

LET'S MAKE *healthy*
change HAPPEN



Garrison Institute on Aging
Healthy West Texas

Acknowledgements

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Coalition Members

The plan development committee is headed by Texas Tech University Health Sciences Center (TTUHSC) Garrison Institute on Aging. Without their input, the plan would not have been developed.

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Texas Tech University Health Sciences Center-Garrison Institute on Aging was one of the recipients of the TXHC grant. Annette Boles and Veronica Lopez were the local liaisons that oversee each intervention.

A Physical Activity Committee was created to help in creating an Active Living Plan. The following members were contributors to the Plan:

Clay Ament- TTUHSC Garrison Institute on Aging
Joan Blackmon- TTUHSC RSVP
Annette Boles- TTUHSC Garrison Institute on Aging
Kathleen Burrell- Junior League of Lubbock
Craig Cotton- TTU Parking and Transportation
Bridget Falkenberry- City of Lubbock Parks and Rec
David Jones- City of Lubbock MPO
Veronica Lopez- TTUHSC Garrison Institute on Aging
Carla McGee- Covenant Health Systems
Stevie Poole- Lubbock Chamber of Commerce
Carolyn Rowley- LEDA

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Mission and Vision

Mission

The mission of the Physical Activity Committee of Lubbock is to provide a set of policies and strategies that aim to increase physical activity in all segments of the Lubbock community. The Plan is the product of private-public sector collaboration. The Plan aims to create a local culture that supports physically active lifestyles. Its ultimate purpose is to improve health, prevent disease and disability, and enhance quality of life.

Vision

The Physical Activity Committee of Lubbock shares the vision of the National Physical Activity Plan:

One day, all Americans will be physically active and they will, live, work, and play in environments that facilitate regular physical activity.

Executive Summary

Overview

According to the Centers for Disease Control and Prevention (CDC), there are many benefits of physical activity. Physical benefits include weight control, and a reduction of the risks for cardiovascular diseases, type 2 diabetes, osteoporosis and some cancers. Physical activity also helps build muscle and strengthen bones. Mental benefits include an improvement in mental health and mood. Furthermore, regular physical activity increases the chances of having a longer life.¹

Sedentary behavior, regardless of physical activity, is also linked with a significant increase in the risk of type 2 diabetes as well as obesity. Therefore, it is not enough to avoid physical inactivity, but to simultaneously limit sedentary behavior.²

The National Physical Activity Plan (NPAP) was launched in 2010 to help increase physical activity in the population. The vision of the plan is that "One day, all Americans will be physically active and they will live, work, and play in environments that facilitate regular physical activity." The NPAP provides recommendations for eight societal sectors: Business and Industry, Education, Health Care, Mass Media, Parks Recreation Fitness and Sports, Public Health, Transportation Land Use and Community Design, and Volunteer and Non-Profit.³ As such, the recommendations listed in the Physical Activity Plan of Lubbock it also focuses on these key areas. It is our vision that Lubbock will meet or exceed national physical activity recommendations, improving the quality of life for its residents.

The target audience for the physical activity plan of Lubbock includes policy and decision makers, physical activity practitioners, and other physical activity advocates.

Priority Areas

There are five priority areas (or strategies) for Lubbock. These include:

- School-based programs and initiatives.
- Public awareness and social marketing
- Community engagement and environment.
- Institutional and organizational support.
- Policy.

These priority areas have been selected after an assessment that was conducted in 2014 with the help of the Texas Healthy Communities program. Various questions were asked in the assessment about the health index of the community of Lubbock and the score that was given in the assessment introduced the priority areas.

INTRODUCTION

Overview

This physical activity plan follows the same order as the recommended intervention areas in the National Physical Activity Plan. These areas include:

