

How many steps?

Fitness:
3,000 steps
fast.

Weight loss:
~12-15,000 steps/day.

Health:
~10,000 steps/day.



Reading Analog Pedometers



Big hand: 100's

**Little hand:
1000's of steps**

How many steps?

~3,620

Add 100 steps in a minute:

- **Move during TV commercials.**
- **Pace while on the phone or in line.**
- **Hide the remote controls.**
- **Walk every aisle in the grocery store.**
- **Check the mail, take out the trash . . .**

Add 1,000 steps in 10 minutes:

- Vacuum two or three rooms.
- Get a push mower; do the yard into 10 minute chunks.
- Use a bathroom on another floor at work or school.
- Get off the bus a stop early.
- Walk a child to a friend's, school, soccer, the store . . .



1,000

**An approach to
increasing
physical activity . . .**

**Have everyone grow up in a
hyperactive household.**

**My
Little
Brother**

ME!
(Always
talking)

Mom

Dad



Use proven behavior change aids.

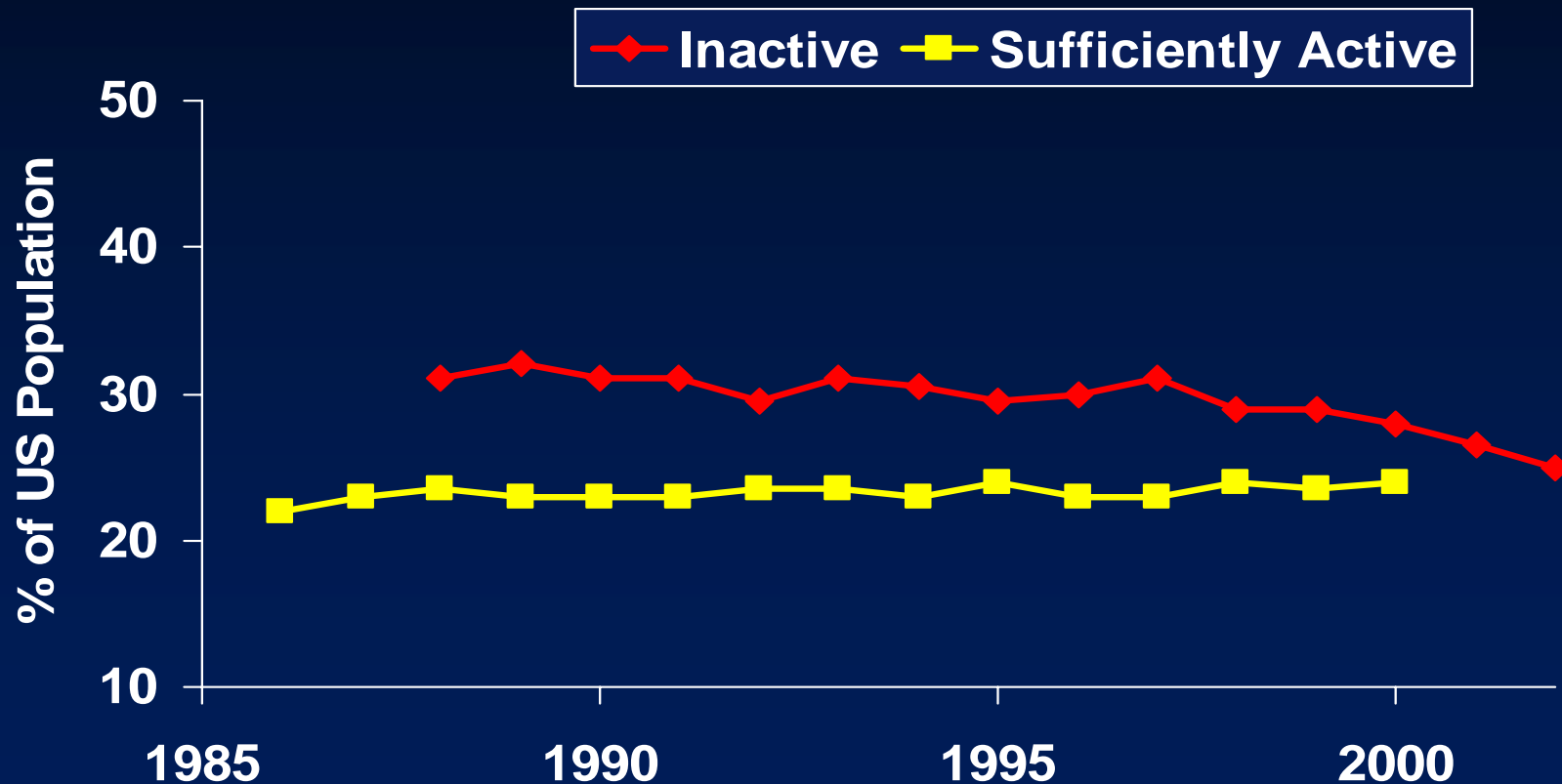
See Dunn & Blair, “Active Living Everyday”

