



**EmPOWERED
To Serve™**

Taking “Fit” to the Streets

You’re the Cure—Let’s make our neighborhoods “fit” for physical activity



Taking “Fit” to the Streets

Lesson Overview

Welcome

- EmPowered To Serve and the ETS Health Check
- Program Topic and Urgent Community Need

Taking “Fit” to the Streets

- Call to Action: You’re the Cure— Let’s Make Our Neighborhoods “Fit” for Physical Activity

Closing Thoughts



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What is ETS? *EmPowered To Serve*

EmPowered To Serve is a movement sweeping our nation to improve the health of multicultural communities.

- We unite as the ETS megacommunity to make healthy change happen in diverse communities across the country.
- Learn More at EmPoweredToServe.org.

**The AHA's
2020 Goal**

Improve heart health of all Americans by 20%.

Reduce deaths from heart diseases and stroke by 20%.



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ETS Health Check

Blood pressure and weight check:

- Starting point for you
- Optional and anonymous, no name



Why check blood pressure?

High blood pressure (HBP) is a risk factor for heart disease, the No. 1 killer worldwide.

HBP is also a risk factor for stroke, the No. 2 killer worldwide.



Why worry about being overweight?

Nearly 70 percent of adults are either overweight or obese.

Being obese puts you at a higher risk for heart disease, stroke, HBP, diabetes, and more.



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Safe Places to be Active

Safe places to be active equal thriving communities.

- Community design can affect physical activity and obesity rates.
- Safe sidewalks, green spaces, parks, and public transportation help lower the risk for developing chronic disease.
- A recent study found that people who live near parks or rec centers are 38 percent more active.



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Not Everyone Has Access

Many people don't have easy access to safe parks or recreational facilities.

- Communities may not have the financial support to invest in walking paths and other transportation infrastructure, particularly in underserved communities.



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Let's Get in Gear

All communities can prosper from:

- Safe areas for physical activity
- State and community advocacy to increase areas for walking and biking
- Nearby playgrounds, parks, and safe streets to walk or bike



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Program Objectives

At the end of this lesson, you'll be able to get into gear and be a community voice about:

- ***Voices for Healthy Kids***, a collaboration between the Robert Wood Johnson Foundation and the American Heart Association, which helps to create Active Places® for our kids and youth.
- Getting everyone into gear by joining ***You're the Cure***.



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Point #1

Other communities have created safe places for physical fitness—we can, too.

We'll look at three examples:

- Local community efforts
- State policy changes
- Federal advocacy impacts



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Local Community Efforts

New bicycle programs path the way for new opportunities for physical activity:

- Bike-share programs, in which bicycles are available at low or no cost for short-term public use, are now available in many cities.
- Some cities are increasing biking routes.
- States are including bicycle lanes and walking trails in transportation budgets.



Santa Ana Wellness Corridor



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State Policy Changes

By working together, we can make safe places for everyone in our community to be active.

Advocacy led to a new Arizona law:

- Schools unlock the gates and open up their facilities to the community.
- Kids who are physically active learn better.
- This law supports efforts to promote life-long health.



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Shared Use Liability Toolkit

Anyone can be an advocate.

- Ways to advocate for use of school facilities, e.g., gyms, fields, and playgrounds
- How-to information
- Standard messages



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They Did It in Georgia...

Volunteers—people just like you and me—worked with AHA, NAACP, and other volunteers to pass Shared Use legislation.

