Atlanta BeltLine: Where Atlanta Comes Together to Get Healthy

2014-2016 Health Initiative Roadmap
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.

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

- **Define:** Behaviors that improve health issues
- **Identify (existing), Design (new), and Align (all) programs and activities to:**
  - Encourage positive behaviors
  - Remove barriers
- **Barriers to positive behaviors**
- **Environmental conditions causing health issues**
- **Change environmental conditions**

**Fund/Implement programs**

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

Community engagement and communications occur throughout.

Repeat and sustain.
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

**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

Community Engagement and Communications occur throughout

Repeat and sustain
• 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
• Communication plans
• Education opportunities
• Key media partners
• Atlanta BeltLine community ambassadors and partners
• 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