outlined in the Franklin County Physical Activity Plan can be viewed at <http://publichealth.columbus.gov/fc-physical-activity-plan.aspx>

EXECUTIVE SUMMARY

Approximately sixty-one percent of Franklin County residents were obese or overweight in 2008¹. Being either obese or overweight increases the risk for many chronic diseases such as heart disease, type 2 diabetes, certain cancers, and stroke². Reversing the obesity epidemic in Franklin County will require a comprehensive and coordinated approach that uses policy and environmental change to transform communities into places that support and promote healthy lifestyle choices, including physical activity for all residents.

Environmental factors such as a lack of access to safe places to play and exercise contribute to the increase in obesity rates by inhibiting or preventing active living behaviors. Columbus

Public Health, along with over one hundred individuals and over sixty organizations representing community organizations, local government, worksites and other agencies have created the Franklin County Physical Activity Plan (FCPA Plan) to help communities encourage their residents to increase their physical activity levels.

The FCPA Plan is an effort to build momentum to support physical activity in Franklin County. The plan challenges professionals working in the community, schools, worksite and transportation sectors to promote physical activity through systems, environment, and policy change. Each sector of the Franklin County Physical Activity Plan contains goals to promote physical activity and strategies that can be implemented to reach each goal.

Community organizations, local government, worksites and other agencies are encouraged to use this action plan to increase opportunities for physical activity and to educate Franklin County residents about the benefits of increased physical activity. Organizations that are committed to making Franklin County a place where all residents live a healthier, more active lifestyle are encouraged to fill out the Partner Endorsement form on page 21 of this plan.



Joggers on the Scioto Floodwall trail

Photographs on front cover, from top to bottom:

2002 Columbus Arts Festival

Livingston Elementary students participating in Fitness and Nutrition (FAN) Club

Goodwill Columbus employees taking a walk break

Gay Street, downtown Columbus, renovated according to Complete Streets Principles

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Westerville Parks and Recreation Summer Camp Program

The Franklin County Physical Activity Plan is congruent with:

State Plans/Programs

- Rails-to-Trails Conservancy Plan for Central Ohio
- Ohio's Physical Activity Plan
- Ohio Obesity Plan
- Safe Routes to School

Regional Plans

- MOPRC Complete Streets Policy
- Central Ohio Greenways Plan
- Consider Biking 2x2012 Plan

Local Plans

- Blendon Community Plan
- City of Dublin 2007 Community Plan
- Cleveland Avenue Streetscape 2020
- Clinton/Mifflin Land Use Plan
- Columbus Bicentennial Bikeway Plan
- Early Childhood Obesity Prevention Plan
- Hilliard Community Plan
- Pleasant Township Comprehensive Plan
- Southwest Area Plan
- Upper Arlington Transportation Plan

For more information regarding the Franklin County Physical Activity Plan, contact health@columbus.gov

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PURPOSE

The mission of Columbus Public Health is to be a leader in improving the health and safety of Columbus residents by monitoring community health status, identifying and addressing public health threats, enforcing laws that protect the public's health, and providing services to prevent and control disease. The Creating Healthy Communities Network (CHCN; formerly the Health Health Network) at Columbus Public Health works to reduce death rates from chronic diseases by promoting systems, environmental and policy changes that encourage Franklin County residents to increase physical activity levels.

To accomplish this, the Creating Healthy Communities Network and its community



Columbus Recreation and Parks seniors playing tennis

partners created the Franklin County Physical Activity Plan for all Franklin County communities and organizations to use as a guide to promote physical activity. Columbus Public Health and the Creating Healthy Communities Network know there are many initiatives, projects, and programming in Franklin County that encourage residents to be more active. Organizations can become a partner by completing and returning the Partner Endorsement form on page 21 of this document, or on the Columbus Public Health

website, <http://www.publichealth.columbus.gov/fc-physical-activity-plan.aspx>. As partners complete the form, the Creating Healthy Communities Network will track the partners and the physical activity promoting activities that are being implemented in Franklin County. This information will be used to assist with coordination of the plan's efforts and to create a comprehensive inventory of activities. It will also be used to identify gaps in implementation and future priorities to promote physical activity.

The goal of the Franklin County Physical Activity plan is to increase the percentage of Franklin County adults that are moderately active for at least thirty minutes, five or more days per week; or vigorously active for at least twenty minutes, three or more days per week. This plan acknowledges that increasing physical activity alone will not sufficiently reduce chronic disease or obesity rates in Franklin County. Columbus Public Health, state and local partner agencies have developed companion nutrition/obesity prevention plans. To view these plans, visit <http://www.publichealth.columbus.gov>, <http://www.foryourhealthohio.org>, or <http://www.odh.ohio.gov>.

The structure of the Franklin County Physical Activity Plan mirrors Ohio's Physical Activity Plan, which is a statewide plan of action developed by the citizens of Ohio to address the epidemic of physical inactivity and its far reaching consequences. Ohio's Physical Activity Plan focuses on programs, policies, and environmental changes that encourage Ohioans to increase their physical activity levels. A copy of Ohio's Physical Activity Plan can be downloaded at <http://www.foryourhealthohio.org>. The Franklin County Physical Activity Plan was created in an effort to localize Ohio's Physical Activity Plan in Franklin County. Both physical activity plans include sections for the Community, Schools, Worksites, and Transportation sectors. Each

section of the Franklin County Physical Activity Plan has specific goals and strategies that can be used by community residents, and organizations throughout Franklin County to promote physical activity.

