

VOICES FOR HEALTHY KIDS: ACTIVE PLACES



Let's get moving to help underserved communities

Deb Hubsmith, Director

Keith Benjamin, Street Scale Campaign Manager

Mikaela Randolph, Shared Use Campaign Manager





Safe Routes
to School
**National
Partnership**

OVERVIEW

The Safe Routes to School National Partnership serves as the expert for increasing access to parks, playgrounds, walking paths, bike lanes and other opportunities to create active places and increase physical activity. Our charge for the Voices for Healthy Kids: Active Places initiative is to support shared use and street scale advocacy efforts that will change policy at the local and state level, with a specific focus on addressing equity in underserved communities (i.e. low-income areas and communities of color).



OVERVIEW

Lower-income communities and communities of color experience higher rates of childhood obesity and often have fewer opportunities for physical activity due to poor walking and bicycling infrastructure, unsafe public spaces, and less parks and school recreation areas.



UPCOMING KEY DATES

- October 18: Deadline for call for applications for TA
- November 7: Shared Use webinar
- November 21: Street Scale webinar



Photo: MoBikeFed on Flickr

CONTACT



Deb Hubsmith

Director

deb@saferoutespartnership.org



Mikaela Randolph

Shared Use Campaign Manager

mikaela@saferoutespartnership.org



Keith Benjamin

Street Scale Campaign Manager

keith@saferoutespartnership.org

Q&A



www.saferoutespartnership.org/activeplaces
Join as a partner affiliate: saferoutespartnership.org.org



VOICES FOR HEALTHY KIDS: ACTIVE PLACES

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Street Scale Campaign Manager
keith@saferoutespartnership.org



DID YOU KNOW?

- Children in neighborhoods lacking access to sidewalks, parks, playgrounds and recreation centers have a 20 to 45 percent greater risk of becoming overweight
- 65% of families making \$25,000 or less do not own a car
- There are 850,000 children living in gang violence “hot zones” all over the country
- Very low-income families can see as much as 55% of their earnings eaten up by transportation costs
- Transportation is the second largest expense for households in the United States, costing more than food, clothing and health care
- 75% of all jobs are located outside city centers

DEFINING STREET SCALE

Street-scale urban design and land use policies involve the efforts of urban planners, architects, engineers, developers, and public health professionals to change the physical environment of small geographic areas, generally limited to a few blocks, in ways that support physical activity.

Policy instruments employed include:

- Building codes
- Roadway design standards
- Environmental changes

Design components include:

- Improved street lighting
- Infrastructure projects to increase safety of street crossing
- Use of traffic calming approaches (e.g., speed humps, traffic circles)
- Enhancing street landscaping

HOW STREET SCALE IS IMPLEMENTED?



Street Scale:

The adoption of Complete Streets and Safe Routes to School policies, MAP-21 and TAP funds, bicycle and pedestrian transportation planning, and other active transportation improvements to increase physical activity in underserved communities.





Safe Routes
to School
**National
Partnership**

THE 5 E'S

- **Engineering**
- **Education**
- **Enforcement**
- **Encouragement**
- **Evaluation**



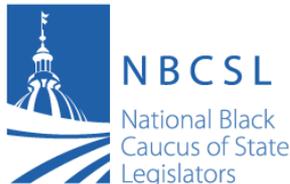


THE 6TH E = EQUITY

“Almost regardless of the specific measures, it seems that social equity is correlated with economic growth and the stronger studies have provided evidence of not just correlation, but probable causation, with improving social equity actually contributing to more rapid economic growth.”

"Buddy, Can You Spare Some Time? Social Inclusion and Sustained Prosperity in America's Metropolitan Regions," Building Resilient Regions Closing Symposium, Talk/Oral Presentation, Washington, DC, Urban Institute

NATIONAL ACTIVE TRANSPORTATION DIVERSITY TASK FORCE





TASK FORCE GOALS

- Be an active participant of the National Active Transportation Diversity Task Force
- Identify and address resource gaps, successes, challenges around street scale
- Inform the Safe Routes to School National Partnership of success stories and potential trends
- Serve as an ambassador for the Voices for Healthy Kids: Active Places project
- Publicize resources, research and best practices that exist that promote street scale
- Serve as a conduit to announce Voices for Healthy Kids technical assistance and grant opportunities
- Build a diverse community of experts in the street scale field

STREET SCALE POLICY

LEVER 1



- Codify Safe Routes to School programs in state laws and provide state level funding to enhance federal appropriations
 - Example: Hawaii

STREET SCALE POLICY LEVER 2



- Secure SRTS/bike/ped funds from MAP-21 at the state level
 - Example: Washington State

STREET SCALE POLICY

LEVER 3



- Secure Complete Streets policies at state and local levels
 - Example: Georgia

STREET SCALE POLICY

LEVER 4



- Secure a percentage of state appropriations for the transportation budget for bike/ped
 - Example: Oregon

STREET SCALE IMPROVEMENTS NATIONAL OUTREACH STRATEGY



HOW CAN YOU HELP?



- Campaign identification (Technical Assistance applications due October 18, 2013)
- Press local elected officials
- If you are an elected official -> create policy
- Partner, partner, partner



CONTACT

Keith Benjamin

Street Scale Campaign Manager

Safe Routes to School National Partnership

keith@saferoutespartnership.org

<http://www.saferoutespartnership.org>

<http://www.facebook.com/saferoutespartnership>

<http://twitter.com/saferoutesnow>



**American
Heart
Association®**

TAKING ACTION TO PREVENT OBESITY



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Reversing Childhood Obesity by 2015

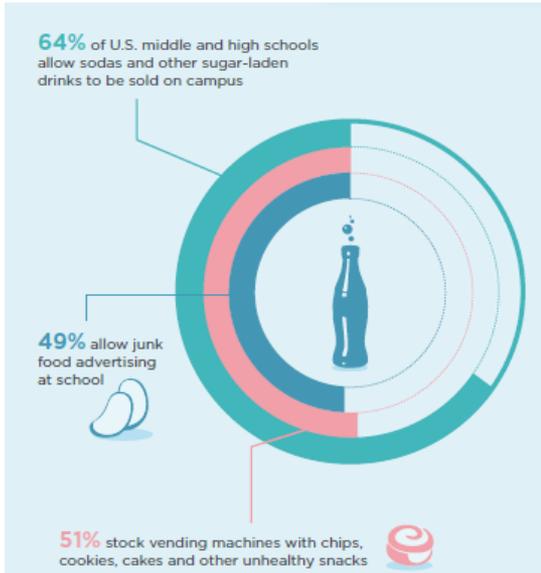
The New Childhood Obesity Advocacy Initiative

Voices for Healthy Kids

Change Can Happen



TAKING ACTION TO PREVENT OBESITY



THE RESULT



American
Heart
Association.

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Influencing public policy through advocacy is an essential strategy to reducing childhood obesity.

Who Am I?



