

Creating a Healthier Community in Every Sense of the Word

Champaign-Urbana IL

Jan. 2011



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I just flew in from Boston . . .



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You?



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Those around you?



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Your history?



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Your future?



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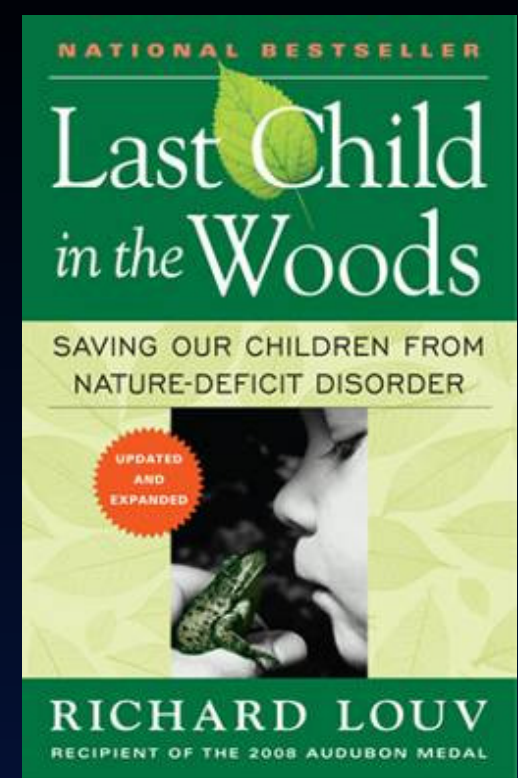
Youthful recollections



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Not just my
idea . . .



Kids held back with 'over-organised' play, says Shane Gould

Pia Akerman

OLYMPIC golden girl Shane Gould has blasted children's sports programs as "over-organised" and holding back the natural development of physical skills, contributing to physical and social problems down the track.

The swimmer, who won five individual medals at the 1972 Munich Olympics, yesterday spoke out against children as young as five being pushed into team sports rather than recreational activities.



Gould

Gould said at the Australian Institute of Public Management annual conference in Adelaide.

"I believe that children are over-organised and they don't have enough opportunity just for fun," she said.

— 1, 2, 3, 4 —
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Currently working on a masters degree in social geography at the University of Tasmania, Gould will publish her thoughts on children's physical activity in the December issue of the *Child* publication in state capitals.

She blames the loss of traditional Australian backyards and the "impeding" of public play areas as factors reducing child

ren's ability to play naturally.

"Public liability seems to be the main focus for the design of our children's playgrounds and all of us need to take some responsibility for this," Gould writes.

"The race to blame someone for a child's fall from a piece of playground equipment has had the appalling knock-on effect of almost criminalising child's play and led to this devastating impact on our public spaces."

"Children prefer a log and a stick to play structures"

Speaking after her address,

Gould said home-improvement TV shows emphasising aesthetically pleasing courtyards had encouraged people to ditch traditional backyards.

"Kids need backyards — they need to dig dirt and pull up plants and see the roots. They need to find worms and beetles and make tracks and build cubbies and pull them down again," she said.

A mother of four, Gould raised her children on a property at Margaret River in Western Australia, where outdoor activity was an important part of everyday life.

In her article, Gould argues the

Howard government's focus on after-school sports to address childhood obesity was "well-meaning" but failed to attract most children who often had a "can't do" attitude to sports.

"Children, particularly under eight, do not, in my opinion, need to be involved in organised sports," she writes.

Gould said children today were rained due to "lack of movement experiences" such as reaching, climbing, hopping and spinning.



