

# ADVANCING OBESITY SOLUTIONS THROUGH INVESTMENTS IN THE BUILT ENVIRONMENT

September 12, 2017 Washington DC ~ Cathy Costakis, MS ~ Montana State University

# MONTANA: A LARGE RURAL STATE



# OVERVIEW

- Rural capacity building
- Multi-sector partners
- Focus on policy and planning
- Two case studies
- Takeaways



# RURAL VS. URBAN

“Rural residents have higher rates of chronic diseases compared to their urban counterparts, and obesity may be a major contributor to this disparity.”

*Journal of Rural Health, 2012*

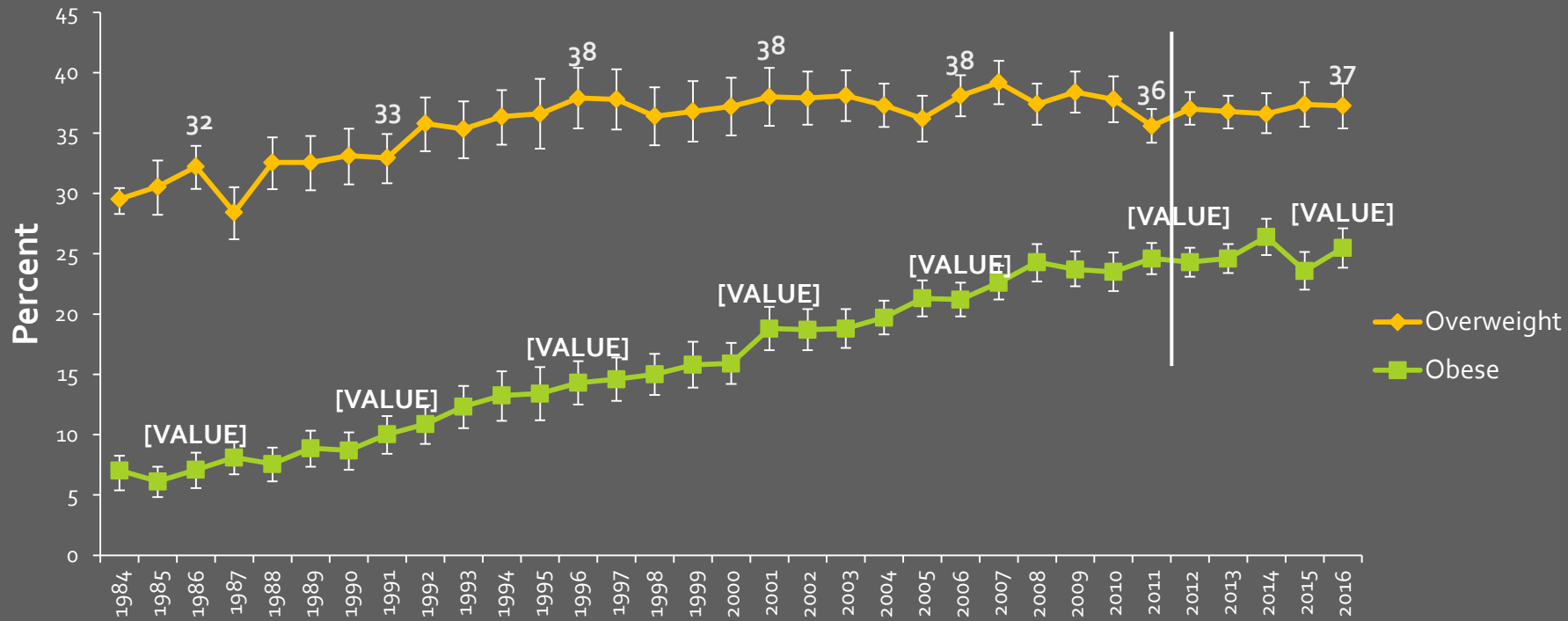
“Rural-urban obesity disparities were large and explained by rural-urban educational differences at the individual level and economic and built environment differences at the neighborhood level.”

*American Journal of Health Promotion, 2017*



# OBESITY TRENDS IN MONTANA ADULTS

Trends in Body Mass Index (BMI) among Montana adults, 1984-2016, BRFSS\*



\*Due to changes in methodology, BRFSS estimates from 2010 and prior cannot be directly compared to estimates from 2011 and later.