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Overview



TAKING ACTION TO PREVENT OBESITY



- VFHK Policy Priorities
- VFHK Approach
- How to Get Involved



American Heart Association
TAKING ACTION TO PREVENT OBESITY

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Voices
for Healthy Kids

OUR TARGETS

1

Improving the nutritional quality of snack foods and beverages in schools

2

Reducing consumption of sugary beverages

3

Protecting children from unhealthy food and beverage marketing

4

Increasing access to affordable healthy foods

5

Increasing access to parks, playgrounds, walking paths, bike lanes and other opportunities to be physically active

6

Helping youth-serving programs increase children's physical activity levels

VFHK Approach

Key Elements

- National policy outcome goals with state and local alignment
- National best practice campaigns
- Strong investment in state and local policy campaigns
- National coalition(s) focused on state and local priorities
- Coordinated use of tools and training across campaign efforts
- Prioritized policies and technical assistance for each state and local obesity coalition

We Need You!

- Advocate
 - Organize, organize, organize
 - PreventObesity.net
- Engage and Mobilize
 - Identify policy priorities
 - Apply for funds
 - Campaign tools and TA



Campaign Fund RFA



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TAKING ACTION TO PREVENT OBESITY



- Visit www.voicesforhealthykids.org
- Eligibility
 - 501c3 – ability to lobby
 - Aligned with policy levers
 - Public policy campaigns
- Process
 - Campaign plan (direct action organizing model)
 - Budget
 - Application

Want to Know More?

- www.voicesforhealthykids.org (sign up for updates)
- Twitter: @Voices4HK
- <http://www.facebook.com/voicesforhealthykids>
- Jill Birnbaum
 - jill.birnbaum@heart.org



Active Living Research

Building the Evidence to Prevent Childhood Obesity and Support Active Communities

Why Physical Activity Matters for Youth: What Is the Role of Creating Healthy Places?

James F. Sallis, Ph.D.

Active Living Research

UC, San Diego

For Active Places Webinar

September 26, 2013

<http://sallis.ucsd.edu>

Physical Activity Among Adults

- Active adults live longer and have higher quality of life.
- Inactivity is the fourth leading cause of death among adults in the US and worldwide
- Inactive adults are at higher risk for obesity, heart disease, stroke, some cancers, diabetes, and psychological problems
- All public health agencies recommend regular physical activity at all ages

Recommendation for Youth: 60 minutes of physical activity per day

- **Physical Benefits**

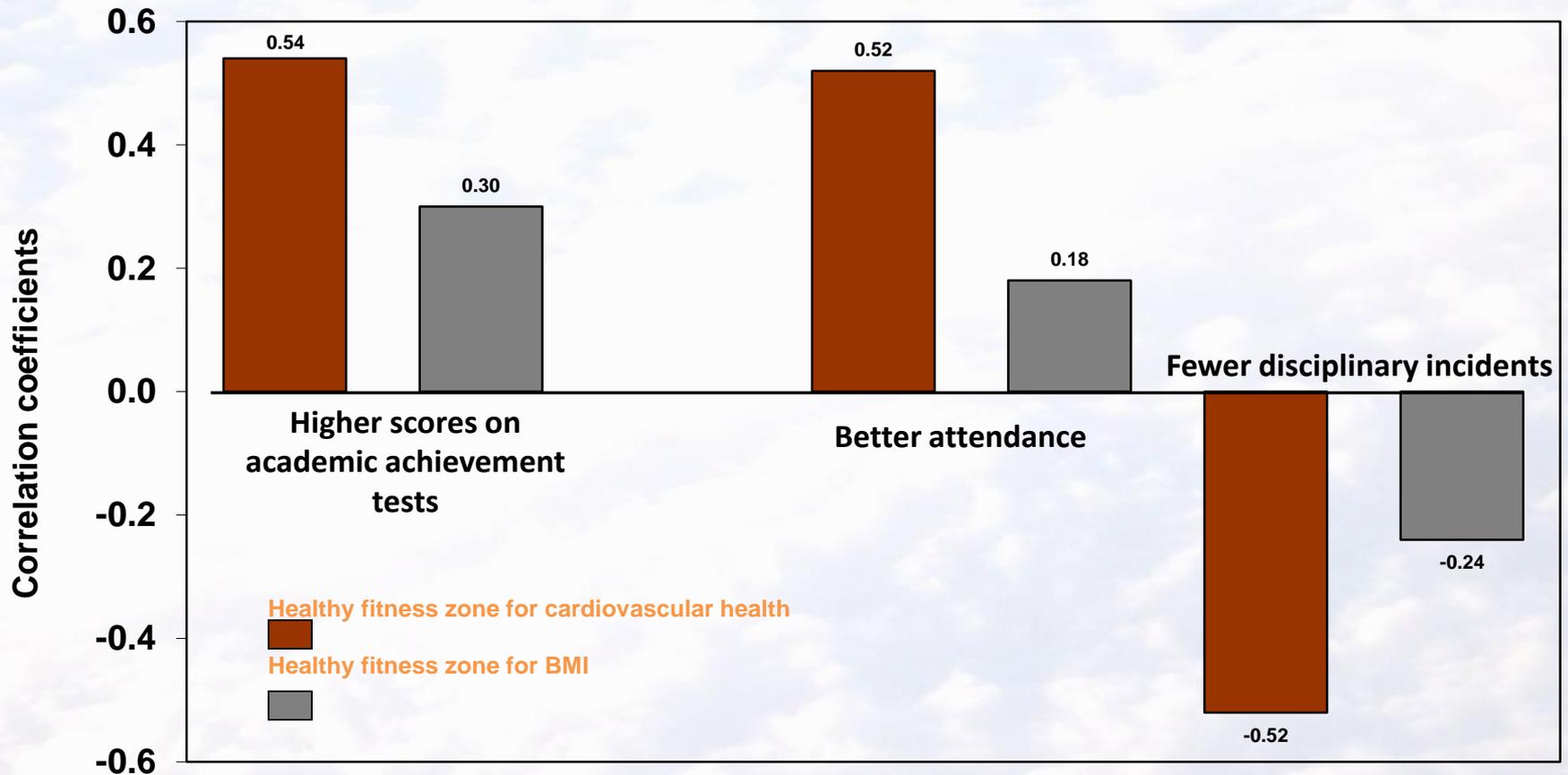
- Better fitness & muscle strength
- Stronger bones
- Less body fat
- Improved lipid (cholesterol) levels
- Improved glucose metabolism

- **Mental/cognitive benefits**

- Better brain functioning
- Better performance in school
- Better test results
- Better attention in class
- Reduced anxiety & depression