Have your say at
theaustralian.com.au

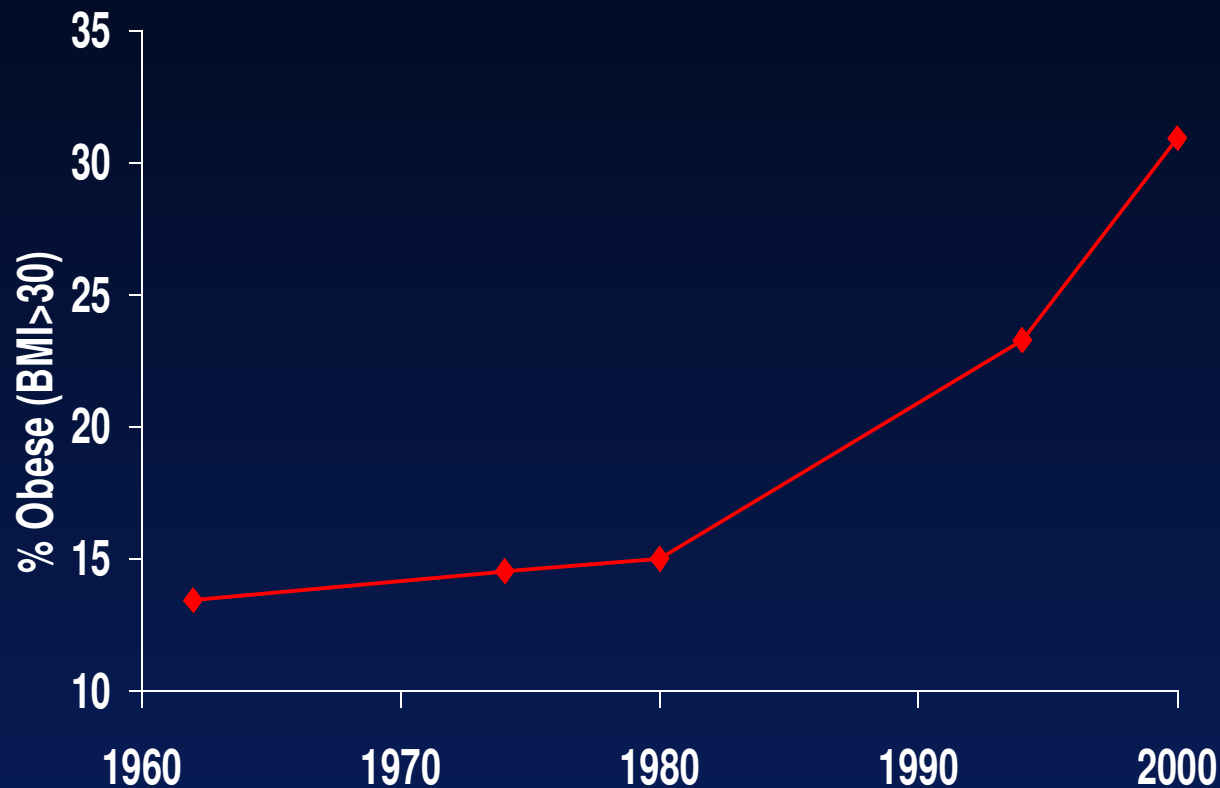
The Australian, 14-Oct-2009

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America's looming chronic disease apocalypse . . .

US "Obesity Epidemic"

Ogden et. al. (JAMA 288, 14; Oct. 2002)



“Supersize Me?”



Diabetes Prevention Program

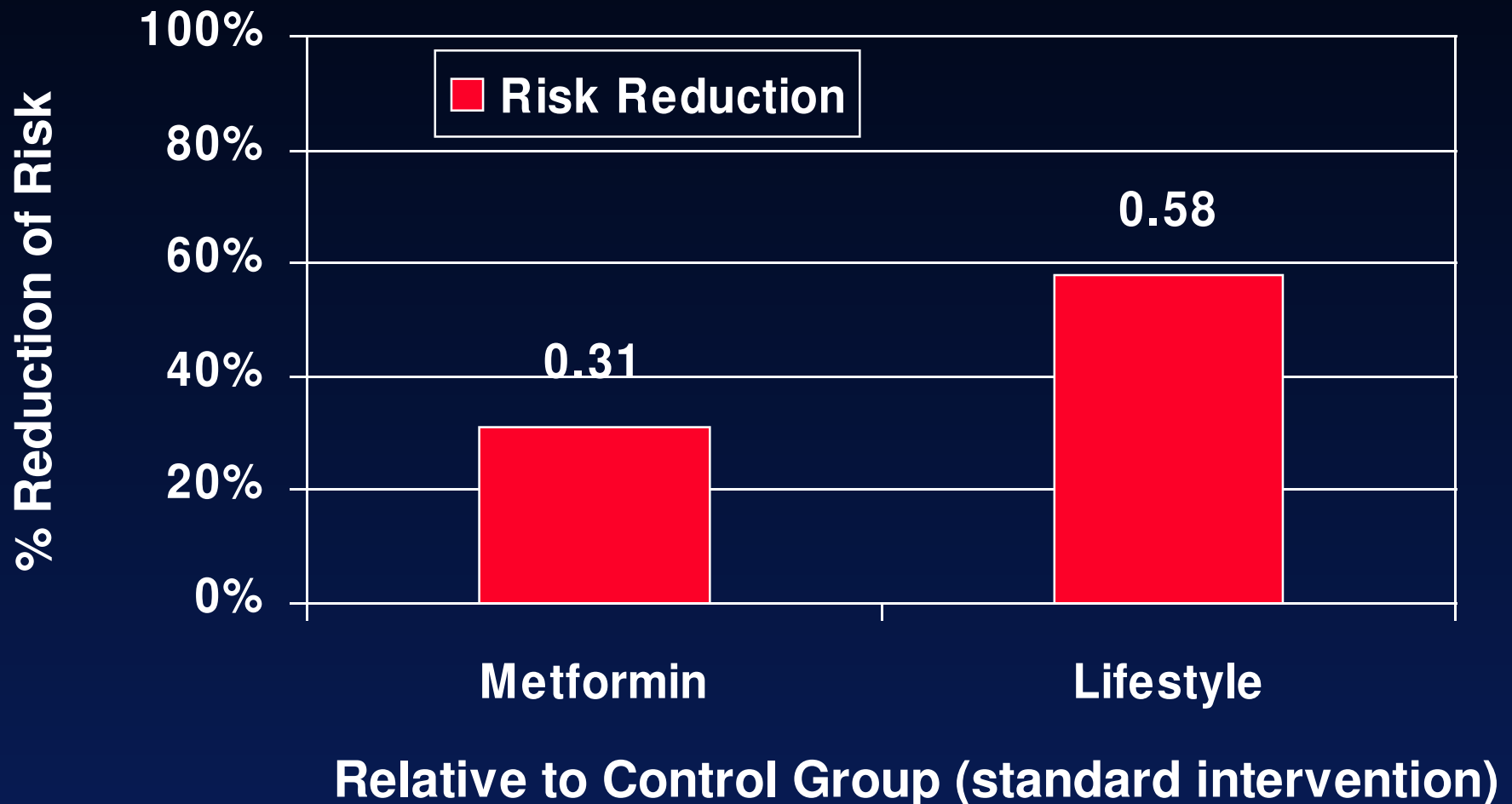
(DPP; *New.Eng.J.Med.*, Feb. 7, 2002)

Compared three treatments for nationwide cohort (3,000+) at risk for developing diabetes (elevated fasting glucose).

1. Control: Standard exercise and nutrition counseling; placebo.
2. Standard plus drug treatment: Metformin
3. Intensive lifestyle change: Nutritional training, **150 min./week physical activity**.

Diabetes Risk Reduction

(Diabetes Prevention Program; *NEJM*, Feb. 2002)



A thought:

Change our thinking. It's *not*
just an obesity epidemic. It's
an epidemic of **physical**
inactivity and poor nutrition.