Currently only fifty-one percent of Franklin County adults are getting the recommended amount of physical activity³. For adults, that means at least thirty minutes of moderate physical activity five or more days per week, or vigorous physical activity for at least twenty minutes, three or more days per week⁴. The Centers for Disease Control and Prevention defines moderate physical activity as working hard enough to raise the heart rate, and break a sweat, and vigorous physical activity as breathing hard and fast, and raising the heart rate quite a bit.

It is also recommended that children are active for at least sixty minutes per day⁴. The American Academy of Pediatrics (AAP) recommends children are allowed free, unorganized outdoor play as a method of physical activity. Infants and toddlers should be allowed outdoor physical activity, unstructured free play, and exploration in backyards, parks, and trails. The AAP encourages parents to let their children play outdoors as much as possible⁵.

In 2002, **thirty percent of Columbus children were overweight⁶**. Two years later, nearly **fifty percent of Columbus' inner city third grade students were at risk of becoming overweight or were overweight⁷**. At the beginning of the 2007-2008 school year, **thirty-two percent of kindergarten students in Columbus City Schools had a body mass index (BMI) greater than the 85th percentile⁸**. Percentiles are the most commonly used indicator to assess the size and growth patterns of individual

children in the United States. The percentile indicates the relative position of the child's BMI number among children of the same sex and age. A BMI of greater than the 85th percentile indicates a child might be overweight or obese⁹. These numbers reinforce the idea that is important to provide children with the earliest possible opportunities to develop a healthy lifestyle and reduce their risk of obesity, and other chronic diseases.

In 2007, **almost thirty percent of Columbus metro area adults reported being obese, ranking Columbus last among fifteen other metro areas in the United States.** The lowest rate for percent of adults who were obese was twenty-one percent in Austin, Texas and the U.S. rate was twenty-six percent. Other areas with more than twenty-eight percent obese adults were Raleigh, Kansas City, and Charlotte. Areas with the lowest percentage of obesity (twenty-five percent or lower) were Austin, San Diego, and Chicago¹⁰.

In 2006, urban areas in the **Columbus metro had a total of sixty-one million passenger miles on public transportation (such as COTA buses), ranking fourteenth among sixteen metro areas.** Chicago, San Diego, and Portland had the highest numbers of passenger miles on public transportation. Nashville, Louisville, and Indianapolis had fewer miles than Columbus. From 2003 to 2006, the Columbus area experienced almost a two percent increase in passenger miles. As in the 2001-2004 period, Columbus ranked last among the sixteen metro areas in the percent change in public transportation usage. Portland and Jacksonville had the largest increases in public transportation usage¹⁰.

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WHY IS IT IMPORTANT THAT FRANKLIN COUNTY RESIDENTS MEET PHYSICAL ACTIVITY RECOMMENDATIONS?

Sedentary lifestyle and physical inactivity have contributed greatly to the numerous health problems plaguing today's society. An active child often becomes an active adult who, in turn, has a lower risk for disease than an inactive adult¹¹. When children and adults are regularly active, they are more likely to experience positive health outcomes including:

- Avoiding early death
- Avoiding or delaying the onset of chronic diseases such as heart disease, stroke, some cancers, type II diabetes, osteoporosis, and depression
- Reducing risk factors for disease, such as high blood pressure and high blood cholesterol
- Increased physical fitness, such as aerobic capacity, and muscle strength and endurance

- Increased ability to perform activities needed for daily living
- Increased mental health
- Decreased injuries or sudden heart attacks



Grange Insurance employees using the employee fitness

HOW DOES CHANGING PUBLIC POLICY AND THE ENVIRONMENT IMPACT PHYSICAL ACTIVITY?¹² (unless otherwise noted)

On an individual level, obesity can be prevented if people move more and eat less¹³. However, social, environmental, and community norms and values can make it difficult for most people to follow this advice, as evidenced by the fact that over sixty-two percent of Franklin County adults are overweight or obese¹⁴. According to the Institute of Medicine, "Health and well being are affected by a dynamic interaction between biology, behavior, and the environment, an interaction that unfolds over the life course of individuals, families, and communities¹⁵." For this reason, **the Franklin County Physical Activity Plan emphasizes the importance of change occurring at the public policy, community and organizational levels of**

the Socioecological Model of Health to increase physical activity opportunities in schools, workplaces, communities, and healthcare settings.

The Socioecological Model of Health identifies five levels of influence on health and health behavior: individual, interpersonal, organizational, community, and public policy¹⁶. It recognizes the interwoven relationship that exists between the individual and their environment. Individuals are responsible for making lifestyle changes to reduce risk and improve health. However individual behavior is determined to a large extent by community norms and values, the physical environment, and policies. Barriers to healthy

behaviors, such as regular physical activity, are shared among the community as a whole. It becomes easier for an individual to change and sustain healthy behaviors as these barriers are removed¹⁷.

The socioecolgoical model has important implications for promoting physical activity among Franklin County residents:

- The Franklin County Physical Activity Plan strongly encourages partners to employ strategies that reach organizational, community, and public policy levels. Doing so can help to create environments that make physical activity the safer, more appealing, and more convenient choice than being sedentary. Changes at these levels are most effective because they enhance the effectiveness of individual behavior change interventions.
- Individuals can help to promote physical activity at the individual and interpersonal levels in a variety of ways. Parents and families should model behavior to their children that supports an active lifestyle.

They should encourage their children to play in backyards, neighborhood parks, play spaces, and natural playscapes. Additionally, individuals, parents, and families can also adopt walking and biking as forms of transportation to increase physical activity.