These benefits are achieved regardless of obesity level

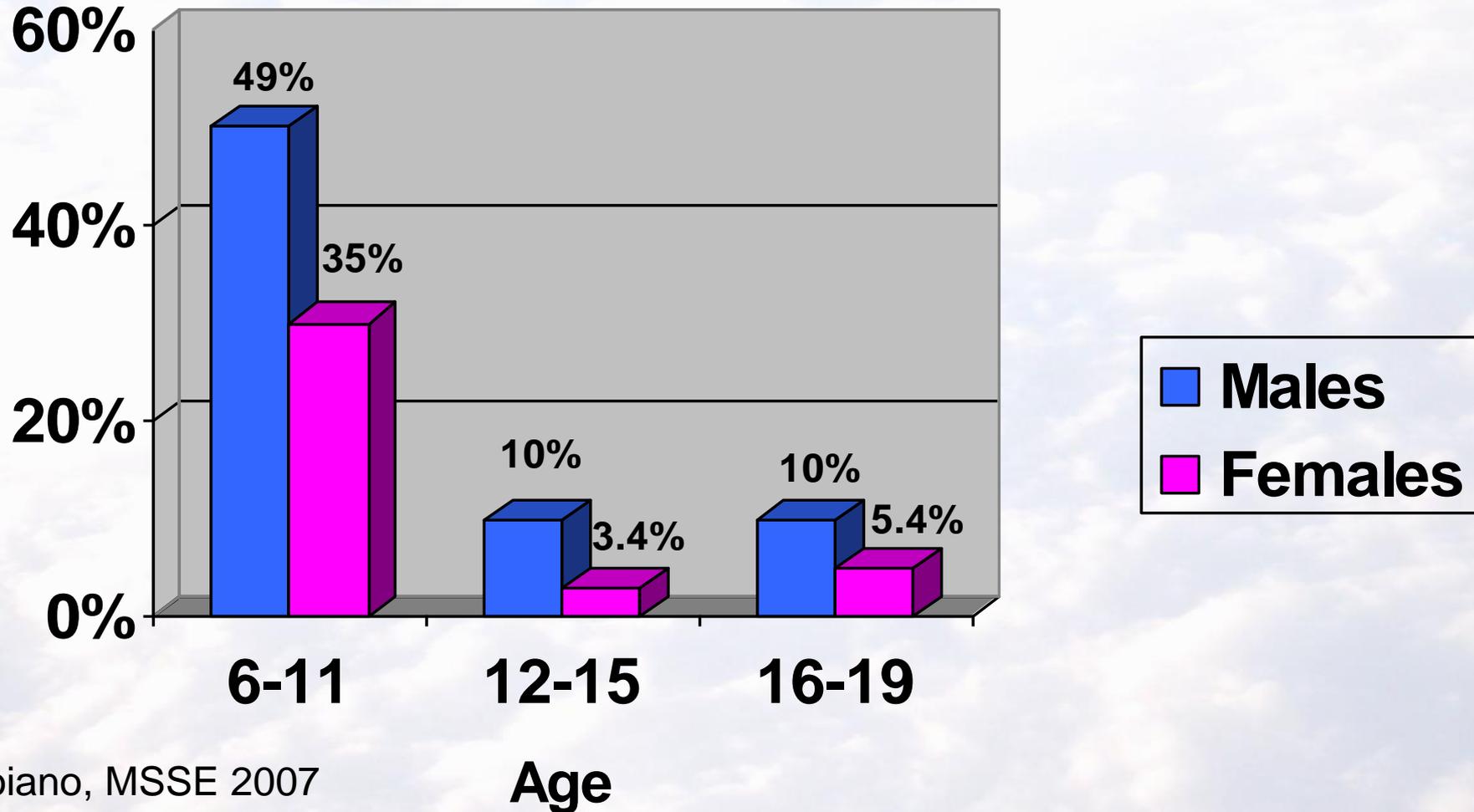
Physical Fitness, Fatness & Academic Achievement



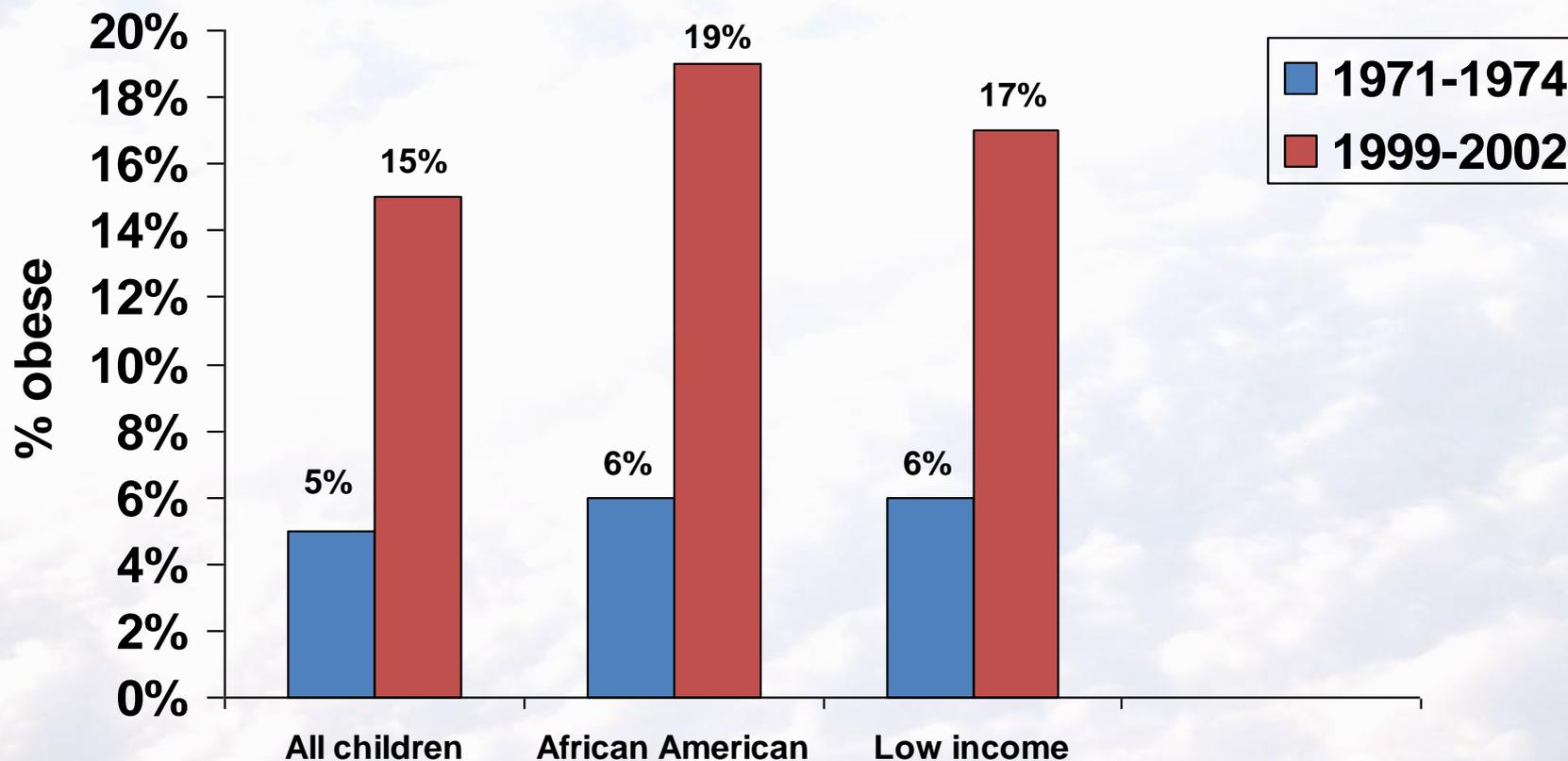
A study of more than 2.4 million Texas students in grades 3 to 12 found student fitness* and BMI levels correlate with academic test performance, attendance and disciplinary incidents

*Measured by FITNESSGRAM® tests based on walking or running and adjusted for age and gender

**Percentage of youth ages 6-19 meeting 60 min/day
physical activity guidelines.
Based on accelerometers. NHANES 2003-4**



Increase in percentage of children and youth ages 2 to 19 who are obese since the 1970s



US Institute of Medicine, 2012

**ACCELERATING PROGRESS IN
OBESITY PREVENTION**

SOLVING THE WEIGHT OF THE NATION



Physical Activity: Recommendation 1

- Communities, transportation officials, community planners, health professionals, and governments should make promotion of physical activity a priority by substantially increasing access to places and opportunities for such activity.