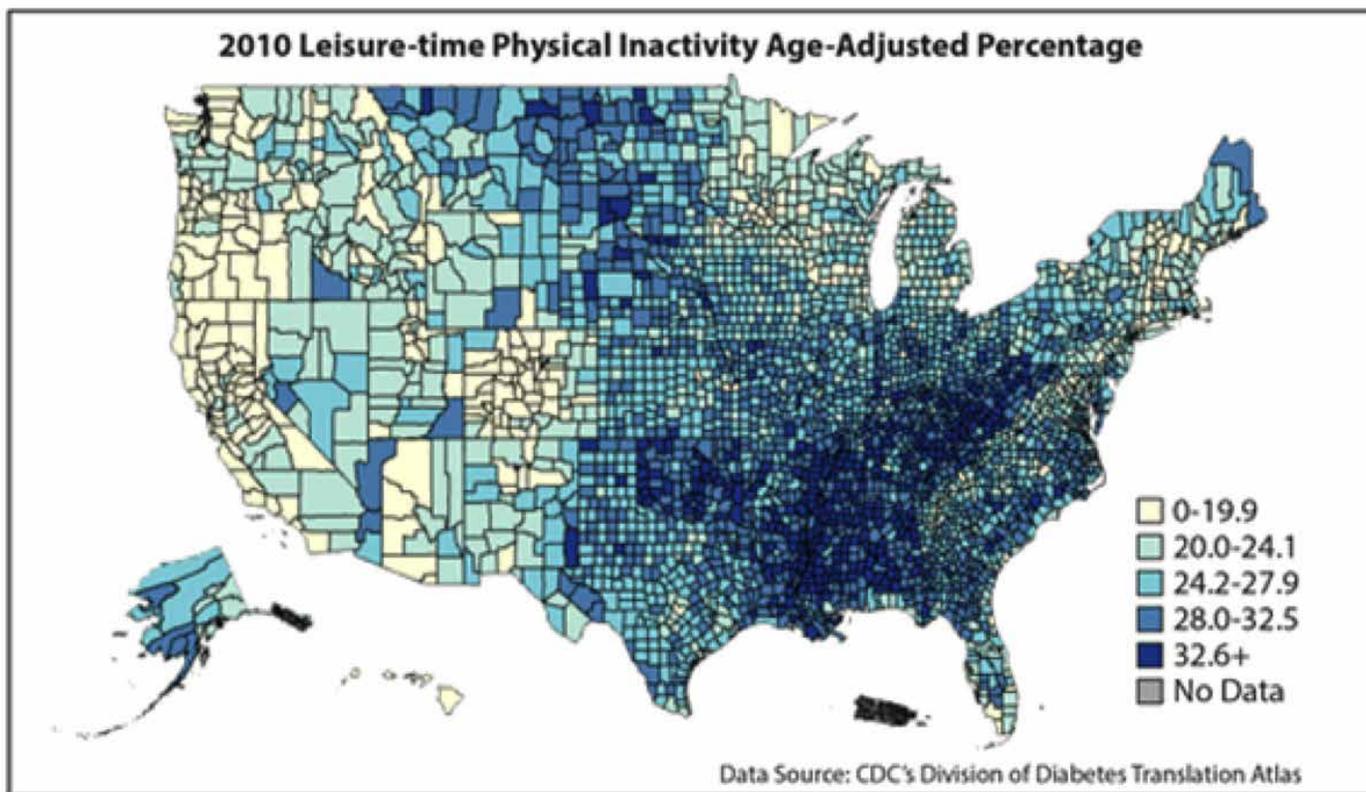
- Business and Industry
- Education
- Health Care
- Mass Media
- Parks, Recreation, Fitness and Sports
- Public Health
- Transportation, Land Use and Community Design
- Volunteer and Non-Profit

The Active Living Plan for Lubbock is a comprehensive set of policies, programs, and initiatives that will aim to increase physical activity in all segments of the Lubbock community. Active living is a growing concept that recognizes the important connection between physical activity and safe, comfortable, and convenient transportation facilities. The Active Living Plan of Lubbock offers recommendations for built environment (sidewalks, crosswalks, bike lanes, etc.) and policy changes to make the community of Lubbock a safer and more comfortable place to lead an active lifestyle. Each sector of strategies will encourage community participation in physical activity implementation are outlined. Community participation is vital to any physical activity intervention that wishes to be sustained into future generations, as it converts participants into stakeholders.