- Individuals should also encourage their family, friends, and social networks to be advocates for creating public policy, environment, or system changes at the community, organizational, and public policy levels. Doing so will provide people with more opportunities to increase their activity levels by modifying underlying factors (such as access) that influence a person's choice to be active.

Opportunities to increase physical activity must exist at every level of the socioecolgoical model. The most effective approaches to increasing physical activity levels among Franklin County residents will be a combination of the efforts at all levels--individual, interpersonal, organizational, community, and public policy.



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HOW WAS THE FRANKLIN COUNTY PHYSICAL ACTIVITY PLAN DEVELOPED?

The process to create The Franklin County Physical Activity Plan was initiated in 2007. The Physical Activity Steering Committee of the Heart Health Network began brainstorming the best way to create systems, policy and environmental changes in Franklin County to promote physical activity. Simultaneously, Physical Activity Steering Committee members were actively involved in the development of Ohio's Physical Activity Plan. When Ohio's Physical Activity Plan was released in February, 2008, the Physical Activity Steering Committee members began planning to localize Ohio's Physical Activity Plan in Franklin County. Steering committee members believed that many of the initiatives outlined in Ohio's Physical Activity Plan could be tailored to meet the specific needs of Franklin County. Franklin County will be able to best implement Ohio's Physical Activity Plan by using its framework to create and implement a Franklin County Physical Activity Plan.

In February, 2009, the Physical Activity Steering Committee hosted a physical activity roundtable meeting to mobilize Franklin County partners to assist in creating the Franklin County Physical Activity Plan. Over three hundred community leaders (including stakeholders from all forty-two jurisdictions in Franklin County, non-profit organizations working to promote physical activity, faith-based institutions and businesses) were invited to participate in the Franklin County Physical Activity Roundtable meeting. Approximately ninety physical activity advocates attended the meeting and were educated about the Ohio Physical Activity Plan. Participants were asked to commit to helping the Heart Health Network tailor the plan to meet Franklin County's physical activity needs. Workgroups for the Franklin County Physical Activity Plan were created for the Community, Schools, Worksites and Transportation settings. Between April and November 2009, the workgroups met monthly to develop physical activity promotion goals and appropriate strategies to meet those goals.

It is the intention of the workgroups that all Franklin County non-profit agencies, businesses, schools, faith-based institutions, and government agencies use the Franklin County Physical Activity Plan to promote physical activity and help to enable all Franklin County residents to increase their current physical activity levels.



Adults line dancing during a health fair

FOCUS ON COMMUNITY

The word community has many definitions: a unified body of individuals; the people with common interests living in a particular area; the area itself; an interacting population of various kinds of individuals in a common location; a body of persons having a common history or common social, economic interest¹⁸. Every definition as stated above applies to what is meant by the word community in the Franklin County Physical Activity Plan. Although no two communities are exactly alike, many share similar characteristics that make them the ideal setting to establish and support healthy habits. Franklin County residents belong to many types of communities and each type can encourage its members to increase physical activity levels.

Communities can help make it easier for Franklin County residents to increase their physical activity levels by creating the necessary infrastructure and supporting physical activity promotion programs being implemented in neighborhoods. Creating changes to building designs, streets, open spaces and their connections will help make physical activity the safe, more appealing, and a more convenient choice than being sedentary. Doing so will require collaboration across many different professions, such as engineers, planners, developers, faith-based communities, non profit agencies, schools, worksites and other non-traditional public health partners.

Increasing opportunities for people to be physically active safely will impact individual changes strategies. People begin to acquire and establish patterns of health-related behaviors during childhood and adolescence¹⁹. Young people should be encouraged to play (especially outdoors) to improve the likelihood of remaining active throughout their lifetime²⁰. Individuals can sustain these healthy habits by utilizing natural resources their environment offers to support physical activity.



Youth playing soccer at a Columbus park

The Community section of this plan lists goals and strategies that influence a person's environment, and systems or policy changes that support physical activity.

The Creating Healthy Communities Network encourages all users of the Franklin County Physical Activity Plan to commit to supporting the plan by completing the Partner Endorsement form on page 21. Creating Healthy Community Partners are defined as: any organization that has completed an FCPA Plan Partner endorsement form or any organization that works to promote physical activity to the population it serves.

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FOCUS ON COMMUNITY

COMMUNITY GOALS

GOAL 1: Monitor progress of Franklin County Physical Activity Plan implementation

Goal Summary: Encourage all partners to communicate with FCPA Plan coordinators regularly. Doing so will enable coordinators to measure progress being made in Franklin County to implement individual strategies, ultimately impacting goal achievement.

45% of all Creating Healthy Community Network partners will report initiatives that promote physical activity among Franklin County residents to FCPA Plan coordinators quarterly.

FCPA Plan coordinators and Creating Healthy Communities Network partners will implement at least one of the following strategies:

- a. Create a local physical activity policy and programming surveillance mechanism
- b. Establish a baseline of community partners implementing programming and policies that support physical activity
- c. Collaborate with community partners to publicize a community physical activity resource directory yearly
- d. Raise awareness of reporting procedure among community partners
- e. Encourage partners to endorse the plan for their organization or community by filling out the Partner Endorsement Form on page 21 of this plan
- f. Update reporting system quarterly
- g. Publish community physical activity reports annually
- h. Develop a website for and publicize the Franklin County Physical Activity Plan

Timeline: December 31, 2014

Annual Goal: 9%

GOAL 2: Promote physical activity and unstructured outdoor play

Goal Summary: Communities will implement policies or planning projects to increase opportunities for residents to be active in their neighborhoods.

