



# Atlanta BeltLine: Where Atlanta Comes Together to Get Healthy

*2014-2016 Health Initiative Roadmap*



# Atlanta BeltLine Health Vision

The Atlanta BeltLine sparks a safe, fun culture of health and activity in Atlanta. By providing and activating parks, trails, transit, and affordable in-town living, the Atlanta BeltLine creates unique opportunities for healthier, more sustainable living in Atlanta.

# Atlanta BeltLine: Health Objectives

- To be the leader in a movement to make Atlanta a healthier, more active community
- To be a connector for the residents along the Atlanta BeltLine
  - *To safe, healthy, affordable communities*
  - *To nutritious and low-cost foods*
  - *To school, work, healthcare and other essential destinations through pathways for walking, cycling or public transportation*
  - *To outdoor activities via parks, green spaces, trails and pedestrian-friendly streets*
- To be a source for Atlanta's decision-makers to stay informed of the healthy consequences of policy options during the policy development process

# 2014-2016 Key Health Objectives

- Identify and impact key health issues in Atlanta BeltLine communities while working to assess and remove barriers to healthy behaviors
- To brand the Atlanta BeltLine as a destination and resource for better health, fun activity and an active lifestyle

*The Health Steering Committee will work together to impact these initiatives in 2014-2016, identifying desired outcomes through the measurement and planning processes.*



# Identify and impact key health issues in Atlanta BeltLine communities while working to assess and remove barriers to healthy behaviors

Community engagement and communications occur throughout

## Benchmark top 3-5 issues impacting health in Atlanta BeltLine communities

**Define:**

Behaviors that improve health issues

Barriers to positive behaviors

Environmental conditions causing health issues

**Identify** (existing), **Design** (new), and **Align** (all) programs and activities to:

Encourage positive behaviors

Remove barriers

Change environmental conditions

Fund/Implement programs

Measure program outputs and health outcomes (ensuring a measurement continuum)

Repeat and sustain

# Research

## (Measurement Subcommittee)

- Establish a baseline of the health situation in Atlanta BeltLine communities (benchmark)
  - *Define “communities” (e.g., neighborhoods that lie ½ mile on either side of the Atlanta BeltLine)*
  - *Identify 3-5 health issues/diseases that impact communities along the Atlanta BeltLine*
  - *Identify 3-5 barriers and perceived barriers to healthy behaviors in Atlanta BeltLine communities such as*
    - Lack of transportation
    - Safety
    - Access to healthcare
    - Childcare
    - Food deserts

# Research

## (Measurement Subcommittee)

**Tier 1: Work with Health Steering Committee partners (Georgia State, the CDC and Kaiser) to begin research studies in the Westside and Eastside communities including**

- GIS Mapping
- Intercept surveys that
  - Define the current health situation
  - Establish benchmarks and goals
  - Provide a baseline for future measurement of health impact and influence of the Atlanta BeltLine health initiatives and programs
- Conduct focus groups using the existing Atlanta BeltLine Inc. Study Group framework



# Research

## (Measurement Subcommittee)

### **Tier 2: Online survey gathers additional feedback**

- Develop a short online survey and distribute it via:
  - Atlanta BeltLine email and social media channels
  - Existing and new partners channels (e.g., Health Steering Committee members, Concerned Black Clergy, REI, Atlanta Contact Point)
  - Neighborhood associations
  - Resident partners (advocates or ambassadors willing to share with their networks and/or friends)
  - Other research resources
- If possible, incentivize survey participation through give-aways and other freebies (e.g., REI gift card, ABLP race t-shirts)



# Research

## (Measurement Subcommittee)

### **Tier 3: Community groups/existing forums to gather feedback through a short in-person survey**

- Health fairs for employees and constituents
- Faith-based groups
- Health Steering Committee member activities
- Fitness Groups (e.g., Black Girls Run, Girls on the Run, local community gyms)
- Existing Atlanta BeltLine opportunities and initiatives

# Define (Measurement Subcommittee)

- Conditions that lead to poor health outcomes
- Core behavior changes that could improve negative health outcomes
  - *Walking*
  - *Increased activity*
  - *Eating healthier foods*
- Existing environmental conditions that contribute to poor health
- Current Atlanta BeltLine perceptions
- Current Atlanta Community health perceptions



## Identify Existing/Design New Programs (Program Committee)

- Programs that impact issues, remove barriers and lead to improved health outcomes
- Partners with existing programs or networks that can impact the established benchmarks
- Focus on existing partner programs that impact multiple health issues at once
- Align new and existing programs

## Fund & Implement

### (Atlanta BeltLine Partnership and Health Steering Committee)

- Work together to seek funding and grant resources for existing and/or new programs
- Implement sustainable programs in partnership with communities along the Atlanta BeltLine
- Provide the space, location and participants for existing relevant partner programming
- Ensure a feedback mechanism on the plan/program designs



# Measure (Measurement Subcommittee)

- Individual behavior against original benchmarks
- Program output (attendance and results)
- Health indicators/ markers among specific populations (not just zip codes)
- Tweak, refine and adjust initiative and programming based on the results

## Communicate (Communications Subcommittee)

- Define the appropriate audience for the initiative (community, schools, partners, funders, mass audience)
- Tailor messages accordingly
- Identify appropriate channels and match messages with each channel
- Develop a plan to communicate plans, programs and opportunities to communities along the Atlanta BeltLine



# Community Engagement

## (Community Engagement Subcommittee)

- It is critical that the community engagement sub-committee be involved in all steps of each initiative
- Measurement, definition, program identification and design must be done in partnership with communities along the Atlanta BeltLine
- Collaboration and representative consistency are essential components to the success and impact of the programs

# To brand the Atlanta BeltLine as a destination and resource for better health, fun activity and an active lifestyle

Community Engagement and Communications  
occur throughout

**Establish brand benchmarks for the Atlanta BeltLine as a destination for healthy lifestyles**

**Define:**

**Top 3-5 brand and communication challenges**

**Identify** (existing),  
**Design** (new), and  
**Align** (all)  
programs and  
activities to:

Raise Awareness

Increase brand  
association as a  
destination for  
healthy living

Increase  
knowledge in  
Communities  
along the Atlanta  
BeltLine

**Fund/Implement programs**

**Measure** program outputs and health outcomes

Repeat and sustain

## Measure/Research /Identify and Define (Measurement Subcommittee)

- **To measure the Atlanta BeltLine brand as a destination and resource for better health, fun activity and an active lifestyle through assessment through tools that measure**
  - *Awareness*
  - *Public opinion*
  - *Knowledge and perception in Atlanta BeltLine communities*



## Identify Existing/Design New (Communications Subcommittee)

- Communication plans
- Education opportunities
- Key media partners
- Atlanta BeltLine community ambassadors and partners

## Fund

**(Atlanta BeltLine Partnership and Health Steering Committee)**

- Work together to seek partnerships that provide resources to execute the communication plan

# Implementation

## (Communications Subcommittee)

- Identify key target audiences based on the perception and awareness studies
- Tailor messages for each audience and communications channel
- Identify appropriate channels, media partners and community partners that have appropriate and targeted communication channels/opportunities



# Measure (Measurement Subcommittee)

- Attitude and perception changes
- Awareness of the Atlanta BeltLine, our work and opportunities
- Impact on trail usage/program attendance
- Overall impact of health indicators/ markers