Local, State and National Data

Engaging in regular physical activity is one of the most important things that people of all ages can do to improve their health. Physical activity strengthens bones and muscles, reduces stress and depression and makes it easier to maintain a healthy body weight or to reduce weight if overweight or obese (2008 Physical Activity Guidelines for Americans, 2008). Despite the evidence that regular physical activity is essential for good health, many Americans do not meet the physical activity guidelines. In Lubbock, Texas only 1 in 4 adults meet the physical activity guidelines. As mentioned in the Physical Activity Guidelines for Americans, adults should engage in at least 150 minutes of moderate-intensity activity each week (2008 Physical Activity Guidelines for Americans, 2008). The CDC estimates that nationally only 48% of adults meet the national guidelines for physical activity. Furthermore, less than 3 out of 10 high school students participate in 60 minutes of physical activity daily. Disparities exist between different populations and age groups. More non-Hispanic white adults meet the 2008 Physical Activity Guidelines for aerobic and muscle-strengthening activity than non-Hispanic black adults and Hispanic adults. Men are more likely than women to meet the guidelines for aerobic activity, and younger adults are more likely to meet the aerobic activity guidelines than older adults. Adults with more education are more likely than those with less education to meet the guidelines, and adults whose family income is above the poverty level are more likely to meet the guidelines than adults whose family income is at or below the federal poverty level.⁵

2010 Age-Adjusted Estimates of the Percentage of Adults Who Are Physically Inactive



As the map indicates, Texas compares unfavorably with regards to physical activity nationwide. According to the Behavioral Risk Factor Surveillance System, the prevalence of physical activity participation in the last month was 73.4%.

Adults who are physically active are healthier and less likely to develop many chronic diseases than adults who are inactive. Creating a community where residents have easy access to being physically active will help with decreasing chronic disease. Active living is a combination of physical activity and recreation activities aimed at the general public to encourage a healthier lifestyle.

STRATEGIES, OBJECTIVES, AND EVALUATION

Business and Industry

The current trend in the workplace is that with the rise in technology, physical activity on the job has decreased. The consequences of a sedentary workday are many, including an increase in the likelihood of health problems. Money is then lost through decreased productivity, absenteeism, and health care costs. Businesses are in a unique position given their proximity to employees. Simple policy changes or incentives can go a long way in improving employee physical activity both on and off the job.

INDUSTRY SPOTLIGHT

Texas Tech University Health Sciences Center's WOW! Program was implemented in June 2012. The WOW! Program has many activities that help their employees make healthier choices while at work and how to change their everyday lives in leading a healthy life.

The National Physical Activity Plan (NPAP) has several strategies and tactics to incorporate business and industry into a national movement towards more physical activity. Our Physical Activity Plan for Lubbock will adopt some of these as guidelines for our specific objectives and activities.

One such strategy is to encourage business and industry to interact with all other sectors to identify opportunities to promote physical activity within the workplace and throughout society. In order to accomplish this, we will identify exemplary cross-sector partnerships for promoting physical activity within the workplace, and disseminate this information to encourage replication.⁷Involving business and industry in efforts to boost physical activity naturally leads to increased employee and employer participation in worksite programs. In order to effectively monitor the number of participants in such programs, we first need to assess the current number of worksite wellness programs. Following the assessment stage, an increase in participating institutions and members will be pursued.

Education, Afterschool and Early Childhood

In the US, around 45 million students are enrolled in elementary and secondary schools.⁹ On average, these students spend around 1,300 hours per year in school.¹⁰ Because of increasing pressure on academic achievement paired with the constant threat of budget cuts, programs involving physical activity within schools are often short-changed.

Research indicates that physical activity improves academic performance. Teachers, coaches, administrators, and district officials should all take a leadership role in increasing the physical activity levels of their students. Fortunately, there are many evidence-based interventions, which focus on increasing physical activity within the realm of education. Some of the tactics and strategies from the National Physical Activity Plan (NPAP) include the following:

- Provide access to and opportunities for high-quality, comprehensive physical activity programs, anchored by physical education, in pre-kindergarten through grade 12 educational settings.
- Provide access to and opportunities for physical activity before and after school.¹⁰

Related to these strategies are the World Health Organization's intervention recommendations for physical activity. After reviewing the published information available, they conclude that physical activity is increased in schools when the following criteria are met:

- Physical activity curriculum is taught by trained teachers,
- There exists a supportive school environment,
- There is parental/family involvement in physical activity programs.¹¹

Incorporating these findings, the following objectives seek to address the importance of assessment, well-equipped school environments, school support, and family participation to increase physical activity in educational environments.