# PHYSICAL INACTIVITY IN MONTANA



**75%** of adults are **NOT** meeting physical activity recommendations



**72%** of youth are **NOT** meeting physical activity recommendations

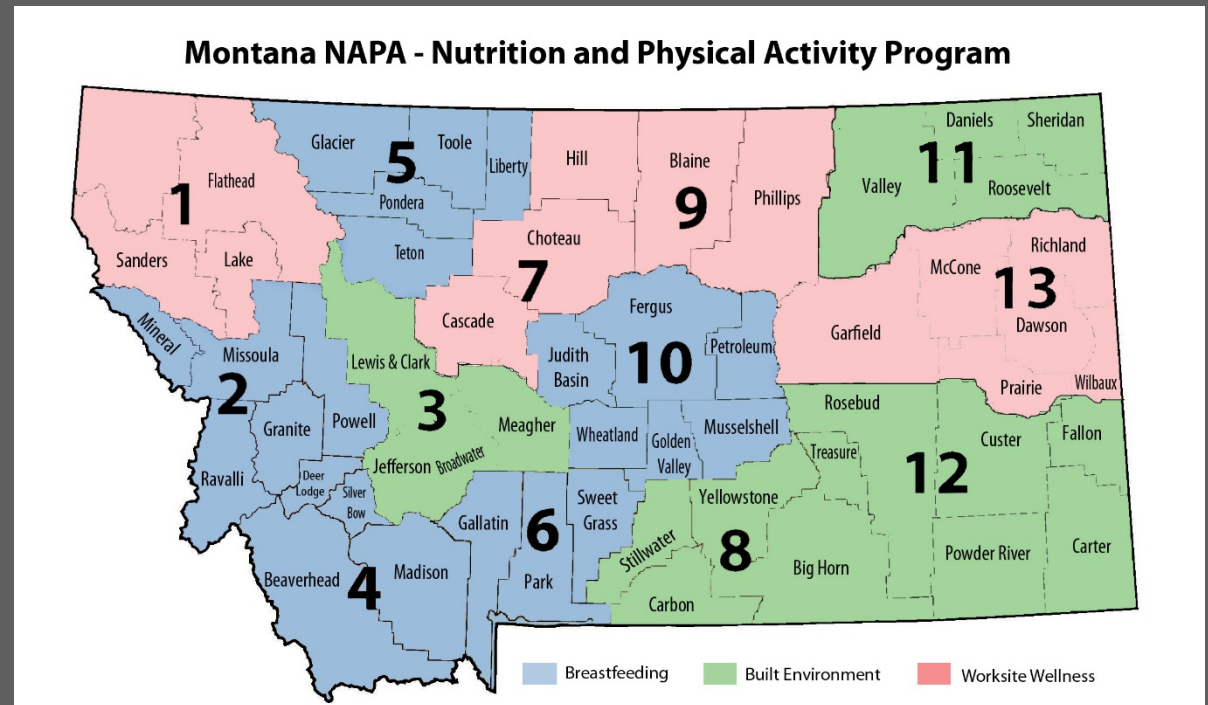
## PHYSICAL ACTIVITY RECOMMENDATIONS

**Adults:** At least 150 minutes moderate-intensity physical activity each week and 2 days of muscle strengthening activities each week.

**Youth:** At least 60 minutes of physical activity **every day**.

# BUILT ENVIRONMENT CHANGE IS LONG TERM WORK

- 2005: CDC initial capacity building
- 2008: CDC/805 implementation
- 2010: CDC/CPPW
- 2012: CDC/CTG
- 2013: CDC/ 1305
- 2015: NACDD/CDC Walkability Action Institute
- 2016: NACDD/CDC Reaching People w/Disabilities through Healthy Communities



# MONTANA ACTIVE TRANSPORTATION LOCAL POLICY SURVEY—2010

- Surveyed cities with 1,000 people or more
- 55 cities/towns responded for 76% return rate
- 38% had “gold standard” sidewalk policy for new development
  - 83% of largest communities
  - 20% of smallest communities
- Only 5% had policies for bicycles



Desire line...





# Accessible? Safe?







Too many kids can't walk or bike to school

No safe place to walk







Lack of policies or coordination  
cause unacceptable results...





In the city...





# WHERE WOULD YOU RATHER WALK?



Trees matter!









# LEWIS & CLARK PUBLIC HEALTH'S BUILT ENVIRONMENT JOURNEY

- CDC 805 Funding 2008
- Complete Streets Policy 2010
- CTG Funding 2012
- Engineering standards and subdivision regulations 2012
- Greater Helena Area Long Range Transportation Plan 2015
- Plan4Health: Greater Helena Area Active Living Wayfinding System 2015

**GREATER HELENA AREA ACTIVE LIVING WAYFINDING SYSTEM**

**VISION** AN ACTIVE LIVING WAYFINDING SYSTEM INCREASES PARTICIPATION IN PHYSICAL ACTIVITY AND IMPROVES ACCESS TO NUTRITIOUS FOOD PROGRAMS BY PROVIDING UNIFORM SIGNAGE AND SUPPORTING MATERIAL TO ENRICH AND ENHANCE THE EXPERIENCE WITHIN THE GREATER HELENA AREA.  
*Established by the Plan4Health Group to guide the development of the Wayfinding System*

**INCLUSIVE INPUT + RECOMMENDATIONS**  
OVER 1,000 LOCAL IMPRESSIONS + NATIONAL STANDARDS + ADA COMPLIANCE = SIGN DESIGN, DEMONSTRATION PROJECT, AND ACTIVE LIVING ACTION ITEMS

