



Making good health contagious

Shared Use Agreements in Southeastern Kentucky

“Shared Use Ambassadors: Leading the Way to Success”
Safe Routes to School National Partnership

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Agenda

- SUA Overview
- Overall Strategy
- Key Challenges
- Bell County
- Knox County
- Contributing Factors
- Key Results



- MCI awarded CDC Community Transformation Grant (2012-2014), implemented in partnership with Bell County, Knox County and Cumberland Valley District Health Departments
- Cumberland Valley region of southeastern KY: 8 counties, rural communities, high poverty & unemployment, high rates of chronic disease
- STHA: 7 initiatives, SUA primary effort to increase access to physical activity opportunities
- TA award from Voices for Healthy Kids: Active Places Initiative



**SPREAD
THE HEALTH
APPALACHIA**



Shared Use Overview

- **Goal:** Increase # of SU facilities in 4 target counties (Bell, Clay, Knox and Jackson)
- **Baseline:** No formal shared use agreements; many schools with fee-based 'community use' contracts
- **Awareness:** In general, schools more aware of SUA than local government. Low community awareness

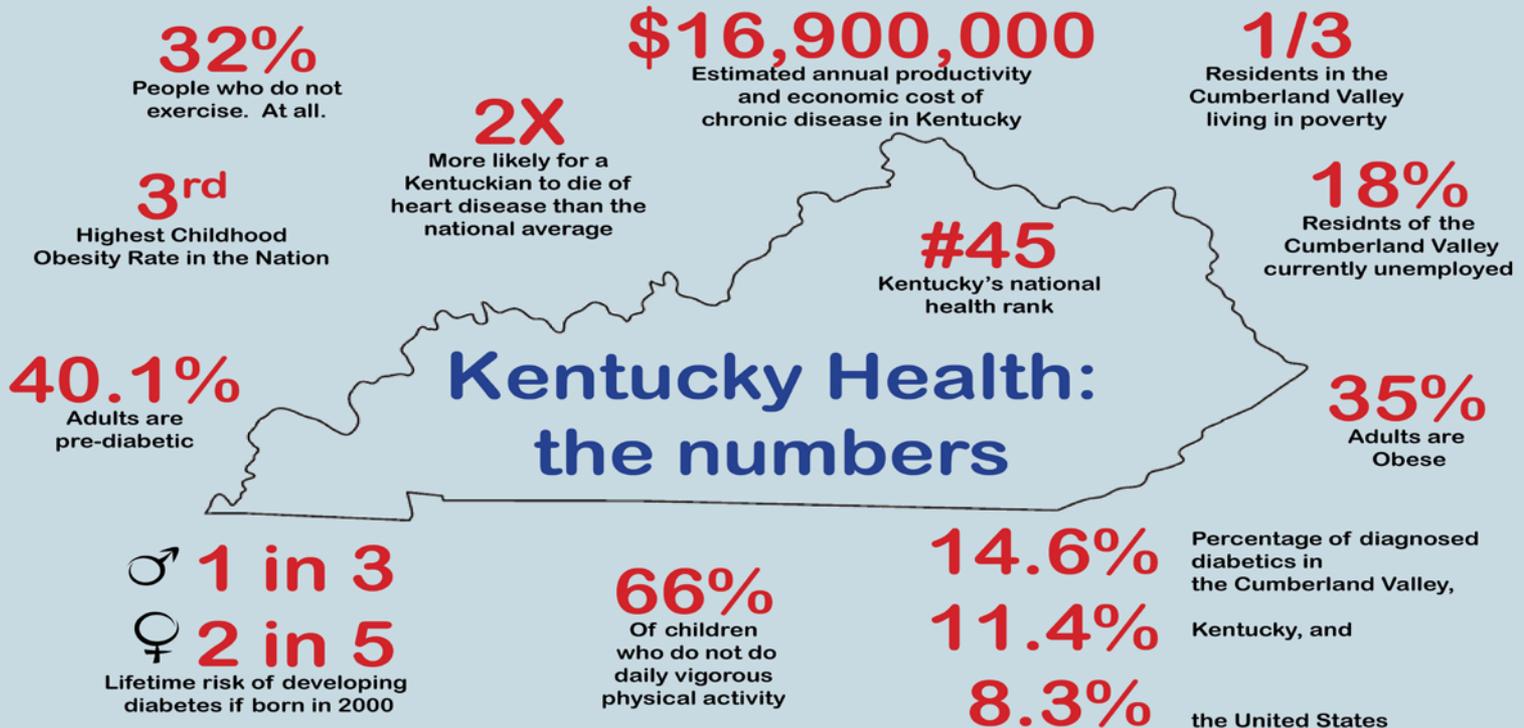
Overall Strategy

- Raise awareness: leverage existing partnerships, particularly county health coalitions, to educate people on SUA
- Gauge interest, then bring parties together: City and county school districts and local officials
- Identify locations and conduct joint facility assessments; sign agreements
- Promote widely throughout communities
- Evaluate: SOPARC & intercept surveys

Shared Use Infographic

Did you know?

