

*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



- 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!