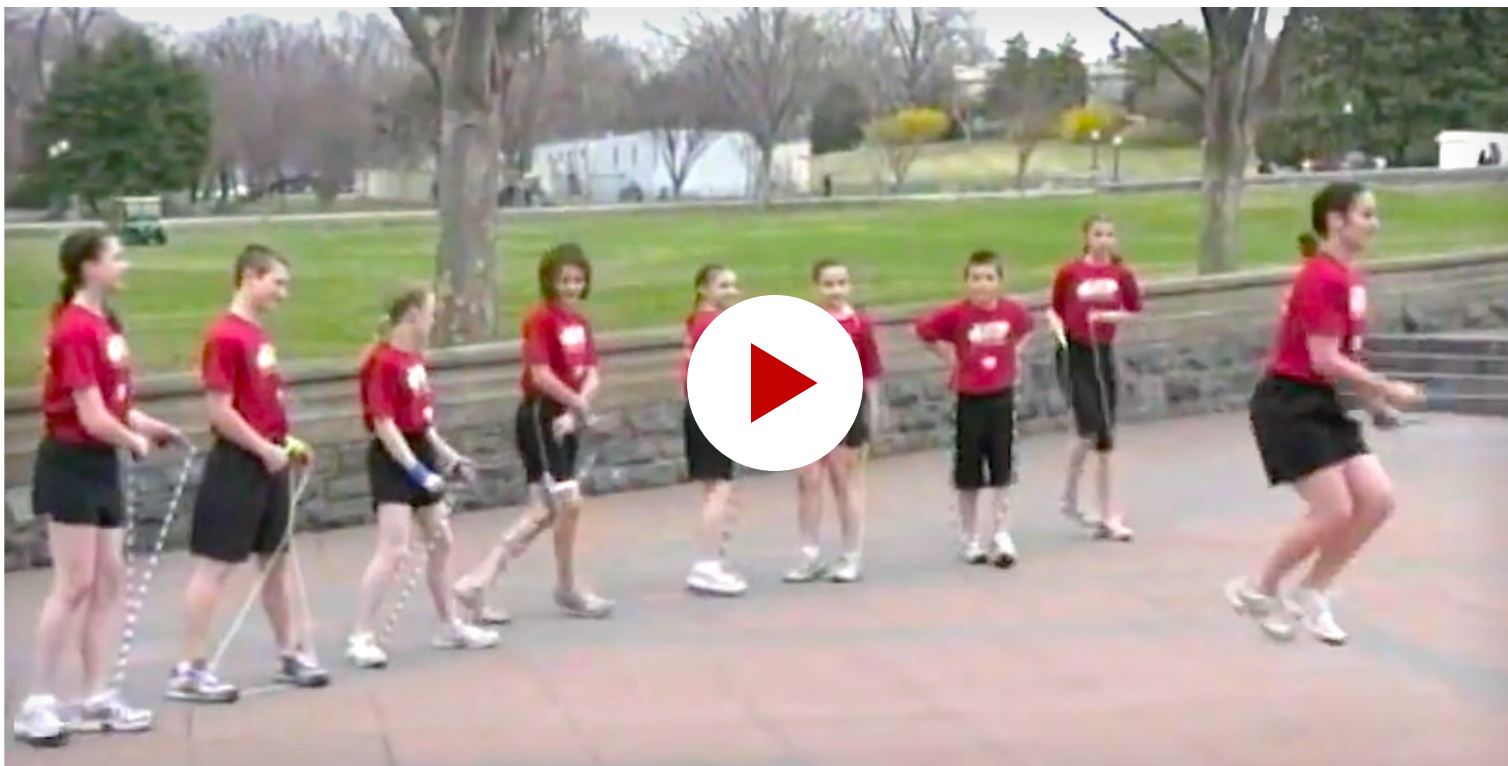
- Shared Use legislation removes barriers for schools to open up their facilities including gyms, playgrounds, and tracks.
- Liability rests on the user, not the school system.



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Federal Advocacy Impacts: F-I-T K-I-D-S



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Join AHA Efforts

Working on Behalf of Multicultural Communities:

1. Support efforts to design our workplaces, communities, and schools around **active living** and **integrate physical activity opportunities** throughout the day.
2. Support policies and programs aimed at **improving the built environment** and **active transport** including Safe Routes to School and Complete Streets.



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Point #2

Voices for Healthy Kids Helps to Create Active Places® for Our Kids

- Voices for Healthy Kids is a national initiative that provides resources and tools for advocates working on childhood obesity.
- It encourages physical activity for kids, youth, and adults.



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Point #3

You're the Cure: Join today. Let's get into gear.

You'll get information about how to:

- Engage on local, state, and federal levels to advocate for change in your community.
- Make a difference on issues that matter to you—and to all of us as a united community voice.



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Let's Be the Cure

What issues do we want to work on?

- Get engaged with You're the Cure.
- Share our stories online.
- Recruit five friends to join *You're the Cure*.
- Respond to action alerts.
- Ask friends to respond to action alerts by sharing on Facebook and Twitter.



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Let's Get Heard

As a united community voice, we can make a difference:

- We can push for healthy changes in our community.
- We can influence those who make policies.

You're the Cure:

- Offers structure and guidance
- Gives direction
- Provides updates
- Connects to American Heart Association state contacts

www.YoureTheCure.org



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What Can We Do?

Let's break into groups.

- Each group will get an article about a success story.
- Please read and discuss it.
- Discuss how this strategy might work in our community.

Pick one person to report back.

- Briefly describe what the communities did to increase access to safe places for physical activity.
- Give your group's insights about how this strategy might work in our community.



Call to Action

You're the Cure—Let's make our neighborhoods "fit" for physical activity.

Share what you learned with five friends:

- Ask them to join you in being an active community voice!



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Create a Culture of Health

Commit to take action:

- Go to EmPoweredToServe.org.
- Use My Life Check[®] to check your progress.

Join Us for more ETS Programs.

A graphic titled "ETS Health Lessons" featuring a list of 13 topics on the left and a photograph of hands holding a green plant with red berries on the right. The list items are: Own it, Don't Go Breakin' Your Heart, Produce-ing Health, Make Life Sweet—Not Your Drinks, Let's Get Physical, Keep the Beat, Secrets of the Heart, Don't Miss a Stroke, Got Fruit? How About Vegetables?, Taking "Fit" to the Streets, Just What the Doctor Ordered, and Clear the Air.

ETS Health Lessons

- Own it
- Don't Go Breakin' Your Heart
- Produce-ing Health
- Make Life Sweet—Not Your Drinks
- Let's Get Physical
- Keep the Beat
- Secrets of the Heart
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It's is why™

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Wrap-Up



We appreciate your thoughts!

- Post what you liked best online at:
<http://community.empoweredtoserve.org/home>



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EmPoweredToServe.org

Help create a sustainable culture of health:

- Unite with others to drive **lasting** (sustainable) positive change.
- Learn ways to improve **community beliefs and behaviors** (culture) about health.
- Share best practices and develop strategies that promote **sound body, mind, and spirit** (health).



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We are EmPOWERed To Serve

...Serve our health, serve our community



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American Heart Association EmPOWERED To Serve Health Lessons. empoweredtoserve.org
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