

Considerations and actions for creating a Working group

Here are some considerations and actions for creating a working group to develop an Urban Active Environment (UActiveE) Action Plan.

1. Identifying potential partners for the working group

<p>Built environment:</p> <ul style="list-style-type: none"> transport land use urban design green spaces 	<p>Social environment:</p> <ul style="list-style-type: none"> equity income social support social cohesion culture
<p>Local government:</p> <ul style="list-style-type: none"> elected officials urban planners sport and recreation health and social sector transport education law enforcement tourism schools, education public relations 	<p>Partners:</p> <ul style="list-style-type: none"> residents/members of the specific community it is targeted at neighborhoods/neighborhood/community groups civil society voluntary sector private sector workplaces sport/fitness clubs media

2. Create your target for Action Plan

Information to consider when profiling target populations and neighborhoods:

- Demographics: age, sex, race and ethnicity, marital status, presence of children in the home
- Socioeconomic status: income status, social status, educational level, housing status, employment status and occupational level, social exclusion and inclusion
- Geographical information: clustered or scattered, characteristics of neighborhoods; what places are shared: schools, workplaces, shops, community health centers, places of worship, etc.?
- Current behaviors and lifestyle: how physically active are they? What competes with being physically active? What kinds of activities do they like to do? What are their current modes of transport?
- Awareness and knowledge: how much do they know about the benefits of physical activity and the risks associated with sedentary living?
- Values, beliefs and attitudes: How important is a healthy, active lifestyle to them? Do they view physical activity as valuable and important? What do they perceive are the major barriers to being active? How ready are they to change (that is, become more physically active)? What would make physical activity more fun and attractive to them?
- Health, ability and confidence levels: do they have health conditions that limit their ability to participate? Do they have the skills they need to be physically active? How confident are they in their ability to be active?
- Cultural norms and social networks: DO cultural customs, beliefs and traditions hinder or support participation by women, men and children? Who would support them in being physically active? Who is in their key informal networks? To what organizations do they belong?
- Access and use: are existing sport and physical programs, natural resources (such as trails and rivers), activity facilities (such as playing fields, playgrounds and schools) and options for active transport available, accessible and affordable to this population? Do they make use of these? If no, why not?

3. To take into consideration:

- built environment (urban planning, active transport and public transport, urban design, communication)
- conditions (recreational places nearby, maintenance of conditions, lightning, safety, accessibility) nature
- communication/ knowledge about possibilities, campaigns
- more cooperation with different partners
- possibilities for residents and other stakeholders to attend for planning
- social environment (diversity and equity, social cohesion, safety and social support)
- specific settings (schools, workplaces, neighborhoods, leisure and sport settings, health care settings)
- if there is a municipality strategy use that as basis for your work

-put a lot of emphasis on communication during whole the process!

Adapted from: Edwards & Tsouros: A healthy city is an active city: a physical activity planning guide. WHO. 2008

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