Many Cumberland Valley residents face obstacles to physical activity, including limited recreational facilities, high membership fees, a lack of transportation, and long distances to travel to exercise. A lack of physical activity can lead to many chronic diseases including diabetes, obesity, and cardiovascular disease.



How can Shared Use help?

Shared Use Agreements "unlock the gates," opening school facilities and recreational centers to the public after hours and on weekends to create safe and conveniently located places to exercise and play

What are shared use agreements?

Two entities formally sharing responsibility for making spaces for recreation and fitness available to the public



Questions?

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Health Benefits:

- research shows that exercise is essential for effective control and prevention of chronic disease
- diabetics who can control their blood glucose, through both proper medication and healthy lifestyle changes, can reduce risk of heart attack, stroke, or death by 57%
- exercising can help reduce blood pressure, which has been shown to reduce the risk of diabetes-related death by 33%, the risk of stroke by 44%, and that of heart failure by 50%
- increasing access to exercise can help decrease morbidity and mortality related to chronic disease

Educational Benefits:

- healthy students are better students
- obese students have been shown to miss 12 more days of school than their healthy peers
- chronic disease has been associated with lower academic achievement and inattention in class
- expanded exercise opportunities can keep kids in school, setting up the next generation for success

Economic Benefits:

- a healthier population is a more productive population
- diabetes and obesity *each* cost Kentucky more than **\$2 billion** a year in medical and economic loss, preventing these chronic diseases will reduce this avoidable loss
- preventing chronic disease will result in a reduction in lost wages and lost productivity here in the Cumberland Valley
- Kentucky has the 4th highest poverty rate in the nation, and the Cumberland Valley area far exceeds the average in Kentucky

Community Benefits:

- new places to exercise increase the sense of community collaboration and ownership over community projects
- shared use agreements have reduced crime and vandalism
- improved community partnerships and relationships

Together we can make
the healthy choice
the easy choice in the
Cumberland Valley

Governments

- Partner with schools to share liability and open more facilities to the public
- Save money by establishing cost-sharing for the operation and maintenance of facilities
- Build new partnerships and strengthen existing ones with residents and businesses
- Receive positive publicity and public exposure



Spread the Health Appalachia, a partnership between Microclinic International and the Bell County, Knox County and Cumberland Valley District Health Departments, is funded by the Centers for Disease Control and Prevention Community Transformation Grant-Small Communities.

Key Challenges

- Primary obstacle – liability for schools
- Vandalism, substance abuse
- Limited resources to invest in upgrading facilities
- Making SUA priority within context of multiple, pressing needs
- Political/historical issues
- Time

Bell County

- County Judge Executive and County Board of Education
- Three facilities: the Bell County High School walking track and softball field, and a mountain trail
- County: cleared and renovated the mountain trail, provided support for lengthening the walking track and installed new lighting
- Board of Education: provide maintenance staff to open gates during agreed upon public access hours, maintain the property, and contribute to improvements of the walking track and softball field.

Cross Country Trail Before





Cross Country Trail After



Knox County

- County Judge Executive and Board of Education @ Dewitt Elementary School
- County: contribute to building a walking track at the school
- Dewitt: agreed to open facility every day & open gymnasium during the winter months and during summer

Contributing Factors

- Health coalitions
- Strong relationships between LHDs and local government/school system
- School administration/teachers/community members
- Focused agreements as pilot
- Successes/contributions of STHA and other MCI/LHD projects
- Awareness raising/promotion efforts
- Resources from CTG

Key Results

- Four facilities in 2 counties, reaching nearly 50,000 people
- Positive impact on physical activity and access to PA opportunities in the community
- SOPARC illustrated increase in physical activity
 - Adults 18-55 reported 47.06% increase
 - Adults 55+ reported 66.67% increase
- More than 90% were very satisfied or extremely satisfied. Nearly all respondents would recommend the facility to others



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Thank you!