What barriers to physical activity do youth identify?

- **Baltimore**
- Interviews with African American high school students
- Key environmental barriers to PA
 - Lack of places for PA
 - Crime, violence, drugs
 - Unsafe places for PA



BALTIMORE CITY'S PARKS AND RECREATION CENTERS: AN UNDERUTILIZED RESOURCE FOR URBAN TEENS

Baltimore City's system of more than 300 city parks and 45 recreation centers offers urban youth 6,000 acres of green space and plentiful ways to exercise their bodies and minds.

The opportunities for physical activity found at parks and recreation centers are more important than ever for Baltimore's youth. Obesity rates in the city are rising, especially among adolescents. Eighteen percent are overweight, according to the 2007 Youth Risk Behavior Surveillance Survey. Moreover, green spaces may help young people think more clearly and

cope more effectively with life's stresses.

Baltimore City youth are not using indoor and outdoor public spaces for physical activity as much as they could. Only 35 percent of adolescent girls in the BALTS study report they frequent recreation centers, as opposed to 52 percent of boys. Park usage is 54 percent for the girls and 66 percent for the boys surveyed.

The BALTS study of 350 high school students in Baltimore documented what draws teens to Baltimore's parks and recreation centers and what drives them away.

ABOUT THIS STUDY

Material for this Issues Focus comes from a survey of 350 youth ages 14 to 18 from two Baltimore City public high schools, 48 in-depth interviews with these youth, and observations of recreational facilities. The study, conducted by Amy Vastine Ries, was part of the Baltimore Active Living Teens Study (BALTS), led by Carolyn Voorhees of the University of Maryland.

{ "There's a lot of glass. There's trash and needles and things. You have to have somebody clean up and walk the entire field before you can do anything. It's really more trouble than it's worth." —Young man, 15 }

TEENS SAY PARKS ARE NOT SAFE, PRETTY, OR CLEAN

	% agree
Parks are not safe.*	38
There are unsafe people at parks.	49
Parks are not pretty.*	38
Parks are not clean.*	50
Parks have the facilities that I like to use.	45
Parks are poorly maintained.	45
Parks get a lot of use*	44

*Item has been reversed



ALMOST HALF OF TEENS HAVE USED PUBLIC RECREATION CENTERS

	% agree
I use recreation centers for physical activity.	42
Recreation centers are open when I want to use them.	40
It is too expensive to use recreation centers.	15
Recreation centers have facilities I like to use.	60

ACKNOWLEDGEMENTS
The Center for Adolescent Health is a member of the Prevention Research Centers Program, supported by the Centers for Disease Control and Prevention

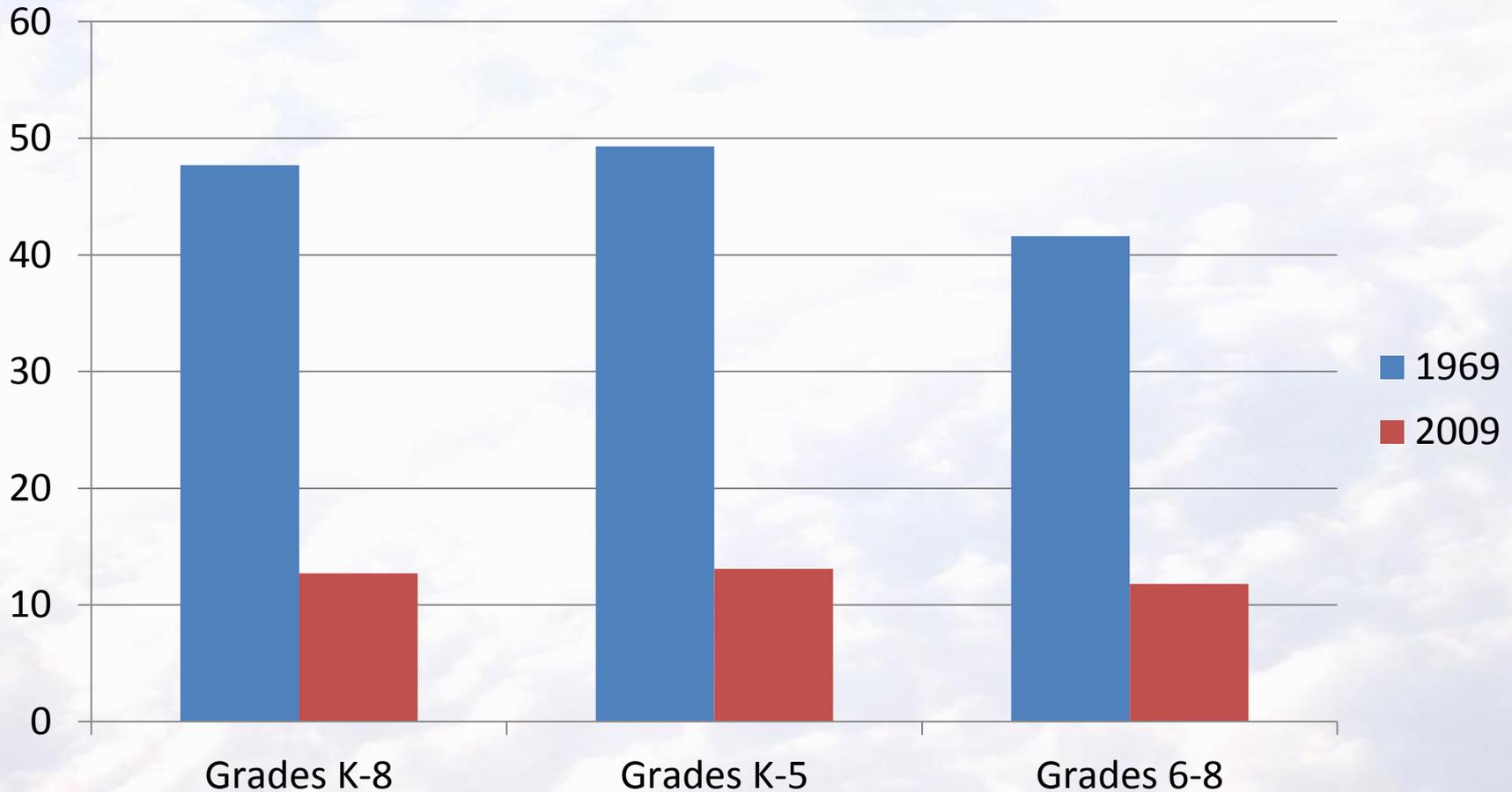
cooperative agreement number 1-U48-DP-000040. Additional funding for this project is provided by The Charles Crane Family Foundation, The Sigmund and Barbara K. Shapiro Fund, the Robert Wood