Surgeon General's Report 1996 Physical Activity Guidelines 2008

www.health.gov/paguidelines

- **150 minutes/week** of moderate **physical activity**; more is better.
- Any activity is better than none.
- Can be **broken up**.
- **300 min/week** for children.
- Reduced risk for CVD, diabetes, osteoporosis, obesity, dementia in old age, clinical depression, a growing list of

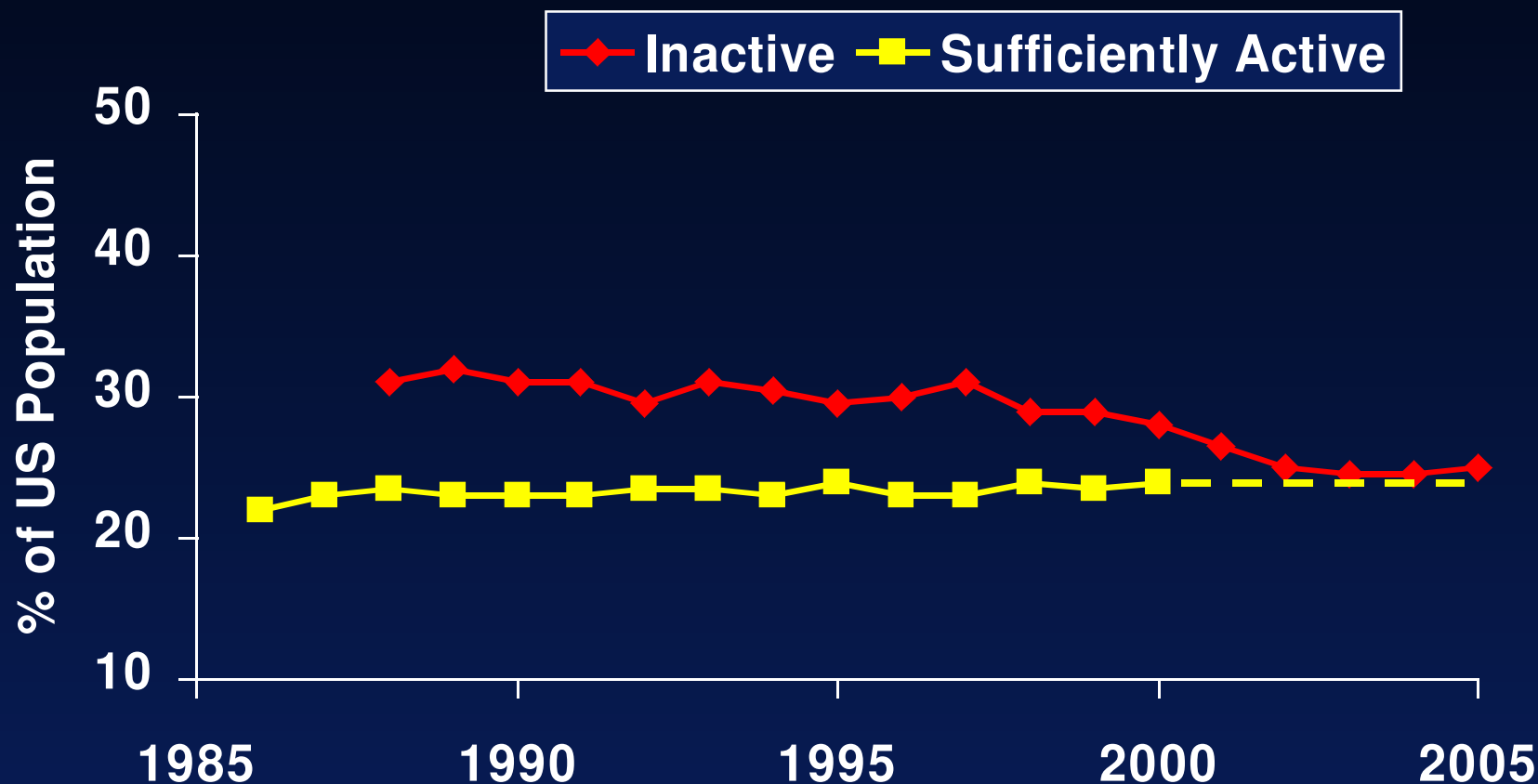


Getting some
exercise, or just
getting somewhere?

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Leisure Time Physical Activity in the US

(*MMWR*: 50(09), 166-9; 54(39), 991-4)



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But in the end . . .

**It's a matter of personal
choice, isn't it?**

This guy
is a new
model of
success!