- Social support
- Scheduling
- Goals, rewards
- Measurement
- Recording (log)
- Substitution
- Mapping opportunities



Physical Activity in the US

(MMWR 50 (09); 166-9; Mar. 9, 2001)



**An approach to
increasing
physical activity . . .**

P.A.P.P.I. (?)



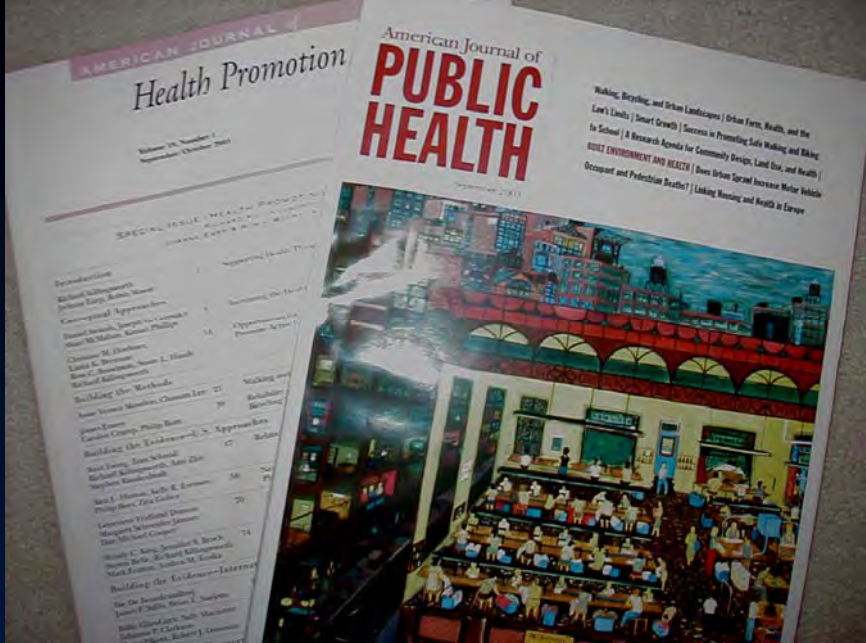
Physical
Activity
Promotion
through
Predator
Introduction



What *really* seems to matter: where you live!

- Land use mix.
- Network of bike & pedestrian facilities.
- Site design and details.
- Safety.





**American Journal of
Health Promotion,
American Journal of
Public Health
(Sep. 2003 special
issues)**

**Robert Wood Johnson
Foundation**

www.activelivingbydesign.org

**Victoria Transportation Policy
Institute**

www.vtpi.org

**Local Government
Commission**

www.lgc.org

What *really* seems to matter: your environment!

- Destinations within walk & bike distance?
- Sidewalks, trails, bike lanes, crossings?
- Inviting settings for bikes & pedestrians?
- Is it safe?



Land use.



**Schools
in town.**



**Smaller lot
sizes.**

**Accessory
dwellings.**



Mixed use, multi-family.



Network.



- Presence of sidewalks, paths.
- Shorter blocks, more frequent intersections.
- Access to trail, park, greenway.



Site design.

- Pedestrian friendly architecture is near the street, not set back.
- Trees, benches, water, aesthetics, human scale.
- Details: bike parking, greenery, open stairs . . .