SPOTLIGHT ON EDUCATION:

[Insert your intervention here].

[Insert information regarding a program, policy, or intervention which has worked in your community or state. For example, a Safe Routes to School program, an extended day program encouraging physical activity, or a teacher training session which demonstrates techniques incorporating physical activity into normal classroom exercises would be appropriate.

Refer to pg. 16 of the Guide for an example.

Health Care

The health care sector is our nation's largest industry. While traditionally the focus of health care providers has been on treatment, many are recognizing the importance of prevention. Health care providers have a unique relationship with their patients, in that they have access to and insight explaining an individual's particular health status. Due to this access and understanding, providers can potentially cause great behavior change.

Some of the strategies discussed in the National Physical Activity Plan (NPAP) include the following:¹²

- Make physical activity a patient "vital sign" that all health care providers assess and discuss with their patients.
- Establish physical inactivity as a treatable and preventable condition.
- Encourage societies of health care professionals to expand their efforts to support physical activity policies and programs at local, state, and federal levels.

The World Health Organization (WHO) provides a set of commonalities in successful physical activity interventions from the health sector:¹³

- Interventions focus on those who are at-risk for non-communicable diseases (persons who are inactive, are overweight, or have a family history of obesity, heart disease, cancer and/or type 2 diabetes).
- Interventions include at least one session with a healthcare professional followed by a brief goal-setting session, and then follow-up consultation with qualified personnel.
- Interventions are coordinated with other stakeholders (sports organizations or mass media physical activity campaigns).

The following objectives for physical activity are adapted from objectives found in the state wellness plans of Georgia and Indiana,^{14, 15} and reflect the data from both the National Physical Activity Plan and the World Health Organization.

SPOTLIGHT ON HEALTH CARE

Texas Tech Physicians is working with Healthy Lubbock in guiding patients to utilize the GET FiT program. Patients that are newly diagnosed with a chronic disease such as type 2 diabetes and high blood pressure are referred to the GET FiT program which will help the individual track their physical activity throughout a 6-week period. The GET FiT program also gives patients access to webinars that highlight healthy eating.

Mass Media

Mass media refers to both traditional and newer routes of widespread communication, including (but not limited to) TV, billboards, social networking sites and text messaging. Due to its pervasiveness in American culture, it can be a useful tool to help create changes in behavior and attitudes.¹⁶

The Community Guide notes that while mass media is a powerful tool, its effectiveness has not been demonstrated to improve physical activity levels when used independently.¹⁷ The World Health Organization adds that mass media campaigns are best used in conjunction with “upstream” (policy) and “downstream” (community-based) activities.¹⁸ The Healthy Lubbock Coalition will focus on integrating mass media into community-wide campaigns in order to reap synergistic benefits.

As such, the objective and highlight of this chapter include community campaigns, which incorporate media.

SPOTLIGHT:

Parks, Recreation, Fitness and Sports

The parks, recreation, fitness and sports (PRFS) sector of society is designed to provide fun and meaningful channels by which individuals can engage in physical activity. From playgrounds to community sports groups to trails to gyms, this sector contributes to physical activity in a variety of ways.²¹

Unfortunately, these services disproportionately increase physical activity in affluent areas, as opposed to low-income areas. Therefore, those living in poor neighborhoods are often at greater risk for physical inactivity than those living in higher-income communities.²²

In order to help eliminate disparities as well as efficiently use the parks, recreation, fitness and sports (PRFS) sector to facilitate as much physical activity as possible, our objectives will focus on the following key areas:

- Assess the reach of current parks, recreation, fitness and sports programs,
- Determine which areas are not served by these programs,
- Combine efforts from various PRFS groups in order to reach more people,
- Encourage joint-use programs of recreational facilities,
- Support social marketing to increase use of established PRFS resources.

Strategy 1: Healthy Lubbock will compile a list of parks, recreation facilities, fitness and sports clubs available to and accessible by Lubbock community members, and disseminate as a resource for schools, healthcare professionals, NGOs/volunteer groups, and community members. Provide information regarding resources available at each location, as well as suggested improvements.