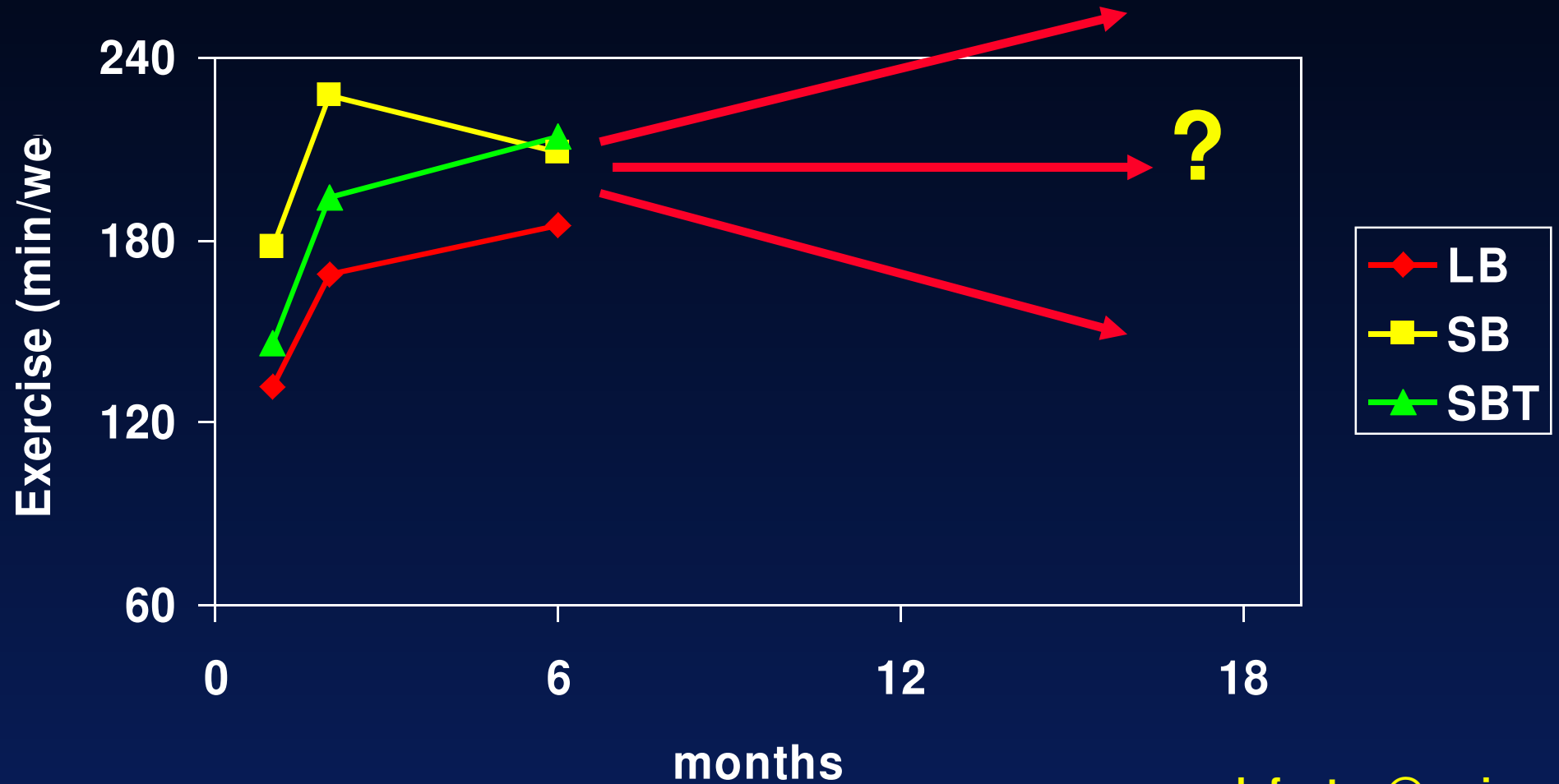
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**Why is this so
important?**

**He has unknowingly
found a solution to the
stickiness problem!**

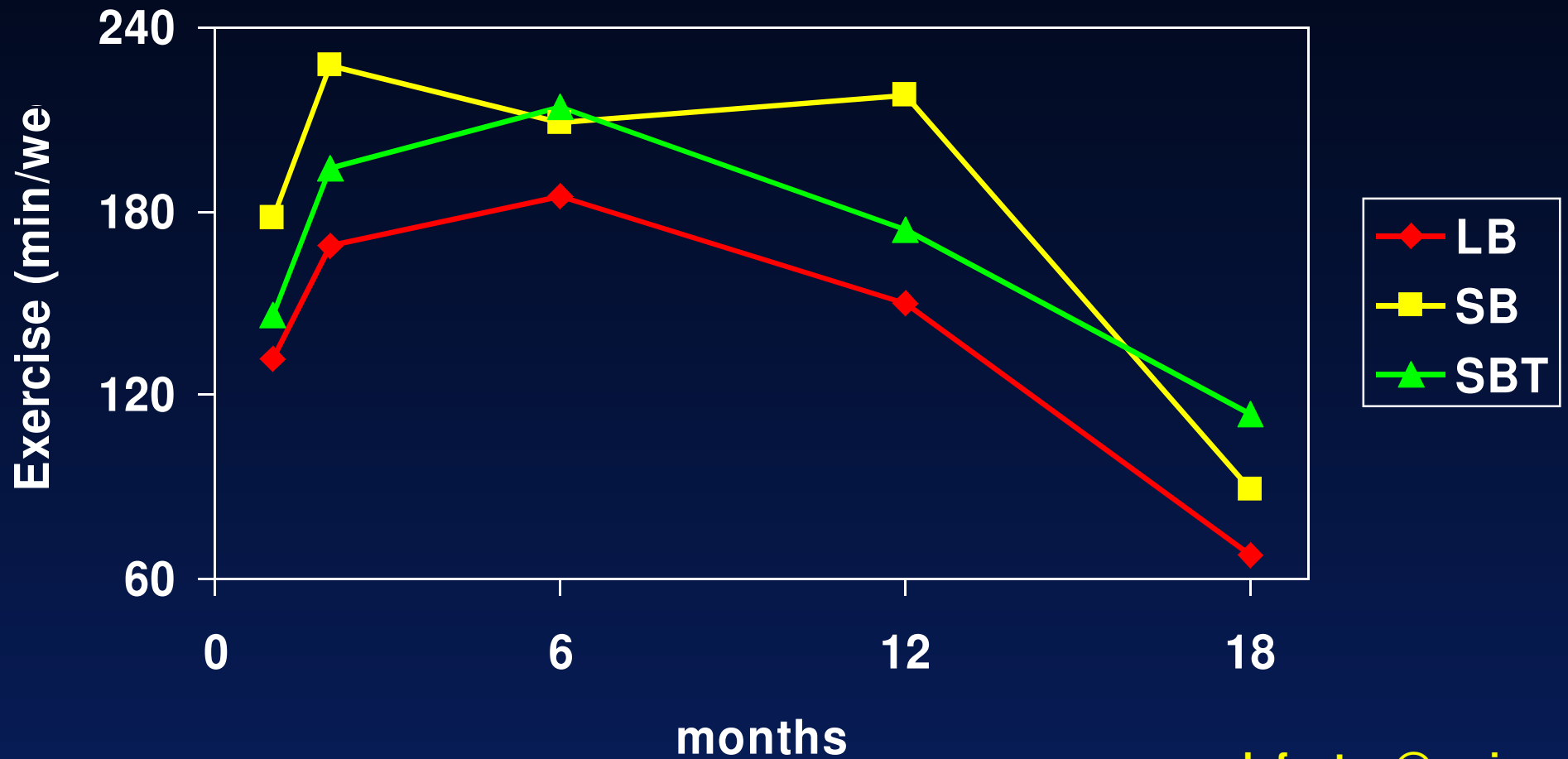
Exercise Participation

Effect of Short Bouts, Home Treadmills
(Jakicic et.al., *J. Amer. Med. Assoc.*, 282, 16)