Johnson Foundation Active Living Research Program (Grant # 55761) and Grant # 52338).
Authors:
Jayne Blanchard, Amy Vastine Ries, PhD



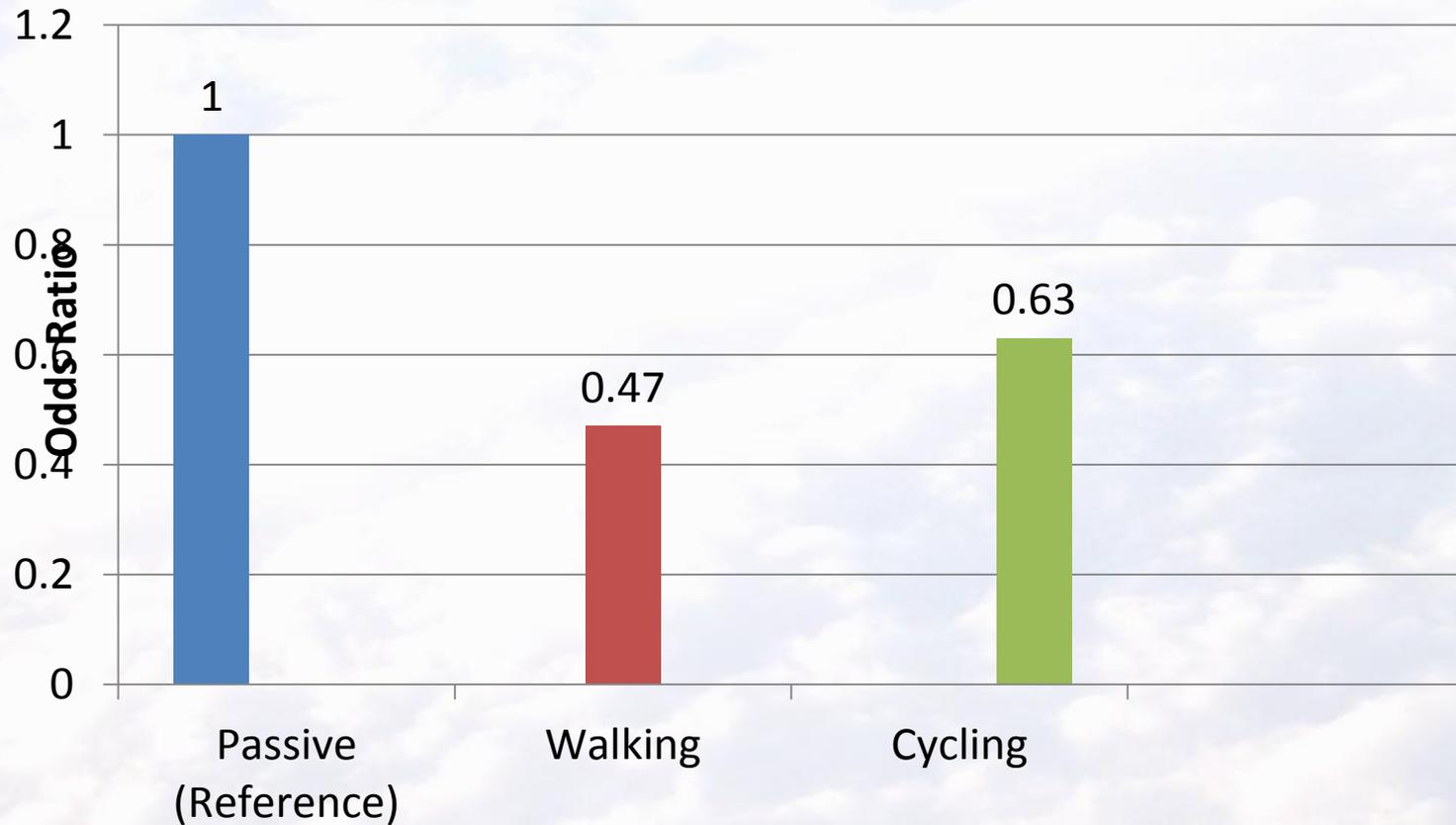
Endangered: Children Walking to School

% of US Children Usually Walking & Biking to School, 1969 & 2009



Walking and Biking to School Reduces Odds of Being Overweight

A Danish study found that adolescents (N=3847) who walked or cycled to school were less likely to be overweight than those who rode to school in motor vehicles (passive transport).



Østergaard L. et al. Cycling to School Is Associated With Lower BMI and Lower Odds of Being Overweight or Obese in a Large Population-Based Study of Danish Adolescents. *Journal of Physical Activity and Health* 2012, 9: 617-625.