50% of the Franklin County Communities will implement at least one of following strategies:

Policy

- a. Adopt a Complete Streets policy clearly stating the needs of pedestrians, bicyclists, and people with disabilities will be planned for within the street environment
- b. Create or revise zoning policies to encourage mixed use and higher density development that will allow people to walk or bike to points of destination (for details, see Transportation Goal 2)
- c. Implement land acquisition policies that support physical activity opportunities
- d. Revise or create parking codes to address bike parking requirements in new development and expansion of existing development

- e. Revise or create zoning codes or other development regulations that address sidewalk requirements in new development and expansion of existing developments
- f. Create incentives for new development and expansion of existing development to include sidewalks and bike racks

Planning

- g. Conduct a needs assessment, or prepare and adopt a master plan for sidewalks and/or bike path networks that prioritize their installation or repair

Timeline: December 31, 2014

Annual Goal: 10%

GOAL 3: Improve infrastructure

Goal Summary: Communities will increase access and improvements to buildings, streets, neighborhoods, and recreation and natural play spaces. Doing so will increase physical activity opportunities for all populations.

40% of Franklin County communities will implement at least one of the following strategies:

- a. Create a 1 mile walking path for community use
- b. Create and promote directional signage that publicizes bike path networks
- c. Continue bike trail expansion for connectivity to neighborhoods and parks
- d. Construct recreational facilities, nature play spaces in underserved neighborhoods
- e. Create organized physical activity opportunities (jump rope, group activities, etc.) to involve children not involved in an organized sport
- f. Create organized physical activity opportunities (line dancing, group activities, etc.) to encourage adults and older adults to increase physical activity levels

Policy

- g. Partner with the community to develop shared use agreements for use of school athletic facilities and outdoor learning spaces, etc. with community members and agencies

Planning

- h. Incorporate natural play spaces into community health/land use planning, and community design



Boys playing in a Dublin football league

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FOCUS ON COMMUNITY

COMMUNITY GOALS, *continued*

Funding

- i. Increase capital improvement funding for the construction of, or improvements to recreational facilities, and natural play spaces
- j. Provide funding for the expansion/maintenance of local recreation parks and facilities and natural play spaces

Timeline: December 31, 2014

Annual Goal: 8%

GOAL 4: Physical activity communications campaign

Goal Summary: Implement a communications campaign to educate and encourage all Franklin County residents to increase their physical activity levels.

45% of Creating Healthy Community Network partners will implement at least one of the following strategies:

Projects

- a. Apply commercial marketing principles to physical activity promotion through a social marketing campaign that can be tailored for all communities
- b. Educate community leaders and residents about physical activity, including the health benefits of unstructured, outdoor play in natural environments
- c. Engage healthcare providers to promote physical activity among patients, especially unstructured, outdoor play to children that are less likely to participate in team sports
- d. Community organizations, faith-based organizations, and recreation centers increase physical activity programming for neighborhood residents
- e. Local health departments promote current physical activity opportunities, park maps and trails to community residents
- f. Create a community task force to help promote physical activity programming, and publicize the programming
- g. Integrate physical activity into current programming for older adults, adults, and children.
- h. Move sedentary activities to outdoor settings when possible to encourage appreciation of the natural environment
- i. Share community efforts to improve neighborhood safety with residents
- j. Ensure physical activity programming is adaptive to all ability levels

Timeline: December 31, 2014

Annual Goal: 9%

GOAL 5: Increase perceived safety

Goal Summary: Increase perceived safety among residents. A critical mass of residents being active outdoors increases perceived and realized safety among residents.

40% of Franklin County communities and Creating Healthy Communities Network partners will implement at least one of the following strategies:

- a. Strengthen partnerships between law enforcement, civic associations, churches, schools, and community bike patrols/block watches.
- b. Distribute printed bike, pedestrian, and motor vehicle safety education to residents
- c. Partner with bicycle advocacy organizations to provide bicycle safety education classes to residents about safe riding and laws that apply to cyclists
- d. Educate public regarding driver rights and responsibilities
- e. Participate in National Night Out
- f. Create and implement a trail/bikeway watch program
- g. Implement a walking school bus program
- h. Promote physical activity programming that includes opportunities for families to participate together
- i. Educate parents about the benefits of unstructured natural play

Policy

- j. Provide incentives for developers to demolish/renovate abandoned buildings
- k. Provide connections for bikes and pedestrians to destinations that are easily accessible

Planning

- l. Advocate for neighborhood designs that include proper lighting, sidewalks, other active living features, and traffic calming features during the design process, and for existing planned neighborhoods

Timeline: December 31, 2014

Annual Goal: 8%



Columbus Recreation and Parks Summer Camp Program

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FOCUS ON SCHOOLS

Practicing good health habits that last a lifetime is most sustainable when youth have the earliest possible opportunities to embrace a healthy lifestyle. The choices youth make now often impact lifestyle choices throughout adulthood. Schools, before and after school programs, and child care settings are ideal settings to reinforce healthy behaviors youth are learning at home.

Comprehensive school health programs have been linked to improving academic success and graduation rates, and decreasing discipline and dropout rates among students²⁰. They also have the potential to slow the age-related decline in physical activity and help youth establish lifelong, healthy physical activity patterns. Comprehensive programming to increase physical activity includes both physical education and physical activity. Many people use these words interchangeably, however there is a distinction between physical education and physical activity.

