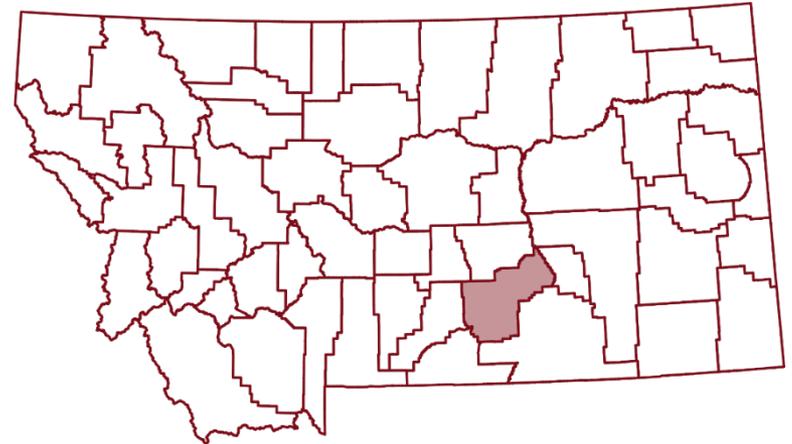


Our Complete Streets Journey

*Making the healthy choice, the easy choice in
Billings, Montana*





healthy by design



Make the healthy choice every day...