Moving Forward: Safe Routes to School Progress in Five States

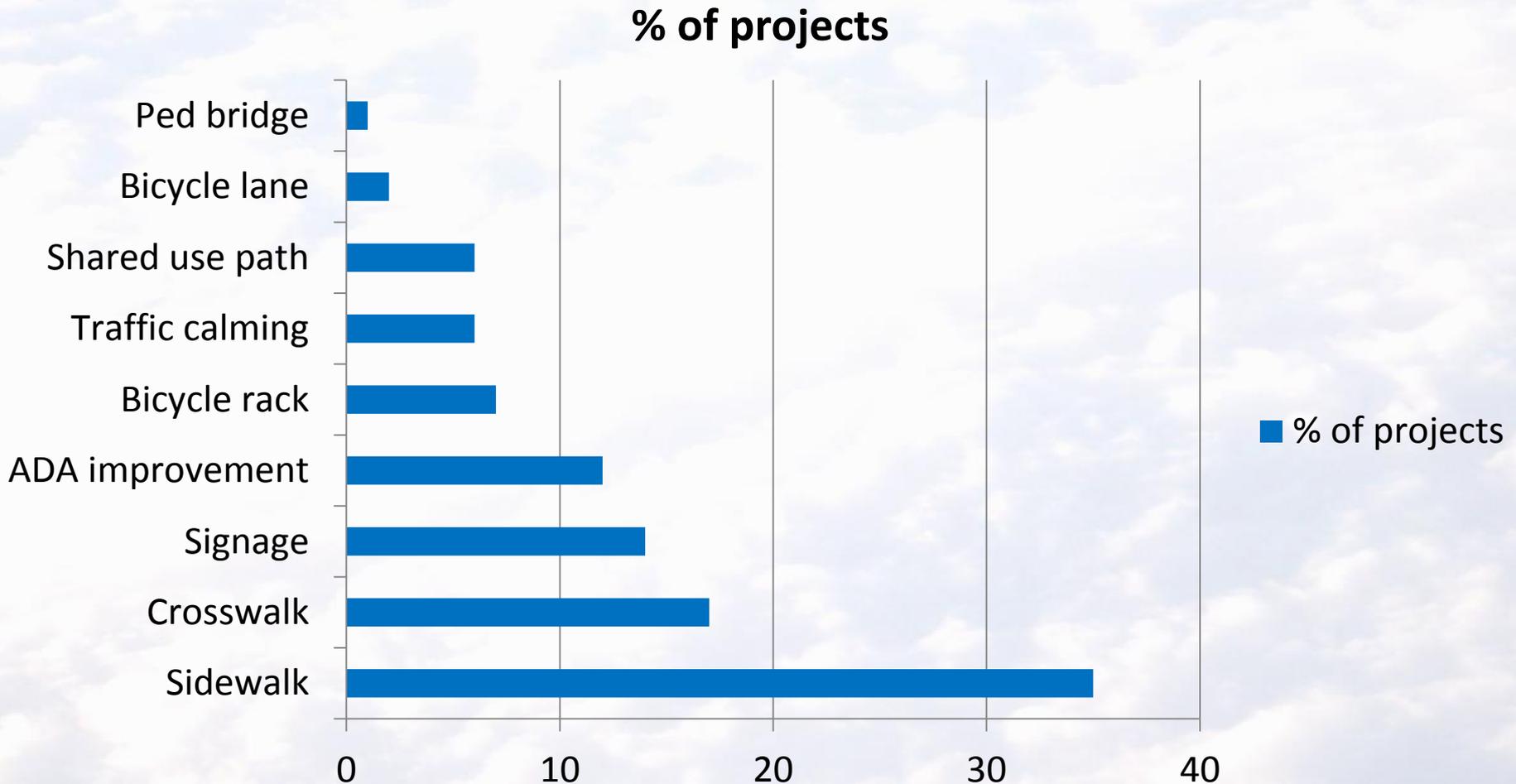
WA-RD 743.3

Anne Vernez Moudon
Orion Stewart

July 2012



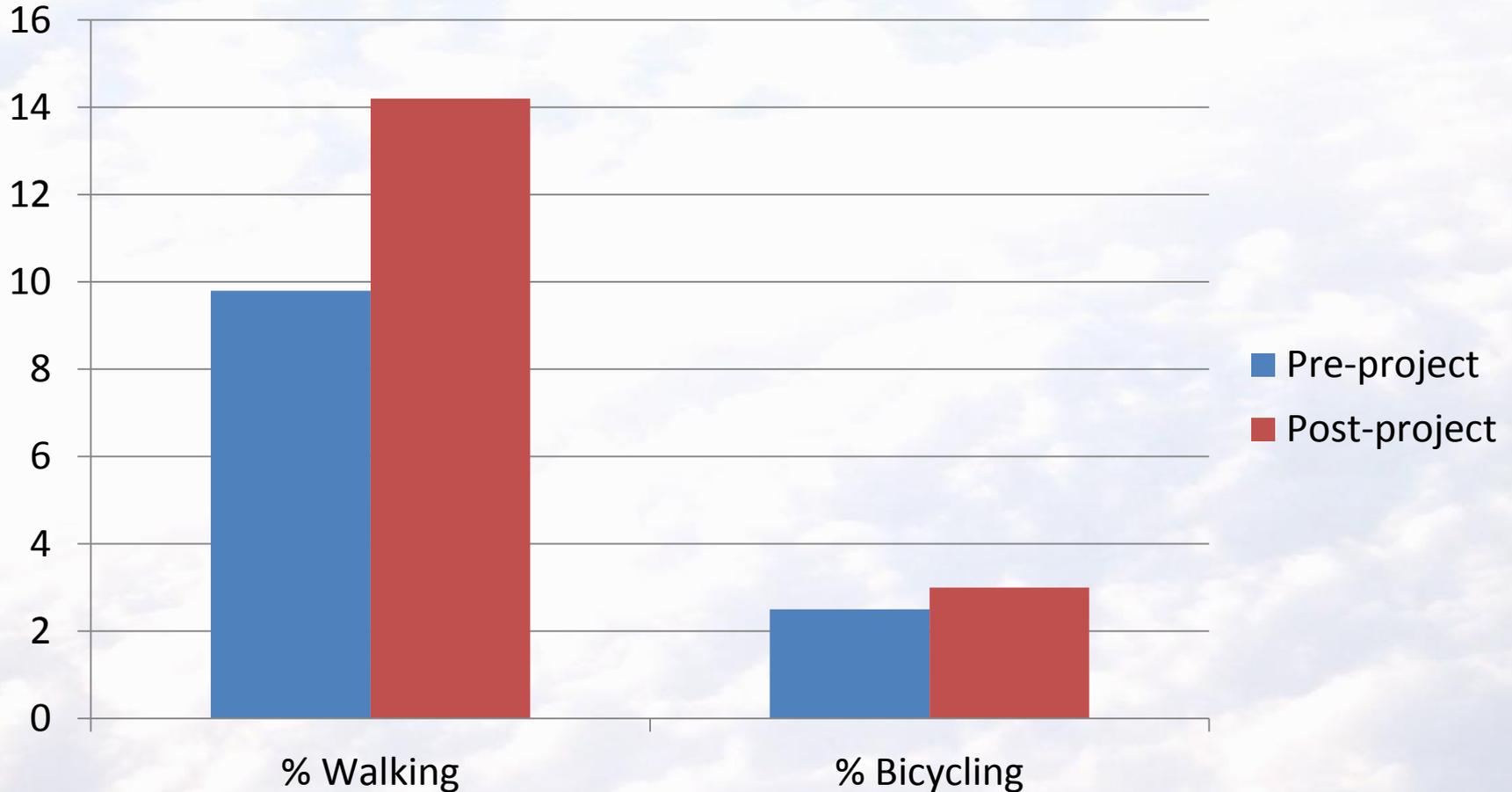
% of SRTS Projects, By Type



Moving Forward: WASH DOT.

