Atlanta BeltLine: Where Atlanta Comes Together to Get Healthy

Community Study Group Findings
• Held focus groups in Atlanta BeltLine Communities:
  – Northside, Westside, Southwest, Southeast and Northeast neighborhoods
• Discussed the meaning of healthy lifestyle, as well as barriers and enablers to living a healthy lifestyle
• Listened and collected feedback to inform our strategy moving forward
Question 1: What Does Health Mean to You?

- **Exercise and Fitness**
  - Purposeful and/or instruction – running, riding bikes, yoga, planned activities
  - Lifestyle/everyday – walking to work, walking the dog, riding bikes to a destination

- **Nutrition and Healthy Eating**
  - Education: Understanding what healthy food is and how to prepare it
  - Practice: Making good choices to eat healthy foods
  - Access: Grocery stores, farmers’ market, community gardens, locally-sourced food, healthy restaurants are nearby and accessible in terms of cost and ability to get there

- **Accessibility and Safety**
  - Easy to get to, nearby
  - Safe
  - Clean safe access points
Question 1 (cont.): What Does Health Mean to You?

• **Community**
  - Community Engagement: Businesses, organizations offer healthy foods, bike-friendly establishments, fitness classes, etc.
  - Community Encouragement: Businesses, organizations make healthy living easier, e.g., “Walk to our business on the BeltLine! Here’s how…”
  - Community in General
    • There is a distinction between neighborhood and community (community can be friends, family, networks, other organizations)
    • Social culture (invitation to be part of something bigger)

• **Spiritual/Mental Health**
  - Mental clarity has a lot to do with being physical, eating well, being outside
Question 2: What is Working Well in Your Community?

• Convenience and connectivity
• Access to farmers markets
• Access to healthy restaurants
• REI classes
• Festivals
• Grant Park Recreational Basketball
Question 3: What Are Barriers to Health?

- Lack of money
- Lack of education
- Lack of time
- Bad habits
- Family responsibilities
- Lack of childcare
- Lack of motivation
- Mindset
- Culture
- Lack of mass transit
- Crime and safety
- Healthcare challenges
Question 4: What is Fun to You and Your Family?

- Family bike rides
- Festivals with friends and family
- Nature/Hiking
- Being outside with friends and family
- Basketball
- Interactive Activities
- Community
- African Dance Classes

* Theme of spending time with friends and family ran throughout these activities.
Question 5: What Can We at the Atlanta BeltLine Do Better?

- Spread the word
- Communications into neighborhoods and communities
- Access to healthy food
- Nutrition education
- Build the Atlanta BeltLine faster
Ideas for the Atlanta BeltLine

• Set-up the opportunity for people to have “aha” moments on the Atlanta BeltLine
  • Walk with your pastor/congregational walks
  • Engage more communities and partners (e.g., Black Girls Run)
• Partnership with schools (safe walking route to schools)
• Earth Day on the BeltLine
• Basketball courts on the south and west
• Pop up food tents
• Photography hike or walk on the Atlanta BeltLine
• Children’s art
• Parade on the BeltLine
• Schools adopt the BeltLine
Great community feedback...
Where do we go from here?
Next Steps

• Continue dialogue with the communities at Atlanta BeltLine events

• Solicit feedback in online surveys and through social media

• Continue to listen and act on ideas and feedback

We want to hear more from you, please email us other thoughts/ideas at info@atlantabeltlinepartnership.org