Tactics:

- Compile information about PRFS facilities and personnel; include location/ accessibility, cost, safety, activities provided, and areas of deficit.
- Using social media and other forms of communication, disseminate findings with interested individuals and organizations.
- Decide which geographic or social areas are not having their PRFS physical activity needs met, and alongside community members, choose 1-2 strategies to correct the problem. Implement strategies.
- Evaluate: Is the report comprehensive for Lubbock? Have findings been shared appropriately? Have any positive changes resulted from the community-based interventions?

Public Health

According to the American Public Health Association, there are three primary goals of public health:

- 1 Prevention:**
Preventing disease and promoting healthy habits and good health.
- 2 Policy Development:**
Advocating for evidence-based policies, which promote health.
- 3 Surveillance:**
Monitoring health of populations and keeping track of trends or epidemics (such as obesity).²³

The National Physical Activity plan notes the importance of public health- both as a profession and as a practice- with regards to physical activity interventions. There are several strategies offered within this sector, which the Physical Activity Committee of Lubbock would like to pursue.

The first strategy is to disseminate tools and resources important to promoting physical activity. In addition to this physical activity plan, the Healthy Lubbock coalition is working closely with the following public health: Texas Tech Physicians. This partnership will facilitate dissemination between evidence-based research on increasing physical activity and physical activity practitioners or interested individuals.

The second strategy is to monitor policies developed on the local or statewide level, and advocate those, which promote active lifestyles. In order to advocate for policy implementation, an advocacy team including representatives from public health, the volunteer community, and concerned communities will form. This team will keep track of positive proposals, as well as advocate keeping these proposals active.^{24, 25}

Recently, there have been a number of proposed physical activity policies within Texas; these include transportation (safe routes to school, complete streets), education (before and after school physical activity programs, physical education programs), and business and industry (worksites wellness incentives).

In light of these strategies and of current policy activity in Texas, Physical Activity Committee of Lubbock is dedicated to achieving the following objectives.

Strategy #1- Disseminate tools and resources important to promoting physical activity, including resources that address the burden of disease due to inactivity, the implementation of evidence-based interventions, and funding opportunities for physical activity initiatives.

Tactics:

- Identify and create tools and resources appropriate to supporting and advancing the work of physical activity practitioners and researchers.
Compile a list of all current active and inactive physical activity

proposals. Note sectors, which have little political activity, as well as proposals which have a positive physical activity impact yet are stagnant in the legislature. Advocate for two policies with the team.

Ensure regular updates and disseminate:

- CDC's Guide to Community Preventive Services physical activity intervention recommendations.
- Physical Activity Guidelines for Americans 2008 report from the US Health and Human Services.
- Disseminate physical activity promoting practices and policies targeted at agencies and professional societies outside of public health (e.g., youth-serving social services and non-profits in underserved communities.)
- Identify and support expansion of culturally salient tools that build upon community assets to promote physical activity in ethnic minority, disabled, and other underserved populations.

Strategy #2- Expand monitoring of policy and environmental determinants of physical activity and the levels of physical activity in communities (surveillance), and monitor the implementation of public health approaches to promoting active lifestyles. Form a team of physical activity policy advocates, including representation from at least three of the social sectors mentioned in the National Physical Activity Plan.

Tactics:

- Seek out interested representatives from various social sectors.
- Evaluate: How many sectors are represented? What is their capacity to monitor and influence policy?
- Encourage public health professionals to both educate and learn from partners in order to strengthen the effectiveness of the partnership and the efforts of each member.
- Examine successful cross-sector partnerships to identify and incorporate key elements of success.
- Encourage partnerships between local and state health agencies and scientists in academic and private setting to conduct community participatory research to facilitate the dissemination of evidence-based practices to promote physical activity.

Transportation, Land Use, and Community Design

One of the great transportation challenges of Lubbock is facilitating the transition from passive transport (transportation in a personal vehicle) to active transport (walking, biking, or including some measure of one or both). The option to use active transport depends on several factors: time and motivation, availability of a car, and community design. If a person has a car but it is safe, convenient, and pleasant to walk or bike, the likelihood of active commuting increases. Furthermore, if a person's only option to get to work is to walk through an unsafe neighborhood to get to a bus stop, the likelihood of active transport is increased, but so is the level of unease.