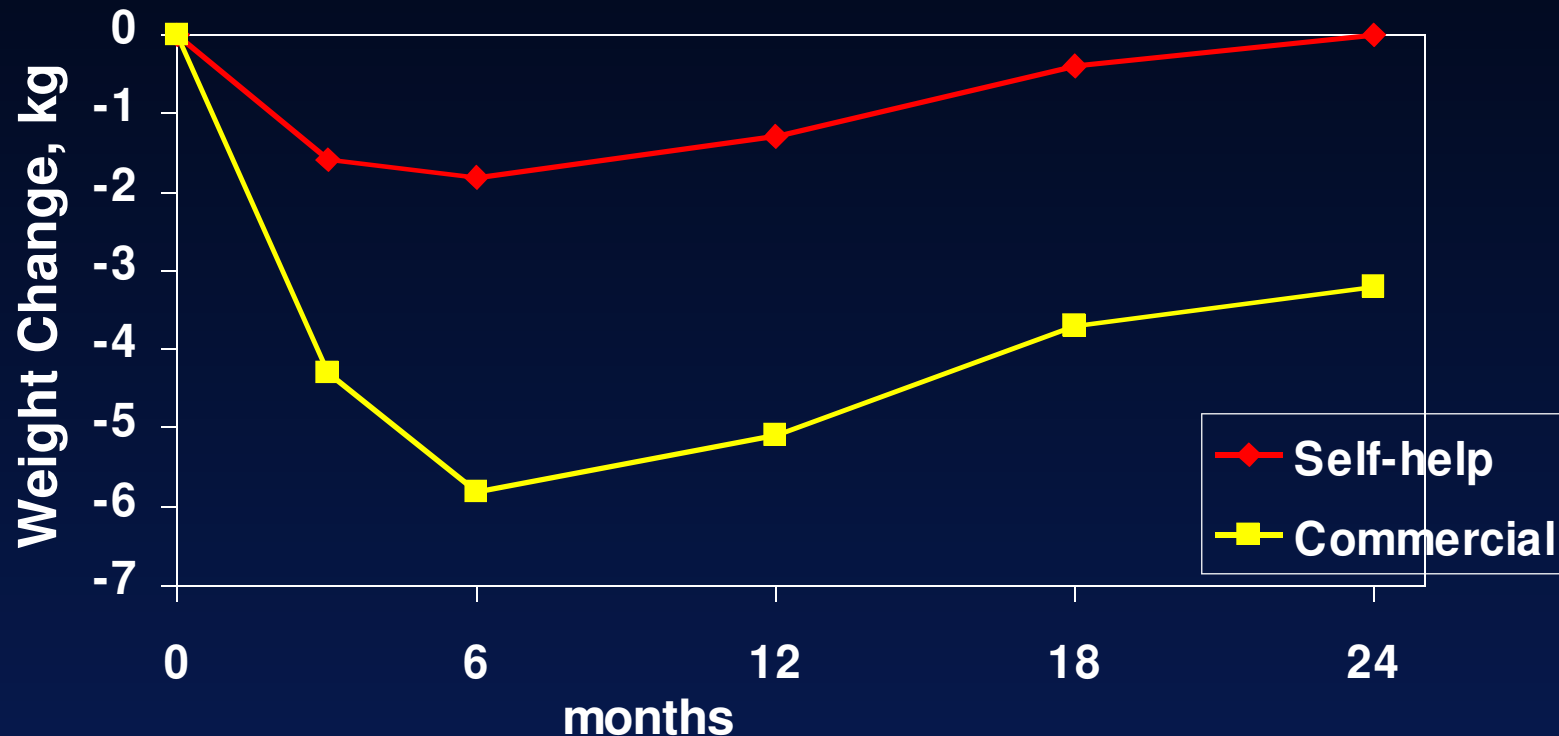
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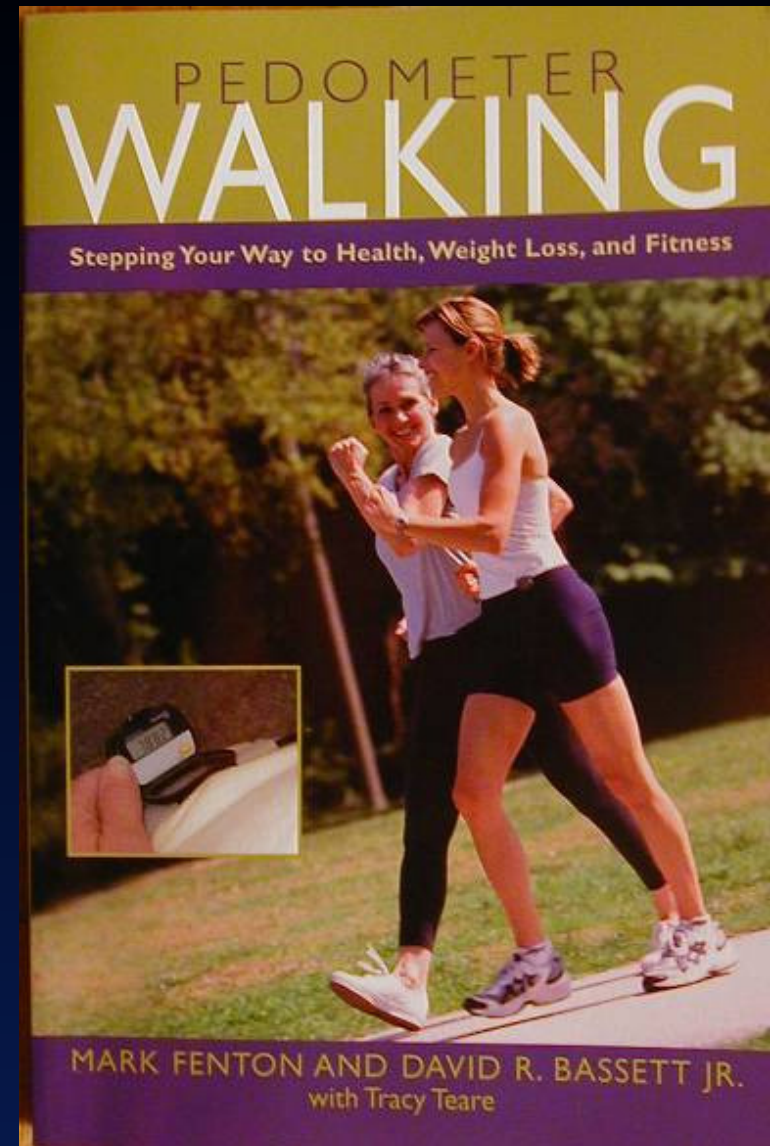
Self-help vs. Commercial Weight Loss Programs