Physical activity is defined as bodily movement of any type²¹. Because youth spend many hours at school, it is an ideal place to provide physical activity opportunities. Experts recommend that youth participate in at least sixty minutes of physical activity each day and that a variety of activities be offered to ensure that youth can find an activity they enjoy. Schools, before and after school programming, and child care should insure that students at all age and ability levels take part in at least thirty minutes of moderate-to-vigorous physical activity per day including recreational, fitness, sport and daily activities such as walking, climbing stairs or raking the leaves²¹.

Physical education programs are necessary to teach youth the skills and knowledge they need to establish and sustain an active lifestyle. Quality physical education offers learning opportunities, appropriate instruction, meaningful and challenging content. The National Association of

Sport and Physical Education (NASPE) recommends schools provide 150 minutes of instructional physical education for elementary school students, and 225 minutes for middle and high school students per week for the entire school year.

Schools, before and after school programming, and child care facilities cannot, and should not be expected to increase physical activity levels among youth on their own.

Because individual, interpersonal, and environmental factors are associated with physical activity among youth, it is important that young people are active in a variety of setting. Homes, schools, after school programs, child care facilities, playgrounds, parks and trails, recreation centers, private clubs and sports facilities, bicycling and jogging trails, summer camps, and religious facilities are examples of institutions that can encourage youth to be active.

The Schools section of the Franklin County Physical Activity Plan provides suggestions about how schools, before school and after school programs can encourage youth to be active. It also encourages schools, before and after school programming to work with other community partners to achieve the greatest impact for increasing and sustaining physical activity levels among youth.

The Creating Healthy Communities Network encourages all users of the Franklin County Physical Activity Plan to commit to supporting the plan by completing the Partner Endorsement form on page 21. Creating Healthy Community Partners include all Franklin County school districts, and are defined as: any organization that has completed an FCPA Plan Partner Endorsement form or any organization that works to promote physical activity to the population it serves.

SCHOOL GOALS

GOAL 1: School wellness

Goal Summary: Implement school wellness initiatives that align with national best practices.

100% of Franklin County public school districts will implement at least one of the following strategies:

Wellness

- a. Utilize a dedicated full time staff to create environments that promote wellness at the district and building levels
- b. Create an active wellness team at the district level
- c. Create an active wellness team at the individual building level
- d. Identify funding sources for coordination of the wellness policy, and programmatic activities that promote physical activity and wellness
- e. Complete the School Health Index or other assessment at a district level every five years
- f. Complete the School Health Index at the building level every three years
- g. Utilize all eight components of the Coordinated School Health Model as a means to teach students about wellness and physical activity
- h. Create a school wellness action plan for the school district or individual buildings

Timeline: December 31, 2014

Annual Goal: 20%

GOAL 2: Increase physical activity

Goal Summary: Increase students' opportunity for and access to physical activity.

100% of Franklin County public school districts will implement at least one of the following strategies:

Physical Activity During School

- a. Create support from administration and teachers to modify policy, curriculum, and/or schedule to include additional physical activity opportunities in the school day
- b. Increase teacher and staff involvement in physical activity during the school day
- c. Offer physical activity classes that encourage students to adopt lifelong physical activity habits (such as weight training, jogging, and other individual-focused activities)

Recess

- d. Create and implement a policy that eliminates taking recess away from students as a punishment
- e. Create a list of activities and games that can be played indoors when the weather will not permit students to have recess outdoors

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FOCUS ON SCHOOLS

SCHOOL GOALS, *continued*

Safe Routes to School

- f. Partner with local city planners and health department staff to create a school travel plan for all schools in the district to become eligible to apply for Safe Routes to School funding
- g. Implement a Safe Routes to School program in all neighborhoods with a school travel plan

Infrastructure

- h. Implement requirements for current and future school locations to have convenient bike and pedestrian connections to dense residential neighborhoods
- i. Provide safe, secure, and covered bicycle parking

Timeline: December 31, 2014

Annual Goal: 20%

GOAL 3: Increase physical education

Goal Summary: Increase students' opportunity for and access to physical education.

100% of Franklin County public school districts will implement at least one of the following strategies:

Quality Physical Education Classes

- a. Develop standards for student learning in physical education that reflect national and state standards. These standards should require that physical education be taught by certified/licensed physical education teachers
- b. Assure that physical education programs have appropriate equipment and adequate facilities
- c. Require that students be active in moderate to vigorous physical activity for at least 50% of physical education class time
- d. Require a minimum of 150 minutes per week of physical education in elementary schools and 225 minutes per week of physical education in middle and high schools
- e. Increase number of high school students who participate in daily physical education classes

Eliminate Substitutions for Physical Education

- f. Create and implement a policy that prevents recess and physical education class from being combined
- g. Create a policy that eliminates substitution of extra-curricular activities, credit flexibility, or standardized test preparation for physical education class

Timeline: December 31, 2014

Annual Goal: 20%

GOAL 4: Share physical activity resources for youth-serving programs

Goal Summary: A network will be established for before and after school programs, childcare facilities and other youth-serving programs that will increase youth's opportunities for and access to physical activity.