**Replace store front parking w/
back in (reverse) angle parking.**

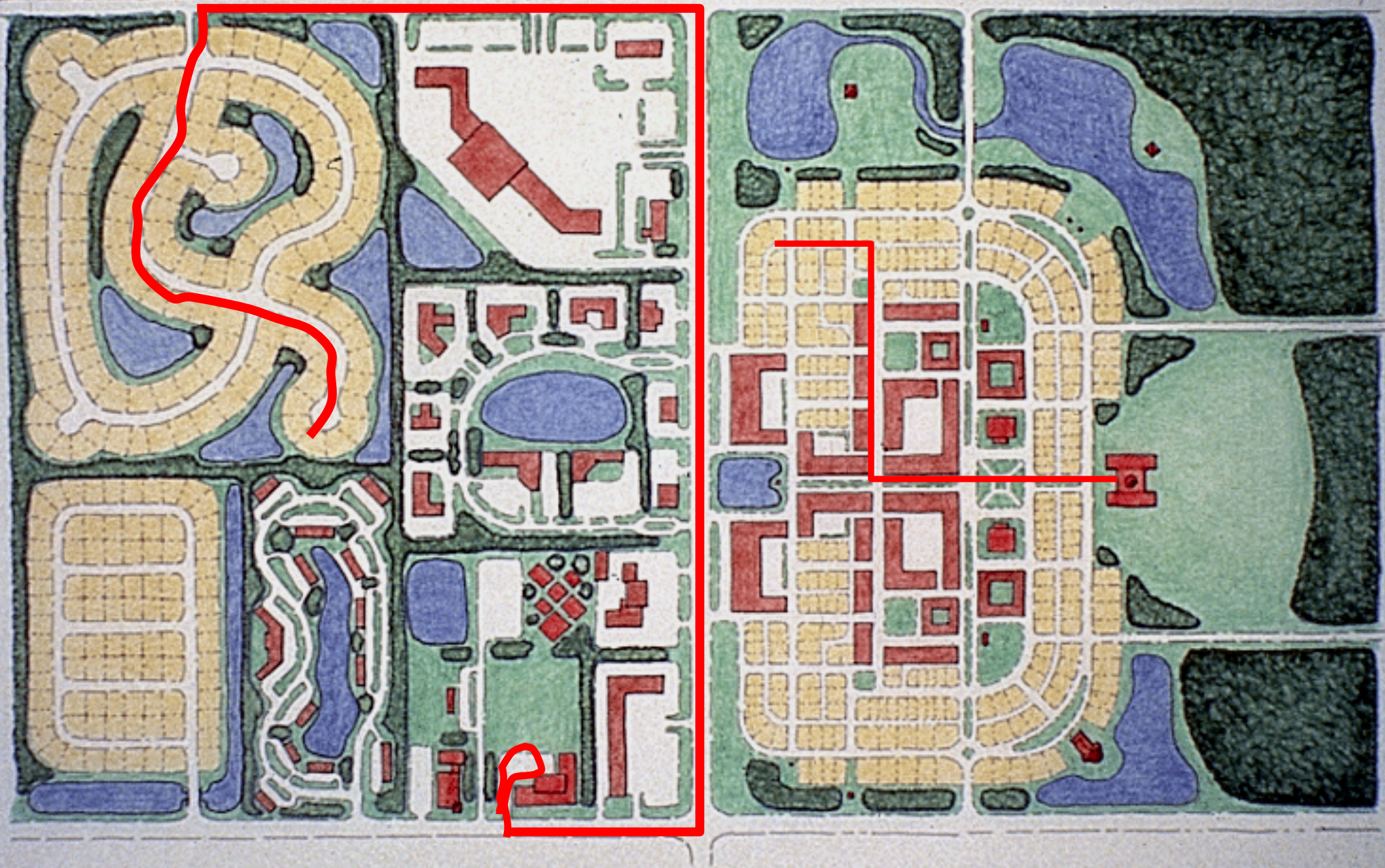
Safety.

- Engineering can dramatically improve safety.
- Increasing ped and bike trips *decreases* accident & fatality rates.