(Heshka et.al., *J. Amer. Med. Assoc.*, 289, 14; Apr. 2003)



Pedometer Based Lifestyle Programs:

- Measure steps all day.
- Determine your average daily steps.
- Increase by only 10%-20% a week.
- Keep gradually increasing . . .



E.g., www.AmericaontheMove.org

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20% Boost Pedometer Approach

From *Pedometer Walking* by Fenton & Bassett (2006)

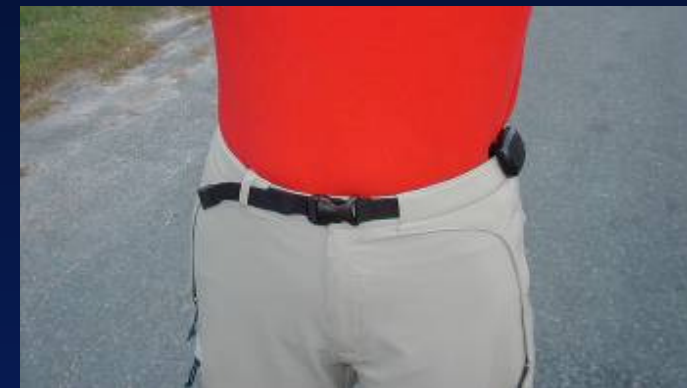
Wear a pedometer:



Not like these. >



< Like this, level and in line with the knee.



www.pedometers.com

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20% Boost Pedometer Approach

From *Pedometer Walking* by Fenton & Bassett (2006)

S	M	T	W	Th	F	Sa
3,254	3,759	3,588	4,506	2,127	3,901	8,316

Total = 29,451 Daily average = Total / 7 = 4,207

Daily average x 1.2 = 5,048

5,048 = Next week's daily goal!

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How many steps?

Fitness:
3,000 steps
fast.

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

Health:
~10,000 steps/day.



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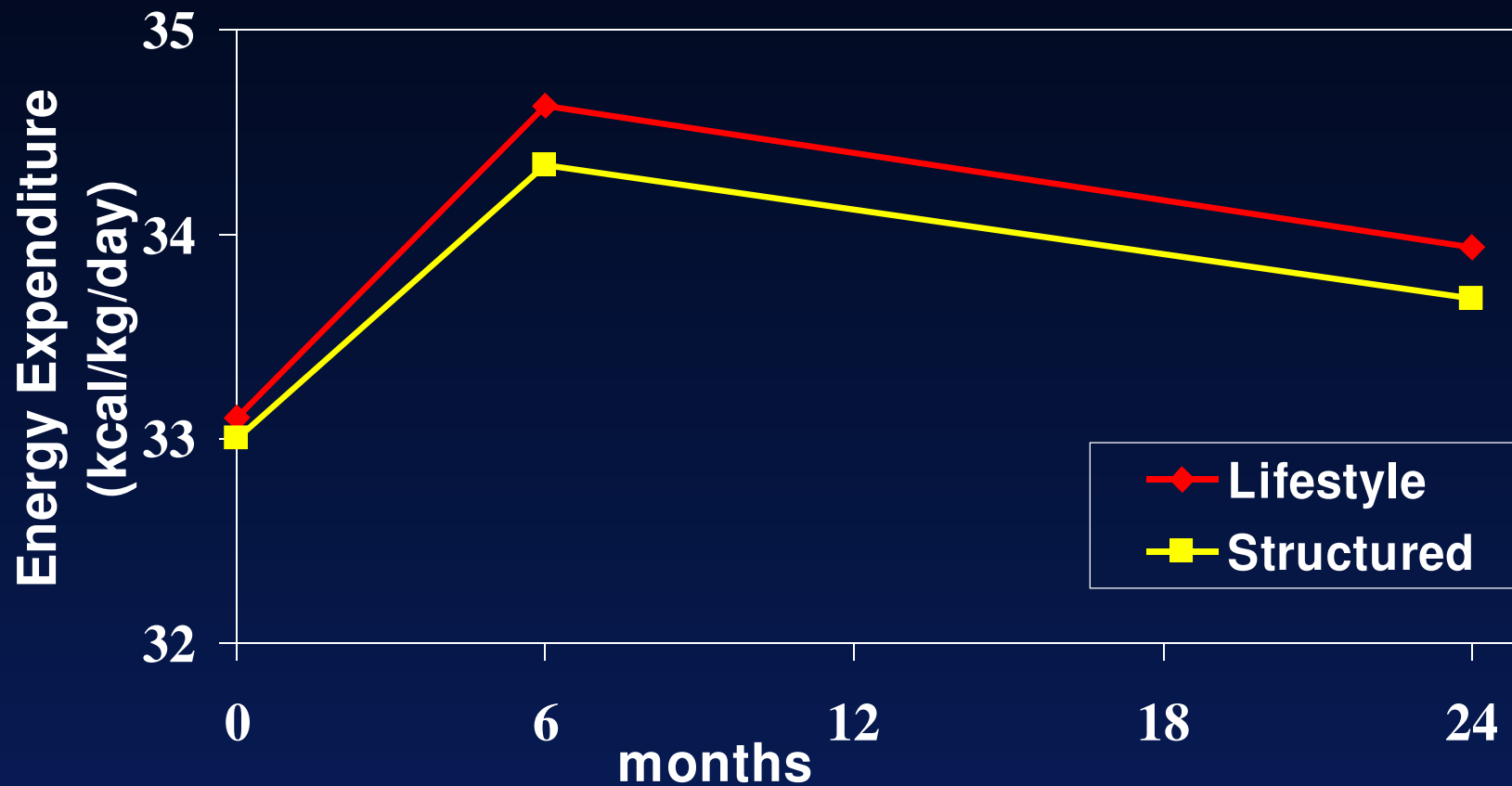
**How has
advising
people to
“take the
stairs . . .”
worked?**