The transportation system can be harmful to our health and costly, amounting to hundreds of billions of dollars each year in traffic crashes, air pollution and physical inactivity. Yet, health is typically not considered in transportation policy and planning, even though transportation is one of the economic and social factors that influences people's health and the health of a community. Studies have shown that 46% of people will walk to church or school if it is 1 mile away versus 1% if a church or school is 3-4 miles away. The studies also show that 35% of people will walk to work if it is within 1 mile of where they live versus 1% if their work is 3-4 miles away. Also, public transit gets people moving too. Studies show that 30% of transit users get 30+ minutes of physical activity each day and transit users walk an average of 19 minutes daily getting to and from transit stops.

Our goal, then, is to encourage people to actively transport not because they are forced to, but because they want to. In situations where passive transport is not an option, we would like to make active transport as pleasant as possible -in order to encourage more physical activity beyond when it is absolutely necessary.

There are several paths, both short-and long-term, to increasing active commuting. One is the creation of complete streets- streets that allow room for cars and busses, but also bicyclists and pedestrians. Often, bicycle and pedestrian friendly streets include a number of traffic-calming devices, such as bump-outs, changes in street color and texture, and medians. These measures calm the flow of traffic, making it safer and more convenient for active commuters to reach their destinations.²⁶

Another evidence-based option, which the Physical Activity Committee of Lubbock would like to explore, is the Safe Routes to School Program. This intervention ties in very nicely with educational initiatives for physical activity, as it provides children the opportunity to actively transport before and/after the school day. The program works by providing a safe passage for all or part of the route students travel to school. Safe routes can be modified to drop off students within safe walking distances, or can include the entire route, depending on distance.²⁷

A third option involves allowing pedestrians and cyclists to "take back" the streets. This initiative, called Open Streets, involves closing streets (or certain lanes) to automobiles, and allowing community members to freely walk, cycle, socialize and exercise. Such an initiative does not require major street modifications; however, it does require cooperation from Lubbock officials, local businesses, and local transportation officials.²⁸

A great deal of community layout (and thus transportation opportunities) lies at the level of policymakers. Indeed, if the Physical Activity Committee of Lubbock does not support advocacy for such projects, the feasibility of any short or long-term intervention will be compromised. Specifically, such advocacy might focus on land design, which increases active transport by connecting work, school, businesses, and mass transit with places of residence.

Our transportation, land use, and community design objectives focus on both community interventions as well as policy advocacy.

Volunteer and Non-Profit

For many people, a physically active lifestyle is fraught with obstacles. Unsafe neighborhoods, limited access to parks or recreational areas, social barriers, and individual physical barriers prevent healthy levels of physical activity.²⁰

Recognizing that non-profit organizations and volunteer groups often have the capacity and willingness to work with marginalized populations, this section of the Physical Activity plan of Lubbock focuses on both using this group as advocates for physical activity policy, as well as internal interventions ensuring that these groups are reaching physically inactive people within their organizational scope.

Lubbock is fortunate enough to have a very active body of non-governmental organizations (NGOs) and volunteer groups, which seek to provide physical activity opportunities to those who want them. These groups include:

Of these [NGOs/volunteer groups], we would like to highlight the efforts and successes of [name one NGO/volunteer agency].

Engaging Communities in Implementation

Why Active Living?

Local Data

Lubbock has is known as the “Hub City of West Texas” based on its geographical positioning and distance from other large urban areas; the city serves as the regions health care, education, and economic distributor. Lubbock has two major health care systems and multiple smaller health care systems, including “Lubbock Heart Hospital” and “Grace Clinic”. Two federally qualified health clinics that are located in the underserved zip codes in the city which are mainly located in the north and east neighborhoods. There are 3 school districts with 53 public schools and multiple private educational institutions located around the city.

The north and east of Lubbock is primarily industrial and commercial land. Many that live near and around are of lower income. East of Lubbock only has one grocery store and would have to travel approximately between 8-15 mins just to get to the nearest Wal-Mart

References

- US Department of Health and Human Services. 2008 Physical activity guidelines for Americans. Washington: US Department of Health and Human Services, Office of Disease Prevention and Health Promotion; 2008. <http://www.health.gov/paguidelines/guidelines/default.aspx>.
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Appendices

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