<http://www.wsdot.wa.gov/research/reports/fullreports/743.3.pdf>

Walking & Cycling to School Pre & Post SRTS Projects in 5 States

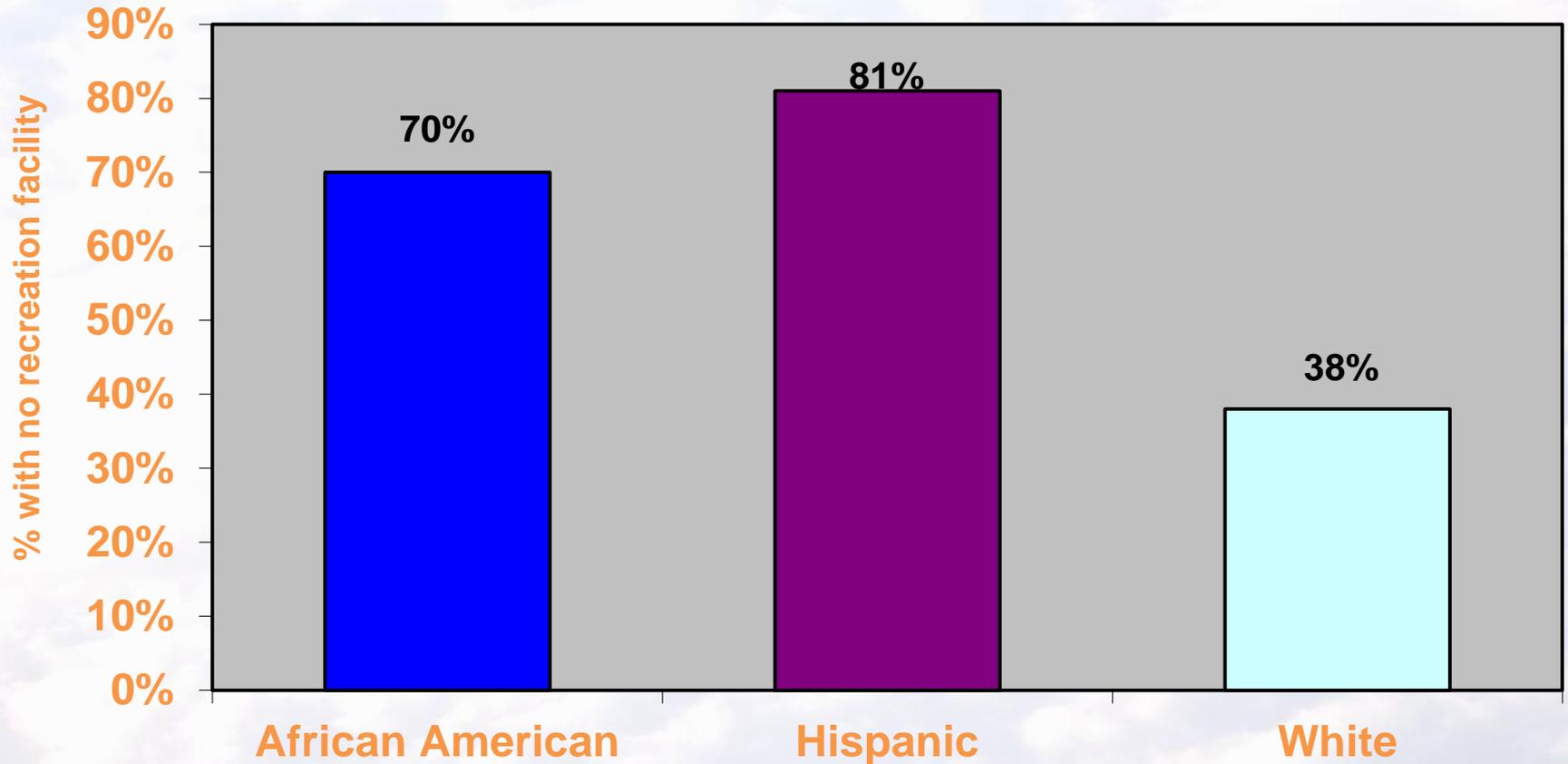


Moving Forward: WASH DOT.

<http://www.wsdot.wa.gov/research/reports/fullreports/743.3.pdf>

Disparities in Recreational Facilities

(% of census tracts without facilities, by race/ethnicity)



Shared Use Agreements

- Typically, a school allows a physical activity provider to use school grounds after school and on weekends.
- Agreements can be with community (sports league) or government (parks) groups.
- Barriers about liability concerns and costs need to be dealt with.
- Many resources from Changelabsolutions.org

Shared Use Agreements



Almost every neighborhood has a school, but many are closed to the community.

Youth are more likely to be physically active when they have access to fields and play areas after school.



Before and after renovation of Denver schoolyards in low-income neighborhoods. Youth were more active **AFTER**.





JOINT USE SCHOOL PARTNERSHIPS IN CALIFORNIA:
STRATEGIES TO ENHANCE SCHOOLS AND COMMUNITIES

A Joint Report from
Center for Cities & Schools (CC&S)
and
Public Health Law and Policy (PHLP)

Tamar Cooper
Jeffrey M. Vincent

August 2008

Center for Cities & Schools
University of California – Berkeley
<http://citiesandschools.berkeley.edu/>



Shared Use Partnerships Key Lessons:

1. Build sustainable and trusting relationships
2. You CAN surmount liability concerns
3. Shared use partnerships should address explicit local needs.

Evaluating Shared Use Agreements

Lafleur. Prev Chron Disease, 2013

- 7 school districts in LA County adopted shared use policies with government (park) or community (sports league) groups
- 12 low-resource schools were observed to code physical activity after school hours
- 95% of school grounds users were Hispanic, $\frac{1}{2}$ were youth, and $\frac{3}{4}$ were active
- There was 16 times more activity when schools had PA programs
- Shared use agreements are feasible in low-income communities & may be effective



Research Brief:

Promoting Physical Activity through the Shared Use of School and Community Recreational Resources

Available at: <http://www.activelivingresearch.org/shareduse>

Active Living Research
Building Evidence to Prevent Childhood Obesity and Support Active Communities
www.activelivingresearch.org

RESEARCH BRIEF | April 2012



Promoting Physical Activity through the Shared Use of School and Community Recreational Resources

INTRODUCTION

Regular physical activity promotes important health benefits and reduces risk for obesity.¹ Providing access to safe, affordable and convenient recreational facilities is a critical strategy for helping children and adults be more active, especially in lower-income communities and communities of color that often lack such facilities.^{2*}

Leading public health authorities, including the Centers for Disease Control and Prevention, the U.S. Department of Health and Human Services and the American Academy of Pediatrics, recommend sharing existing school and community recreational facilities to promote opportunities for physical activity.^{3,4} For example, Healthy People 2020 objectives recommend that school recreational facilities be open to the community before, during and after school hours, as well as on weekends, holidays and over the summer.⁵

Robert Wood Johnson Foundation

A national program of the Robert Wood Johnson Foundation, with direction and technical assistance provided by the University of California, San Diego.

ALR Research Briefs & Syntheses

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RESEARCH SYNTHESIS | February 2011

Parks, Playgrounds and Active Living

Introduction
Regular physical activity increases longevity, well-being, helps children and adults maintain a healthy weight, and can reduce the risk for obesity and its related health consequences. Parks and playgrounds provide a wide variety of opportunities for physical activity and have the potential to help many Americans lead a more active lifestyle.
Across all major U.S. cities, there are approximately 20,000 individual parks and more than 10,000 playgrounds. The total area covered by urban parks in the United States exceeds 1 million acres.¹ And these figures only represent major cities. They are much higher when suburban and rural parks and playgrounds are taken into account. For example, Cleveland Metropolitan, a park district in the suburbs of Cleveland, Ohio, operates 21,250 acres and attracts more than 15 million recreational visits and 3.5 million program visits annually.