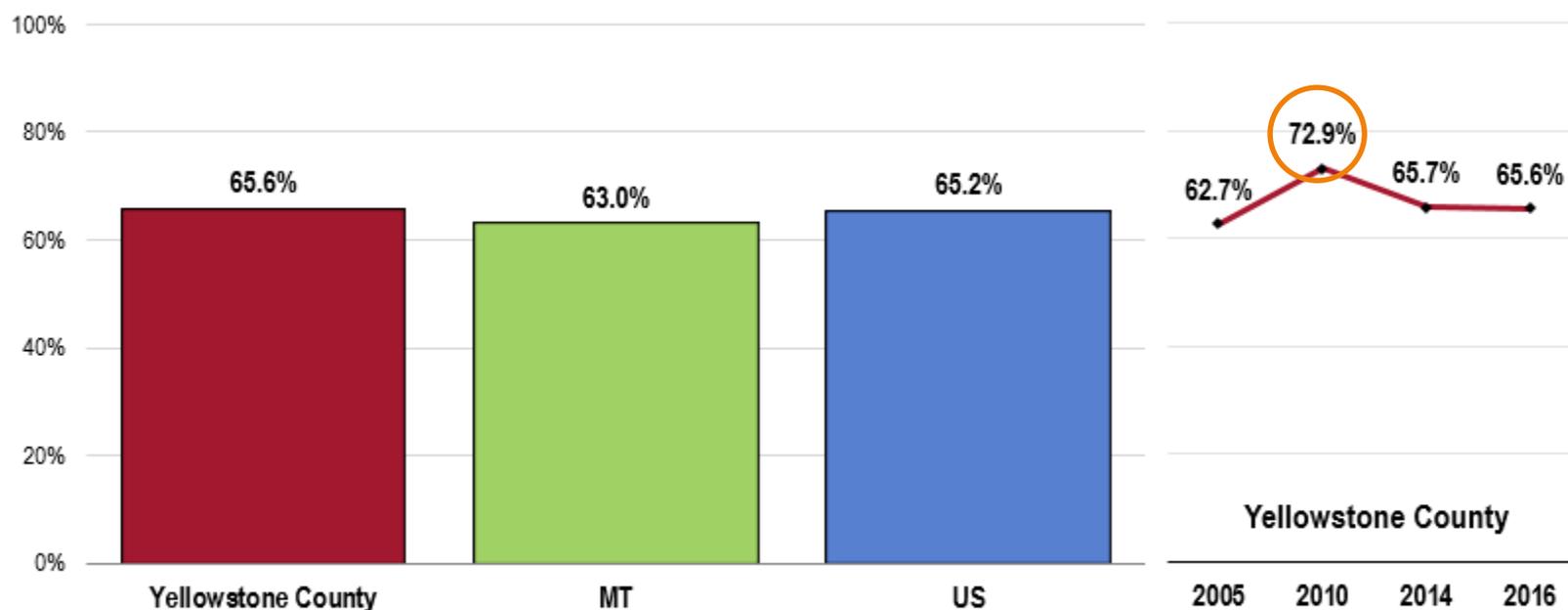
Health Impact Pyramid



Yellowstone County, 2017

Prevalence of Total Overweight

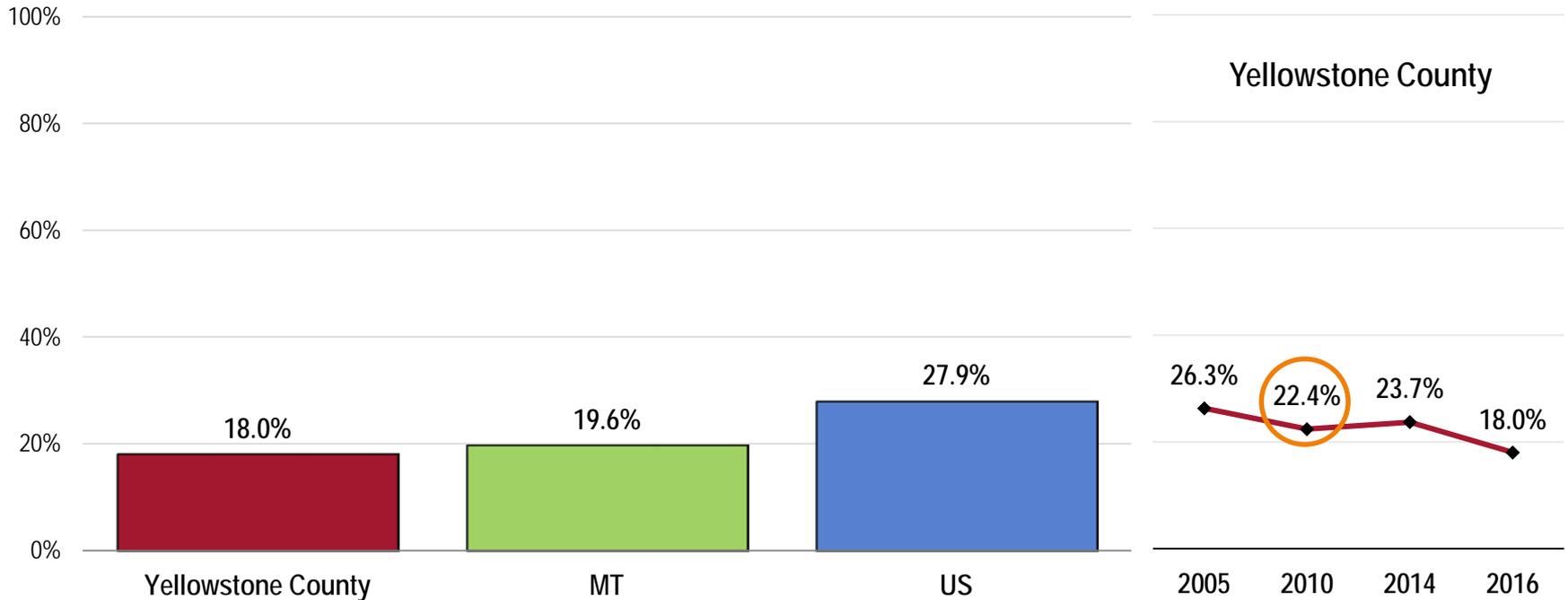
(Percent of Adults With a Body Mass Index of 25.0 or Higher)



- Sources:
- PRC Community Health Surveys, Professional Research Consultants, Inc. [Item 176]
 - 2015 PRC National Health Survey, Professional Research Consultants, Inc.
 - Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Montana data.
- Notes:
- Based on reported heights and weights, asked of all respondents.
 - The definition of overweight is having a body mass index (BMI), a ratio of weight to height (kilograms divided by meters squared), greater than or equal to 25.0, regardless of gender. The definition for obesity is a BMI greater than or equal to 30.0.

Yellowstone County, 2017

No Leisure-Time Physical Activity in the Past Month Healthy People 2020 Target = 32.6% or Lower



- Sources:
- PRC Community Health Surveys, Professional Research Consultants, Inc. [Item 106]
 - Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Montana data.
 - 2015 PRC National Health Survey, Professional Research Consultants, Inc.
 - US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective PA-1]
- Notes:
- Asked of all respondents.

Why Complete Streets?



Our Process – Round I

2010

Spring - Trailhead to Health Summit

Summer and Fall – Ad Hoc Committee gets to work!

2011

Spring– Policy Development

Summer – Policy Refinement, Increased Advocacy

Fall - Resolution Presented and Adopted

2012

Implementation Begins

2013

Benchmark Report Published



Our Process – Round 2 2016 to Present



BILLINGS GAZETTE

Advocates to City Council: Complete streets would increase safety, flexibility

HEALTH MATTERS: Complete Streets means road safety for all types of users





Billings City Council changes Complete Street policy after much debate

City Council to discuss Complete Streets cost breakdown

Report links Billings' complete streets policy to health, economic benefits

Keys to Our Success

- Be strategic
- Put in the time
- Commit to long term, transparent measurement
- Leverage momentum
- Engage your local health partners!
 - Measurement
 - Marketing and messaging
 - Networks of advocates
 - Community health improvement
 - Commitment to health equity



Contact

Healthy By Design

www.hbdyc.org

Facebook: HBD Yellowstone

Melissa Henderson, MPH, CPH | Manager

Healthy by Design Coalition

melissa.hen@riverstonehealth.org

(406) 651.6569



healthy
by
design