FCPA Plan coordinators and Creating Healthy Communities Network partners will implement at least one of the following strategies:

Communications

- a. Establish an electronic toolkit, including a compilation of physical activity promotion programs and policies currently being implemented among before and after school programs and childcare centers
- b. Raise awareness of information collection and coordination process among community partners

Programming

- c. Establish a baseline of before and after school programs and childcare centers with physical activity programming and policies
- d. Increase physical activity opportunities in before and after school programs and childcare centers
- e. Utilize parent input to provide physical activity programming for youth in before and after school programs and childcare centers
- f. Encourage youth to utilize nature as their largest and best playground for unstructured play
- g. Utilize TANF and Latchkey programs to provide an opportunity for youth to be physically active
- h. Create non-competitive physical activity clubs (jump rope, group sports) to involve youth not involved in a school-sponsored sport
- i. Partner with local schools to develop shared use agreements for use of school athletic facilities by before/after school programming and childcare centers
- j. Limit screen time to no more than 2 hours per day for youth older than 2 years of age and no screen time for children younger than 2 years of age



Hilliard students safely crossing the street

Timeline: December 31, 2011

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FOCUS ON WORKSITES

Worksites that offer opportunities for physical activity can help make being healthy an easy choice for employees. Providing access to physical activity opportunities and providing time for employees to be active through flexible schedules helps to create a healthier workforce by supporting people who are trying to be more active or lose weight.

Worksite physical activity programs have the potential to reach a large percentage of Franklin County residents, making them an ideal place to help to change behaviors, provide supportive social networks, and help convey physical activity as an organizational norm. When worksites effectively assist employees to adopt healthier lifestyles, employees often positively influence the lifestyles of their family and friends outside of work. Long term success can be achieved by modifying the total work environment and adopting corporate strategies that support more active lifestyles for all employees.

Opportunities to be physically active reduce the risk of diabetes, heart disease, and other chronic conditions. Additionally, a review of forty-two published studies of worksite health promotion programs shows that healthier employees experience²² an average of:

- 28% reduction in sick leave absenteeism
- 26% reduction in healthcare costs
- 30% reduction in workers' compensation and disability management claims costs
- \$5.93-to-\$1 savings-to-cost ratio

The Worksite section of the Franklin County Physical Activity Plan provides suggestions about how worksites can encourage their employees and families to increase their physical activity levels through long and short term projects and solutions.

The Creating Healthy Communities Network encourages all users of the Franklin County Physical Activity Plan to commit to supporting the plan by completing the Partner Endorsement form on page 21.

WORKSITE GOALS

GOAL 1: Allow worksites to share physical activity programs with other worksites

Goal Summary: Franklin County worksites will utilize an online database to share physical activity programs and policies with other worksites.

FCPA Plan coordinators will implement the following strategies to enable worksites to utilize the electronic database:

- a. Establish a central resource center, including an interactive, electronic compilation of physical activity promotion programs and policies among worksites
- b. Establish a baseline of worksites with physical activity programming and policies
- c. Raise awareness of information collection and coordination process among Franklin County Worksite Wellness Network members
- d. Update process and database quarterly

Timeline: December 31, 2010

GOAL 2: Increase physical activity level among employed Franklin County residents

Goal Summary: Worksites will increase access to and opportunities for employees and families to be active during and outside of the workday.

45% of Franklin County Worksite Wellness Network members will implement at least two of the following strategies:

Projects

- a. Implement point-of-decision prompts in worksites to take the stairs
- b. Create indoor or outdoor walking routes at the worksite
- c. Utilize group email or other public address system to remind/encourage all employees to “Take a physical activity break”
- d. Encourage walking meetings
- e. Sponsor or create a team for recreational activities such as corporate physical activity challenges, sports leagues, or community events (5Ks, bike events, etc). Encourage family participation in these activities
- f. Apply for the annual Healthy Ohio Healthy Worksite Award
- g. Use established worksite wellness toolkits that help employees be more active such as the PA Guidelines Toolkit or CDC LeanWorks! Toolkit
- h. Offer free or low-cost on-site fitness opportunities like group exercise classes or personal training
- i. Utilize the Consider Biking 2x2012 toolkit to encourage employees to walk or bike to work

Policy

- j. Offer free or reduced cost gym memberships (or fitness classes) to employees
- k. Offer reduced employee insurance premiums with documented exercise attendance/participation
- l. Offer additional incentives to promote physical activity (reward system; wellness days; purchasing discounted fitness class packages, bike to work incentive)
- m. Provide parking opt-out to reward employees if they do not use a parking space every day
- n. Establish a written policy allowing employees to work alternate schedules to accommodate physical activity

Infrastructure

- o. Include on-site fitness rooms and shower/locker room facilities when designing or renovating buildings
- p. Install covered, secure, and lighted bike parking
- q. If the worksite has a bus stop outside of the entrance, install a shared use (bike/pedestrian) path from the bus stop to the front door
- r. Improve outside lighting and landscape to improve perceived safety and encourage employees to be active outdoors

Timeline: December 31, 2014

Annual Goal: 9%

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A toolkit to implement strategies outlined in the Franklin County Physical Activity Plan can be viewed at <http://publichealth.columbus.gov/fc-physical-activity-plan.aspx>

FOCUS ON TRANSPORTATION

Transportation has traditionally focused on the automobile but increasingly, the health and environmental benefits of active transportation are being recognized. Active transportation includes walking, biking, and using public transit. Research has shown that providing a built environment that fosters safe walking and biking increases physical activity²³. Built environments are the man-made physical structures and infrastructure of communities²⁴, and increase opportunities for physical activity, such as walking and biking. Specifically, increasing physical activity and walking are associated with natural open spaces and parks, close proximity of destinations, sidewalks, an aesthetically pleasing environment and social and community support²⁵. Additionally mixed-use, heavily populated neighborhoods have more people walking or biking to daily points of destination than in less populated, exclusively residential neighborhoods. Mixed use communities make walking and biking friendly environments a priority by incorporating a combination of residential and commercial areas, including shops, restaurants, movie theaters, banks, and grocery stores.