(Jacobsen et.al., *Transportation Safety*)

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Get out of your comfort zone; attend meetings; learn.

- **Planning**
- **Zoning**
- **School**
- **Historical**
- **Housing Commission**
- **Recreation, Conservation**
- **Chamber of Commerce**
- **Neighborhood Association**



Policy information:

www.vtppi.org

www.lgc.org

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Right here . . .

- Flex time, scheduled physical activity breaks.
- Walking loops *at* and *to* worksite; paths & sidewalks; bike access.
- Covered, secure bike parking.
- Lockers, showers.
- Real rewards: \$ and vacation.
- Adopt a Safe Route to School Program (SRTS); walking busses.



At Danisco . . . ?



**What can
you do?**

**Make your
community
activity-friendly.**

**Invite others; move
whenever you can.**

**Build activity into
everyday life (walk & bike).**





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Two great national groups that can help:



America Walks:
www.americawalks.org
League of American Bicyclists:
www.bikeleague.org

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How best to invest \$\$\$\$\$ to reduce cost of employee benefits?

1. Build a fitness center/gym.
2. Launch “active commute” program (e.g., covered bike parking, lockers, showers).
3. Host a health fair & speaker series.
4. Build a trail around/near worksite.
5. 16 week employee walking program.

Social Ecology Model

Determinants of behavior change

Sallis, Owen, "Physical Activity and Behavioral Medicine."

- Individual (readiness, efficacy)
- Interpersonal (family, friends)
- Institutional (school, work, HMO)
- Community (networks, local government, state)
- Public Policy (transport, land use, subdivisions, worksites)



Individual.

- Health fairs, street fair.
- Speaker series, special events (involve managers, community leaders, schools). E.g. River Festival?
- Walk programs, pedometers, logs & prizes.
- Health messages (posters, media, email msgs.).
- E.g.: join-fitnet@lists.ia.gov



Counseling physical activity . . .

Used to ask:

- What sports have you enjoyed?
- Prefer group or solitary activities?
- Competitive or not?
- Instructor or self-motivated?
- Morning person?
- Measure aerobic fitness, estimate Max HR.

Now *also* ask:

- Where do you live, work, shop, do daily tasks . . . ?
- How do you get around?
- What's your COMMUTER CALCULUS? (+60 min.)
- Your routine: Kids' school, family needs?
- Map your opportunities: parks, trails, shopping, bank, post office?

Interpersonal.

- Team pedometer programs, clubs.
- Contests w/ group goals and rewards (e.g. theme party or prizes).
- Team events (walk, run).
- Activity support group (www.bikementor.org).
- Family programs.



Institutional.

- Flex time for travel.
- Scheduled activity breaks.
- Pedestrian access.
- Lockers, showers.
- Covered, secure bike parking.
- Walking loops *at* and *to* worksites; paths & sidewalks.
- Parking cash-out option; costly, limited parking.
- SRTS programs; walking busses.



Community.

- Waterfront trail system.
- Eliminate one-ways.
- Downtown road diets & boulevards.
- Reverse diagonal parking.





**A newer
approach:
Rails-*with*-trails.**



**Best practices:
www.altaplanning.com**

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Policy.

- Downtown residential.
- Ped-friendly design for big boxes.
- Neighborhood schools, SRTS programs.
- Cash, vacation rewards for active employees.
- Host Walkable Community, SRTS workshops.
- Mixed use, compact zoning.



Be Cheap



Be Opportunistic



Be Persistent



This guy
is a new
model of
success!



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Community.

- Bicycle & pedestrian facilities; ped crossings.
- Trails, greenways, parks, waterfront, “places.”
- Safe Routes to School; remote drop off areas.



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5. Build a fitness center/gym.



Your next step: **Go Jump Off a Bridge**



Body . . .





Body . . .

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Spirit . . .







Make No Little Plans

"Make no little plans; they have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die but long after we are gone will be a living thing"

- Burnham



Daniel H. Burnham
1846 - 1912
Architect
Chicago, Illinois



Frederick Todd

This cautionary comment of the 19th century American architect Daniel Burnham has been the motto

Wascana Centre, Regina, Saskatchewan, CN

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2,000