

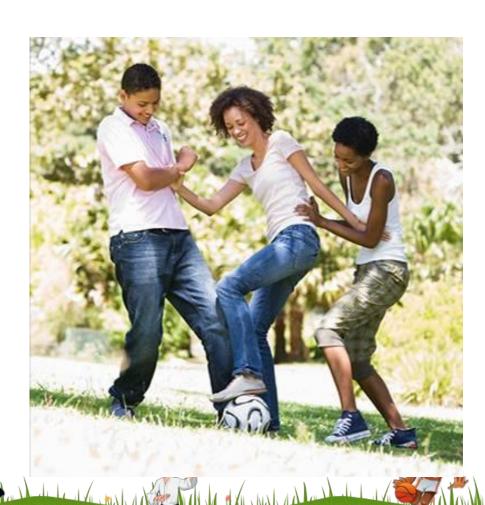
Role of Communities in Promoting Youth Physical Activity



How Communities Can Promote the Youth Physical Activity Guidelines



- Community-wide campaigns
- Enhance access to places to be physically active
- Involve multiple sectors of the community



Community-Wide Campaigns



- Include physical activity messages with activities
 - i. Health fairs
 - ii. Walk/run events
 - iii. Physical activity counseling
- Distribute messages through television, newspapers, radio, and other media
- Encourage local media to feature stories about young people who have made physical activity a priority



Lexington, Kentucky, and VERB™ Campaign



- •Social marketing campaign promoted physical activity among "tweens" (youth aged 9–13 years)
- •Coalition of local health, education and community based agencies adapted the CDC's *VERB*™ campaign for their community





Improving Access to Places and Programs To Be Physically Active



- Implement "complete streets" policies
- Identify safe routes for walking and bicycling
- Build new places for physical activity or turn an abandoned or vacant lot into a park, multipurpose court, or playground
- Provide access to school gymnasiums, recreation fields, and playgrounds when school is not in session







Thanks!