Pedestrian connectivity in the Arena District

Health benefits of an environment that fosters walking and biking are compelling. Research indicates that people living in walkable or bikeable neighborhoods report seventy more minutes of physical activity and have a lower prevalence of obesity than people living in less walkable neighborhoods. Walkable neighborhoods have a grid-like street pattern, short block lengths, few cul-de-sacs and single family, multi-family and non residential mix. Neighborhoods that are not as walkable or bikeable have longer block lengths, more cul-de-sacs, single family homes only and a small commercial area²⁴. Additionally, Americans that use public transit spend an average of nineteen minutes a day walking to and from transit and twenty-nine percent achieve over the recommended thirty minutes per day of physical activity²⁶.

The goals outlined in the Transportation section of the Franklin County Physical Activity Plan aim to increase the number of Franklin County residents that utilize active transportation at least twice per month by 2014. Doing so will account for a ten percent mode shift from automobile use to active transportation. To accomplish this, partners will have to improve the built environment by planning and constructing communities, (including schools, worksites, and other open spaces) that enable people of all ages to choose active transportation. This can be accomplished through effective land use planning, community design, adoption, and implementation of effective transportation policies listed below.

The Creating Healthy Communities Network encourages all users of the Franklin County Physical Activity Plan to commit to supporting the plan by completing the Partner Endorsement form on page 21.

TRANSPORTATION GOALS

GOAL 1: Funding and implementation

Goal Summary: Allocate appropriate funding for and create a transportation system that provides options for safe, active transportation.

40% of Franklin County communities will implement at least one of following strategies:

Funding

- a. Allocate funds on an annual basis for non-automobile transportation needs

Policy

- b. Adopt a Complete Streets policy that enables bicyclists, public transportation users, and pedestrians of all ages and abilities to actively commute in the street safely
- c. Revise or create parking codes that address bike parking requirements in new development and the expansion of existing development
- d. Revise or create zoning codes that address sidewalk requirements in new development and expansion of existing development

Planning

- e. Establish a thoroughfare plan that addresses multi-modal travel via the number of lanes of traffic on major roadways, sidewalks, multi-use paths, and/or bike lanes. Right of way widths can also accommodate these features
- f. Conduct a needs assessment or prepare and adopt a master plan for sidewalks and/or bike path networks that prioritize their installation
- g. Complete an inventory of existing sidewalks, including their condition and width
- h. Incorporate paved shoulders along the roadways in rural communities instead of gravel/stone shoulders in maintenance and capital improvement projects
- i. Incorporate the Mid Ohio Regional Planning Commission (MORPC) regional bikeway plan into comprehensive planning or capital improvement projects
- j. Utilize health impact assessments in new neighborhood plans and designs

Projects

- k. Connect major activity centers with bikeways
- l. Create incentives for new development and expansion of existing development to include sidewalks, bicycle facilities and bike racks
- m. Partner with school districts to implement a Safe Routes to School/Walk to School Team to educate and encourage active transportation to school
- n. Use the Consider Biking 2x2012 toolkit to engage residents to bike, walk, or ride the bus to work at least 2 days per month by 2012



Cyclists on a Franklin County bike trail

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A toolkit to implement strategies outlined in the Franklin County Physical Activity Plan can be viewed at <http://publichealth.columbus.gov/fc-physical-activity-plan.aspx>

FOCUS ON TRANSPORTATION

TRANSPORTATION GOALS, *continued*

- o. Create a network of community residents to advocate for improvements to community infrastructure (streets, sidewalks, trails) that will promote active transportation
- p. Assess community progress on an annual basis for completing their bikeway plans
- q. Implement a Smart Trips program

Timeline: December 31, 2014

Annual Goal: 8%

GOAL 3: Promote mixed land use and active transportation

Goal Summary: Promote a mixed-land use and pedestrian, bicycle, and public transit friendly designs in new developments.

30% of Franklin County communities will implement at least one of the following strategies:

- a. Encourage mixed land uses and multi-modal transportation through policies in comprehensive plans, district plans or area/neighborhood plans
- b. Provide density bonuses to encourage mixed use development
- c. Develop design guidelines that educate and promote site design and architectural and landscape techniques that support bicycle and pedestrian friendly development design
- d. Adopt zoning regulations that requires bicycle and pedestrian friendly development design
- e. Encourage mixed use and higher density development through:
 - Zoning code allowing residential and retail/offices to be located in the same structure
 - Zoning code allowing for shared parking
 - Designating targeted areas for mixed use and higher density based on clear development criteria
 - Targeting areas for transit oriented development

Timeline: December 31, 2014

Annual Goal: 6%

GOAL 4: Share the road

Goal Summary: Educate Franklin County residents to share the road.

50% of Franklin County communities and Creating Healthy Community Network members will implement at least one of the following strategies:

- a. Partner with MORPC to help regularly update the information on their website regarding rules of the road for motorists, bicyclists, and pedestrians
- b. Implement a pedestrian and bike safety program that is appropriate for all populations (including new Americans, older adults, and children)
- c. Use the “Share the Road” campaign to educate both motorists and bicyclists
- d. Place information kiosks at the trail heads
- e. Implement a safe driving program for motorists
- f. Create and implement a trail/bike watch program
- g. Expand public awareness/media events for Bike Month (May) to occur year round
- h. Create and implement a Bicycle Ambassador program in Franklin County Communities
- i. Create a campaign to educate the community that the benefits of being active outweigh the risks
- j. Implement Safe Routes to School program in neighborhoods that have a school travel plan
- k. Partner with schools to create a school travel plan to provide an opportunity for schools to receive Safe Routes to School funding

Timeline: December 31, 2014

Annual Goal: 10%

WHAT CAN MY ORGANIZATION DO TO SUPPORT THE PLAN?



