

PHYSICAL ACTIVITY IN HAMPTON ROADS

Goal: Increase physical activity across Hampton Roads.

Objectives:

- a. Develop a regional marketing strategy to promote physical activity through increased usage of parks, walking/biking trails and water access points.

Strategies

- Hold regional meeting of city leaders/planners to develop a multi-year plan that encourages development and increases regional marketing of parks, active transportation, community centers, and outdoor trails
- Collaborate with community stakeholders to promote access to physical activity by utilizing community spaces

- b. Identify and develop solutions to regional barriers to access to physical activity opportunities.

Strategies

- Collaborate with law enforcement and city leaders to develop a plan that creates a regional safety standard for public parks and trails
- Engage the public to identify access barriers to regional physical activity opportunities, with a special emphasis on inter-city access
- Develop a regional plan to address barriers to physical activity access

- c. Adoption of standardized resolutions to prioritize physical activity by regional chamber, cities, schools, and employers to promote and encourage physical activity.

Strategies

- Encourage larger employers and city governments to create or increase physical activity programs for employees, as part of a larger regional coordinated effort
- Implement a regional plan for increasing and standardizing physical activity programs and education in schools
- Offer standardized resolutions to increase physical activity for adoption regionally to larger employers, city governments, and community organizations

Measurements:

1. GHR connects data portal development and marketing
2. Community health assessments
3. Decreased obesity and co-morbid condition rates on a regional level (County Health Rankings and Roadmaps)
4. Improved health behavior indicators for daily physical activity and activity access
5. Implementation of policies/plans that encourage physical activity (Chronic Disease State Policy Tracking System)

Action:

Objective A:

- Cities/City leaders and community stakeholders hold meetings to discuss physical activity in Hampton Roads and create a regional marketing strategy

Objective B:

- Cities/City leaders collaborate with partners to develop strategies to improve regional access to physical activity, including a safety standard and development of a regional plan to address barriers to inter-city access to parks, playgrounds and other amenities.
- Cities/City leaders conduct a regional needs assessment or support a third-party needs assessment

Objective C:

- Cities/City leaders, in collaboration with local school boards and large employers, hold meetings to create initiatives that standardize and promote physical activity
- Cities/City leaders implement standardized regional resolutions

For more information please contact us: cinch@evms.edu or visit www.cinchcoalition.org. CINCH is program of EVMS Pediatrics, to engage the community to improve children's health.

