

Taking “Fit” to the Streets

*You’re the Cure—Let’s Make Our Neighborhoods
“Fit” for Physical Activity*

Resource List

The lesson provides suggested American Heart Association/American Stroke Association resources. You can tailor the lesson to your specific community needs. Add more resources or substitute different ones to make the lesson work best for your community.

Are mostly families attending? Pick at least one activity that engages children. For ideas, check out the American Heart Association’s Healthier Kids resources (<http://bit.ly/1Hwez4p>).

Is the program aimed at adults? Keep participants interested by breaking them into small groups to review a resource. Ask each group to share what they learned with the full group.

No audiovisual equipment? No worries. Make copies of printed handouts. Ask participants to take turns reading aloud key messages.

Have a projector? Great. Use the slides to guide your talk. And download an American Heart Association video for one of your interactive activities.

Have a good Internet connection? Show one of the American Heart Association videos, break participants into groups to take an online quiz or give a demo of an online tool.

Think about which formats best teach the health messages to your community members. Consider what type of information is most motivating for your community.

The icon in front of each resource tells you the format of that activity. Below are tips on how to incorporate that activity into the lesson and how much time to budget for it.



Video: Play the video and engage participants in a discussion after the viewing.



Printed Handout: Ask volunteers to take turns reading the information on the handout.



Group Discussion: Break participants into small groups. Ask each group to review the resource and report what they learned to the full group.



Online Tool: Give a short demonstration of the tool. Encourage participants to make a note of the URL so they can access it from home.

Voices for Healthy Kids® Advocacy Toolkits

Voices for Healthy Kids is a joint initiative of the Robert Wood Johnson Foundation and American Heart Association. It works to help all young people eat healthier foods and be more active. Nearly one in three children and teens is overweight or obese. By engaging, organizing and mobilizing people in communities across the U.S., we make the healthy choice the easy choice in the places where children live, learn and play.

Toolkits are designed to help coalitions educate their communities on ways to make this vision a reality. Each toolkit includes how-to steps, as well as fact sheets, flyers, postcards, web banners and other messaging materials. Materials are available—in print or downloadable form.

Topics related to physical activity include:

- Safe Routes to School State Appropriations Toolkit: Look Both Ways.
- Shared Use Liability Toolkit: Unlock the Doors.
- Complete Streets
- Safe Routes to School Expansion on Shared Use Incentives, Reporting and Monitoring
- Safe Routes to School Federal Appropriations

Download the toolkits: <http://bit.ly/1IkFPDF>

Point #1: Other communities have created safe places for physical fitness—we can, too.



Youth Can Now Gear Up in San Francisco Lower-Income Neighborhoods
(5-10 minutes to discuss article)
<http://bit.ly/1bRkc1K>



Shared Use Success: Unlocking the Gates at Arizona Schools
(5-10 minutes to discuss article)
<http://bit.ly/1zIBuON>



States adding bicycle lanes, walking trails into transportation budgets
(5-10 minutes to discuss article)
<http://bit.ly/1bRkuWi>



FIT Kids Act Press Event
<http://bit.ly/1bRkKV8>

Point #2: Voices for Healthy Kids helps to create Active Places® for our kids.



Voices for Healthy Kids—Website Demo
(5-10 minutes for demo of key website features)
<http://bit.ly/1kFPDF>

Point #3: You're the Cure: Join today, let's get our community into gear.



The New You're the Cure Website Tutorial
(4 minutes, 21 seconds)
<http://bit.ly/1P3UCm6>



You're the Cure—Website Demo
(5-10 minutes for demo of key website features)
<http://bit.ly/1bbuNDn>



Many Hearts, One Voice: You're the Cure on the Hill 2013
(3 minutes, 27 seconds)
<http://bit.ly/1bRdsRu>



You're the Cure: A Community Fighting Heart Disease and Stroke
(2 minutes)
<http://bit.ly/1GtNACI>



You're the Cure, A Guide for Advocates
(5 minutes to highlight key sections and encourage participants
to download later)
<http://bit.ly/1HP2pE1>



Media Advocacy: 101-Learn how media advocacy can help move important
heart-healthy and stroke-smart public policies forward
(55 minutes, recording from a live webinar)
<http://bit.ly/1kHadK>