



Improved Physical Activity



Communities that are **walkable** and **accessible** provide a range of benefits that improve the quality of life for residents and visitors. UAMS can help community partners **establish routes that connect people with daily needs** such as childcare, school, work, parks, grocery, healthcare and cultural centers.

Improved Physical Activity

for Community Partners



1. EVALUATE

- Systematic data collection to inform community goal setting
- Effectively engage and communicate with the community for public input

2. ENGAGE

- Outreach & Educate – help people understand, consider, and promote the needs of pedestrians and cyclists as a viable form of transportation
- Projects – Apply marketing principles to physical activity promotion that can be tailored for all communities.
- Education – Educate community leaders and residents about physical activity, including the benefits of using your body as transportation.
- Encourage – Encouragement can help foster public support for bikeway and pedestrian infrastructure projects and policies that are geared towards improving safety. Serve as a liaison to target specific geographical communities.

3. IMPLEMENT

- Education – help people of all ages and abilities with the skills and confidence.
- Encouragement – foster a culture that supports walking and biking to everyday destinations
- Engineering & Design – convenient places to walk and bike
- Planning – Communities will implement policies or planning projects to increase opportunities or residents to be active in neighborhoods
- Resources – Community organizations, faith based organizations and recreation centers increase physical activity programming for neighborhood residents

4. ADOPT

- Evaluation & Planning – designing and sustaining practical policies and procedures. Creating a community that provides convenient alternative transportation options, making key destinations easy, and therefore increasing physical activity.
- Enforcement – ensuring safe routes and destinations for the entire community
- Policy – advance rules and regulations that support a high quality active transportation network and key destinations

5. SUSTAIN

- Enable effective community partnerships
- Invest in relationships that ensure long term success
- Serve as a trusted partner in the community
- Continue to provide valuation and planning support



For more information about UAMS and Community Programs, contact **Katie McCraney** at KMccraney2@uams.edu or 479-883-2043.