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Energy Expenditure

Lifestyle vs. Structured Activity

(Dunn et.al., *J. Amer. Med. Assoc.*, 281, 4)



What exactly is this?



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Did these people “exercise” after a day of work?

Plimouth Plantation, MA
1600's



Lowell Nat'l Hist. Park, Lowell, MA; 1800's

It's about dramatic decreases in routine, daily physical activity!

Recommendation:
We've been building **sticky**
places for 2000 years—we
have to get back to it.

What makes it sticky?

1. Destinations within walk, bike, & transit distance?
2. Sidewalks, trails, bike lanes, safe crossings?
3. Inviting settings & sites for bikes, peds, transit?
4. Safe & accessible for all ages, incomes, abilities?



www.thecommunityguide.org

CDC Guide to Community Preventive Services

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1. Land use.

Schools, services *near housing*.



E.g. shopping, post office, library, . . .

Compact neighborhoods
& shared open space.



Mixed
use,
multi-
family.

Housing
above
retail
below.



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In other words, create & sustain village centers.

Mix uses: keep where we live, work, shop, play, learn, pray . . . closer together!



“It’s not a neighborhood if you don’t have a corner store”
(Indianapolis)



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2. Network encourages active travel with:



- Presence of sidewalks, multi-use trails, bicycle lanes.
- Shorter blocks, connect cul-de-sacs, more intersections.
- Access to trail, park, greenway, *transit*.

Multi-modal transit



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Bicycle network options:



Shar-row

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Transit riders are physically active.

Besser, Dannenberg, *Amer. J. Prev. Med.*, 29 (4), Nov. 2005.

Just during the daily walk to transit:

- Half of transit riders walk at least 19 mins.
- 29% get at least 30 mins. of activity.
- Minorities, poor (income <\$15k/yr.), denser urban dwellers more likely to get 30+ mins./day due to transit trips.



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3. Site design:



Where would you
find it more
appealing to shop
on foot and by bike?

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Site design.

- Pedestrian friendly architecture is near the sidewalk, not set back.
- Access & comfort, trees, benches, lighting, aesthetics, human scale design.
- Details: bike parking, open space, plantings, materials.



4. Safe access.

- Engineering can dramatically improve safety for all users.
- Increasing pedestrian and bike trips *decreases* overall accident & fatality rates.



Median islands



VI)



Curb extensions

(Jacobsen P, *Injury Prevention*, 2003; 9:205-209.) mark.fenton@verizon.net

Community design & nutrition?

Community gardens (near schools, parks, senior housing); conserving farmlands; Community Supported Agriculture.



Regulate fast food, drive-through locations.



Farmer's markets, green grocers.



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Consider the benefits.

Environmental:

- Reduced traffic, congestion.
Less air, water, & noise pollution.



Public safety:

- Kids, elderly mobility.
- Crime deterrent.



Education, schools:

- Increased safety.
- Reduced transportation costs and infrastructure.
- More community engagement; schools as neighborhood centers.

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Economic:

- Residents shop locally; more stable tax base.
- Healthy employees, low turnover, happy employers.
- Healthy housing values (NAHB & NAR surveys).



Or more simply:
Which generates
more tax revenue?

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So how to get there?



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Three things . . .

- **Step up:** Be a role model—build more activity into your day!
- **Speak up:** To family, friends, colleagues, community leaders.
- **Act up:** Be a change agent; Help improve the community for active living.

Step up: Be an active role model.



Could you leave the car behind at least one trip per week; **walk**, **bike**, or take **transit** instead?

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Speak up:

- No more 'obesity epidemic.'
- Invite others; suggest **physical activity** to family, friends, neighbors, co-workers, students, civic leaders.
- Encourage *routine* physical activity, try to build **active lifestyle skills**.
- Be a vocal advocate for a more **walkable, bicycle-, transit-friendly** community.



Get out of the comfort zone, attend other meetings, learn, & speak up!

- Schools
- Planning & Zoning
- Parks, Recreation
- Historical Society
- Public Health & Safety
- Chamber of Commerce
- Economic Development
- Neighborhood Associations
- Conservation Commission



Policy information:

www.lgc.org

www.vtpi.org

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Lane re-alignments

- Often called road diets, being seen more often.