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RESEARCH BRIEF | January 2011



The Power of Trails for Promoting Physical Activity in Communities

INTRODUCTION
Promoting physical activity among children and adults is a priority national health objective in the United States.¹ Rates for physical activity

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RESEARCH SYNTHESIS | November 2011



Do All Children Have Places to Be Active?

Disparities in Access to Physical Activity Environments in Racial and Ethnic Minority and Lower-Income Communities

INTRODUCTION
Childhood obesity is one of the country's most significant health problems. During the past four decades, the obesity rate for children ages 6 to 11

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RESEARCH BRIEF | February 2011



The Potential of Safe, Secure and Accessible Playgrounds to Increase Children's Physical Activity

INTRODUCTION
The United States is confronting an epidemic of childhood obesity. During the past four decades, the obesity rate for ages 6 to 11 has more than quadrupled, and it has more than tripled among ages 12 to 19.¹ Currently, more than 23 million young people are overweight or obese.²
There is no single cause underlying this epidemic, and addressing it will require a broad spectrum of approaches to reduce calorie consumption and increase physical activity. The benefits of physical activity for children include decreased risk of obesity and diabetes, improved bone health, better self-esteem and, at least in the short term, improved academic performance.^{3,4} The federal government recommends that every child and adolescent be physically active for at least one hour daily.⁵ To help young people meet this guideline, multiple opportunities for activity must be provided.

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RESEARCH SYNTHESIS | March 2011

The Economic Benefits of Open Space, Recreation Facilities and Walkable Community Design

Introduction
Overweight and obesity rates have risen dramatically in the United States since the 1970s,¹ and, during a similar time period, physical activity rates have declined in both children and adults.² Being physically active is more than a personal decision; community design and the availability of open spaces and recreation areas strongly influence how active people are. The Guide to Community Preventive Services created by the Centers for Disease Control and Prevention identifies community designs in which residents can walk or bicycle to nearby destinations (often called compact, walkable or traditionally designed communities) as effective ways of promoting physical activity for adults,^{3,4} and other studies demonstrate similar findings for youth.^{5,6} People living in walkable neighborhoods get about 30–45 more minutes of moderate-intensity physical activity per week, and are substantially less likely to be overweight or obese than do people of similar socio-economic status living in neighborhoods that are not walkable.^{7,8} Living close to parks and other recreation facilities also is consistently related to higher physical activity levels for both adults⁹ and youth.¹⁰ One national study found that adolescents with easy access to multiple recreation facilities were both more physically active and less likely to be overweight and obese than were adolescents without access to such facilities.¹¹ The Institute of Medicine has stated that improving the walkability of neighborhoods and increasing access to recreation facilities are essential strategies for preventing childhood obesity.¹²

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Building Evidence to Promote Childhood Obesity and Support Active Communities
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RESEARCH BRIEF | April 2011



Promoting Physical Activity through the Shared Use of School and Community Recreational Resources

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THE ROLE OF

Parks and Recreation

IN PROMOTING PHYSICAL ACTIVITY

RACIAL DISPARITIES

70% & **81%**

of African-American neighborhoods of Hispanic neighborhoods

lack recreation facilities, compared to 38% of white neighborhoods.

TRAILS

A study in Nebraska found that for every \$1 spent on trails, there was almost

\$3 in savings in direct medical costs.

PROPERTY VALUES

Homes near parks can sell for up to

\$2,262

more than homes without parks nearby.

OPEN SPACE

Youths in neighborhoods with 7 recreational facilities were

26% more likely to be active 5 times per week than those in areas without facilities.

Active Living Research

www.activelivingresearch.org

Sources: RACIAL DISPARITIES: Moore LV, Diez Roux AV, Evenson KR, et al. "Availability of Recreational Resources in Minority and Low Socioeconomic Status Areas." American Journal of Preventive Medicine, 34(1): 16-22, 2008. PROPERTY VALUES: Boltz B and Netusil N. "The Impact of Open Spaces on Property Values in Portland, Oregon." Journal of Environmental Management, 59(3): 185-193, July 2000. OPEN SPACE: Gordon-Larsen P, Nelson M, Page P, et al. "Inequality in the Built Environment Underlies Key Health Disparities in Physical Activity and Obesity." Pediatrics, 117(2): 417-424, 2006. TRAILS: Wang G, Macera CA, Scudder-Soucie B, et al. "A cost-benefit analysis of physical activity using bike/pedestrian trails." Health Promotion Practice, 6(2): 174-179, 2005.

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Mikaela Randolph
Shared Use Campaign Manager
Mikaela@saferoutespartnership.org



SHARED USE OF SCHOOL FACILITIES



Safe Routes
to School
National
Partnership



SHARED USE DEFINITION

“Shared use” or “joint use” occurs when government entities (or sometimes private, nonprofit organizations) agree to open or broaden access to their property and/or facilities for community use, such as recreational activity. The partnerships can be formal (e.g. based on a written, legal document) or informal (e.g. based on historical practice). Formal arrangements are often documented through an agreement, which sets forth the terms and conditions for the shared use of the property or facility. Successful partnerships generally rely on the pooling of resources to expand community access and use public space more efficiently.

SHARED USE POLICY LEVERS



The Active Places initiative aims to address barriers to physical activity by focusing on the following policy levers:

- *Clarify liability laws for shared use agreements in states*
- *Support appropriations for state level shared use programs and incentives to promote Shared Use Agreements*

CLARIFYING LIABILITY



WISCONSIN: RECREATIONAL USE AGREEMENTS

- Clarifying liability - Wisconsin Act 162

- Recreational Use toolkit

<http://www.publichealthlawcenter.org/sites/default/files/resources/Using%20Rec%20Agreements%20in%20WI%20Schools%20June%202013.pdf>

- Collaboration



STATE APPROPRIATIONS

- Staff Appropriations
- Programming
- Maintenance and Operations
- Infrastructure



MISSISSIPPI DEPARTMENT OF EDUCATION



- Staff who assist in the facilitation of shared use agreements
- Collaborating with key partners
- Serving as a Facilitator





Safe Routes
to School
National
Partnership

LOCAL CAMPAIGNS



Before and After:
Vine Street Elementary Community-School Park

ACTIVE PLACES NATIONAL SHARED USE TASK FORCE



ChangeLab
Solutions

Prevention
Institute
Prevention and equity at the center of community well-being



Public Health
Law Center
AT WILLIAM MITCHELL COLLEGE OF LAW



Healthy
Ohio | Ohio
Department of Health

Salud America!

The RWJF Research Network to
Prevent Obesity Among Latino Children



National League of Cities

Joint Use Task Force



NASBE

National Association of
State Boards of Education



ACTIVE PLACES SHARED USE NATIONAL OUTREACH STRATEGY



- Elevating shared use from a local issues to a national issue
- Disseminating key messages as it relates to shared use
- Developing key resources to empower communities to enable shared use agreements





CONTACT

Mikaela Randolph

mikaela@saferoutespartnership.org

323-792-4606

www.saferoutespartnership.org



www.facebook.com/saferoutespartnership



[@saferoutesnow](https://twitter.com/saferoutesnow)