Cyclist on the Alum Creek Trail

1. Review the plan goals, strategies and objectives. Identify specific items where you or your organization can be involved.
2. Commit to becoming a partner with the Creating Healthy Communities Network by completing the Partner Endorsement form (see page 21). Any organization with existing activities, new ideas, or an interest in being involved in promoting physical activity among Franklin County residents should complete the form.
3. Collaborate with others who share common goals to maximize opportunities and leverage resources.

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FRANKLIN COUNTY PHYSICAL ACTIVITY PLAN

IMPLEMENTING THE PLAN - PARTNER ENDORSEMENT FORM

Please copy and fax your endorsement of the Franklin County Physical Activity Plan at 614-645-5888, or complete it online at <http://www.publichealth.columbus.gov/fc-physical-activity-plan.aspx>. Your endorsement may be publicly acknowledged on the Columbus Public Health website and in plan-related materials.

1. Name of my organization or group:

2. The type of organization I represent (choose up to three):

- | | |
|---|--|
| <input type="checkbox"/> Coalition | <input type="checkbox"/> Public Health Department |
| <input type="checkbox"/> Communication/Media | <input type="checkbox"/> Recreational/Sports Setting |
| <input type="checkbox"/> Community Group | <input type="checkbox"/> Research Institution |
| <input type="checkbox"/> Faith Community | <input type="checkbox"/> Resident |
| <input type="checkbox"/> Food Service/Restaurant | <input type="checkbox"/> Retail/Business Setting |
| <input type="checkbox"/> Health Care Delivery | <input type="checkbox"/> School |
| <input type="checkbox"/> Health Plan/Insurer | <input type="checkbox"/> University |
| <input type="checkbox"/> Government Agency Non-Profit | <input type="checkbox"/> Worksite/Employer |
| <input type="checkbox"/> Professional Association | <input type="checkbox"/> Other _____ |

3. I will provide a link from my organization's website to the Franklin County Physical Activity Plan

- Yes No

4. I/we can work on the following activities in the Franklin County Physical Activity Plan to help accomplish its goals:

5. I would like to become a member of the Creating Healthy Communities Network

- Yes No

Contact Information

Contact Name: _____

Organization (if applicable): _____

Position/Title: _____

Mailing Address: _____

Telephone Number: _____ Fax number: _____

Email: _____

PARTNER RECOGNITION

The Creating Healthy Communities Network would like to thank our community partners that helped to create the Franklin County Physical Activity Plan and its accompanying toolkit!

American Cancer Society

Kherry DeLorenzo

Action for Healthy Kids, Zone 8

Mary Chase

Jan Ritter

American Heart Association

Abby Loechler

Best Restaurant Equipment and Design

Amy Foley

Bexley City Schools

Melissa McCarthy

Bike Walk Ohio!

John Gideon

Burton Planning Services

Kim Burton

Care After School, Worthington

Debbie Kittredge

C Ray Williams Early Childhood Center

Heather Wetherbee

C&A Benefits Group

Christina King

Central Ohio Diabetes Association

Pat Funderburg

Chemical Abstracts

Lisa Kauffman

Children's Hunger Alliance

Shannon Amos

City of Columbus

Matt Baldwin

Vedette Gavin

Chris George

Sandy Gill*◇

Cheryl Graffagnino

Christine Green*

Patricia Harris

Rick Hicks

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Bonita Lee

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Beth Schuth

Educational Council

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For Your Health Ohio

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Franklin County Government

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Anne Simpson

Ben Weiner

Gahanna Parks and Recreation

Patricia Kovacs

Mike Musser

Gallagher, Joseph James and Associates

Dawn Leibensperger

Goodwill Columbus

Janet Ehrhardt

Boo Krucky

Grange Insurance

Rea Jean Hix

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A toolkit to implement strategies outlined in the Franklin County Physical Activity Plan can be viewed at <http://publichealth.columbus.gov/fc-physical-activity-plan.aspx>

PARTNER RECOGNITION, *continued*

Grove City Recreation

Kim Conrad

Groveport Recreation and Parks

Stephania Bernard

City of Hilliard

Letty Schamp

JP Morgan Chase

Patricia Rutter

Lake Shore Cryotronics, Inc.

Mary Stone

League of American Bicyclists (LAB)

Patricia Kovacs

The Leave No Child Inside Central**Ohio Collaborative**

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Jenny Morgan

LifeCare Alliance

Linda Fester

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Brenda Moore

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Patrice Rancour

Osteopathic Heritage Foundation

Terri Donlin-Huesman

Promotions One

Mike Collins

Quantum Health

Linda Fromson

Debbi Ratcliff

Rails-to-Trails Conservancy

Rhonda Border-Boose

Shoedinger Funeral Services

Rodger Bartley

State Teachers Retirement System

Anita Brenner

Taking Care of Wellness

Amy Cashman

The Winners' League Foundation

Tom Carlisi

United Way of Central Ohio

David Ciccone*

Wells Fargo Insurance

Karin Moone

Westerville Parks and Recreation

Mike Herron

Worthington City Schools

Rob Smith

Worthington Parks and Recreation

Eric Hansel

Melissa Hindman

WW Williams

Denise Clouse

YMCA of Central Ohio

Becky Ciminillo

Your Quest

Joanne Menke

Rich Menke

Susan Wyant

Dilip Karpoor

* Indicates member of the Franklin County Physical Activity Plan Steering Committee

◇ Indicates subcommittee co-chair

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Norwich Elementary School Walk to School Day

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Created by:



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