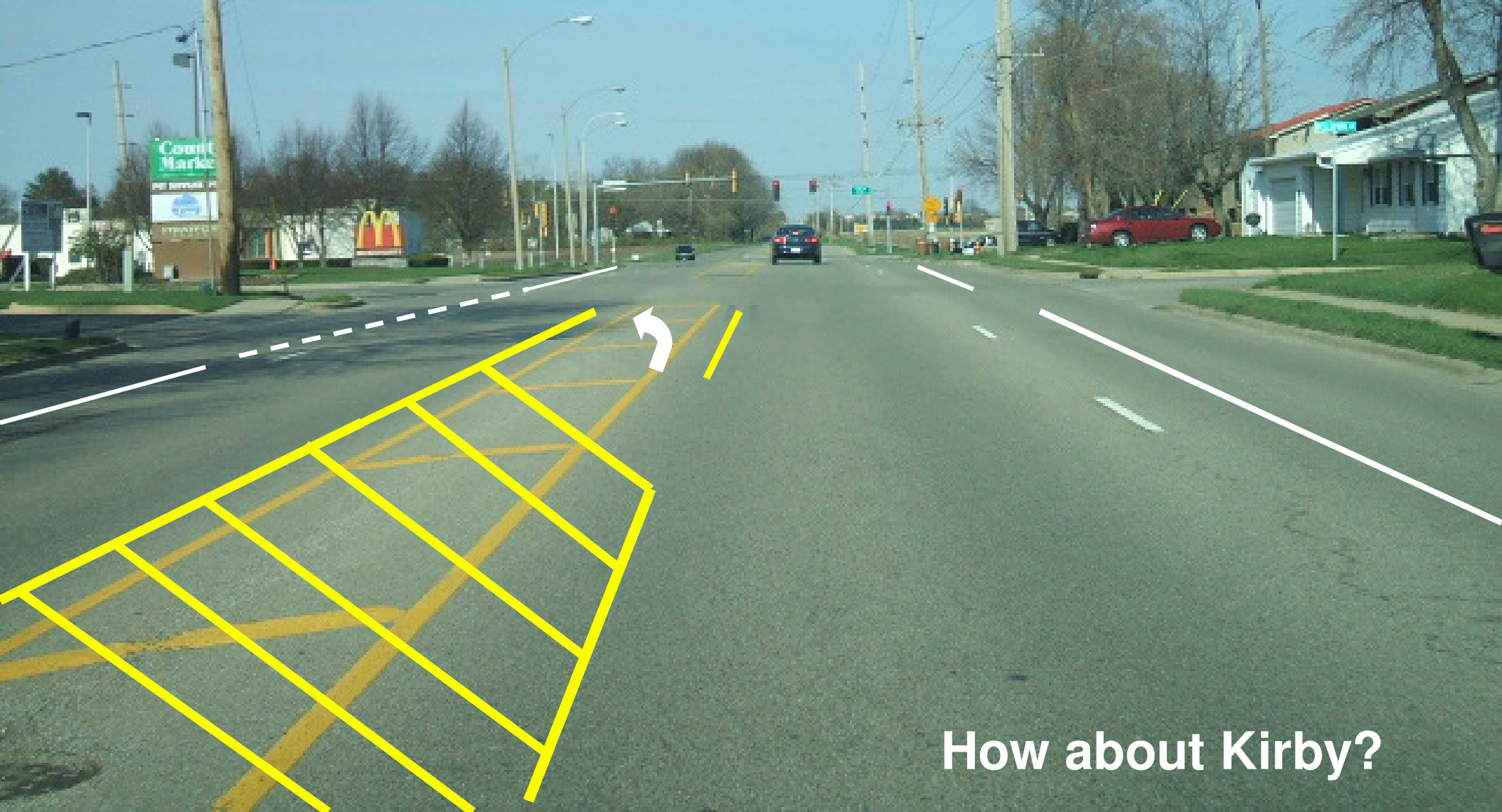


Urbana, IL; before & after.



- Can maintain flow, reduce collisions & severity.
- Dramatically improves performance for pedestrians & cyclists.

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How about Kirby?

Don't forget the cheap stuff: signs, crosswalks, re-timing signals, bike racks, *paint!*

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Act Up:

Media,
community
workshops,
& local
activism.

www.americawalks.org
www.bikeleague.org



Safe Routes to School;
Walk to School Day;
www.saferoutesinfo.org



Launch a bike share program.

Support bike
& pedestrian
facilities;
adopt a trail,
(build, clean,
promote,
patrol).



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Stickier Schools: Safe Routes to School.

- **Engineer** safer facilities (sidewalks, paths, crossings.
- **Educate** for safe bike, pedestrian, & driver skills.
- **Enforce** safe speeds, better behavior, pick-up/drop-off.
- **Encourage** more walking and cycling; make it fun!
- **Evaluate** and improve.

www.cu-srtsproject.com



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Why care about stickier communities for active living?

- The **inactivity** epidemic; **our kids may pay!**
- **~4,000** pedestrian, **~40,000** motor vehicle, **~400,000** sedentary-related deaths/year.
- **Carbon footprint**, air quality.
- Failing **transport infrastructure**; hour+ commute time/day, traffic congestion & costs.
- OPEC; drilling in **ANWR**; **oil wars** in Mid-east.
- More eyes on the street, **less crime**.
- **Shopping locally**, keeping dollars close.

Why Champaign-Urbana . . . ?

YES!

- Flat, relatively small scale (America's Netherlands)
- 40,000 early adopters.
- Historical infrastructure (old grid, neighborhoods, trail system)

NO!

- Modern sprawl inertia
- You're in the US (cheap gas, cars, parking for 50 years!)
- No coordinated effort toward this goal! (Champaign, Urbana, University)