FINAL CREATIVE CONCEPT

DECEMBER 2016  
alte Lewis & Clark Public Health

FOR MORE INFORMATION PLEASE CONTACT KAREN LANE, PREVENTION PROGRAMS MANAGER, LEWIS AND CLARK PUBLIC HEALTH 406.457.8960 OR KLANE@LCCOUNTYMT.GOV  
THIS PROJECT WAS MADE POSSIBLE BY A PLAN4HEALTH GRANT FROM THE AMERICAN PLANNING ASSOCIATION AND AMERICAN PUBLIC HEALTH ASSOCIATION AND BY A REACHING PEOPLE WITH DISABILITIES THROUGH HEALTHY COMMUNITIES GRANT AWARDED BY THE NATIONAL ASSOCIATION OF CHRONIC DISEASE DIRECTORS. FUNDING FOR THIS PROJECT WAS PROVIDED BY THE CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC). THE VIEWS EXPRESSED IN THIS DOCUMENT DO NOT NECESSARILY REFLECT THE OFFICIAL POLICIES OF THE CDC OR IMPLY ENDORSEMENT BY THE U.S. GOVERNMENT.





# NACDD/CDC Reaching People with Disabilities Through Healthy Communities

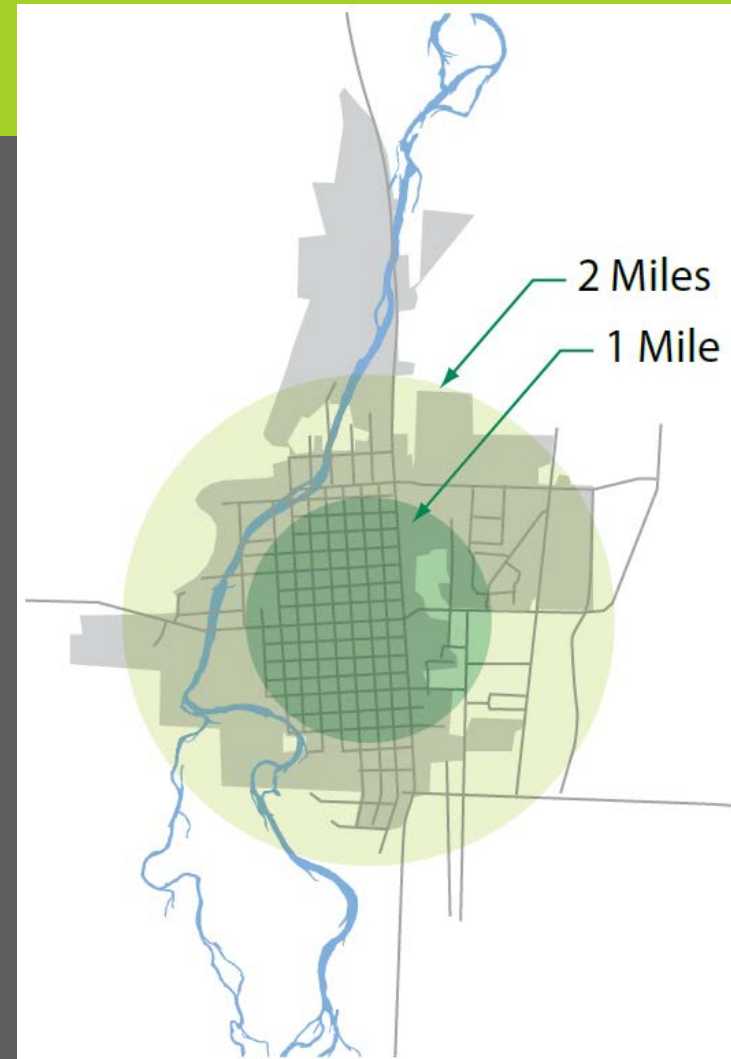


Inclusive Walk Audit  
Facilitation Training Sept 2016



# BIKING AND WALKING POTENTIAL IN RURAL COMMUNITIES

- Small towns are ideally sized to maximize bicycling and walking potential
- Average walking trip in US = 1.2 miles (50% less than half mile)
- Average bicycling trip in US = 4 miles (60% less than 2 miles)



Hamilton, MT  
Pop. 4,674 (2016)



Building Active Communities

MONTANA

BUILDING ACTIVE COMMUNITIES INIITIATIVE (BACI)

**Goal:** To encourage policy and environmental changes that help make communities safer, more accessible and inviting places for people to walk or bike or take public transportation (if available).



# BACI ACTION INSTITUTE

- **Award recipients agree to:**
  - Convene a multi-sector leadership Action Team
  - Attend Action Institute
  - Develop BACI Action Plan
  - Participate in follow-up technical assistance calls, webinars and site visits
  - Complete periodic brief progress reports and evaluations.

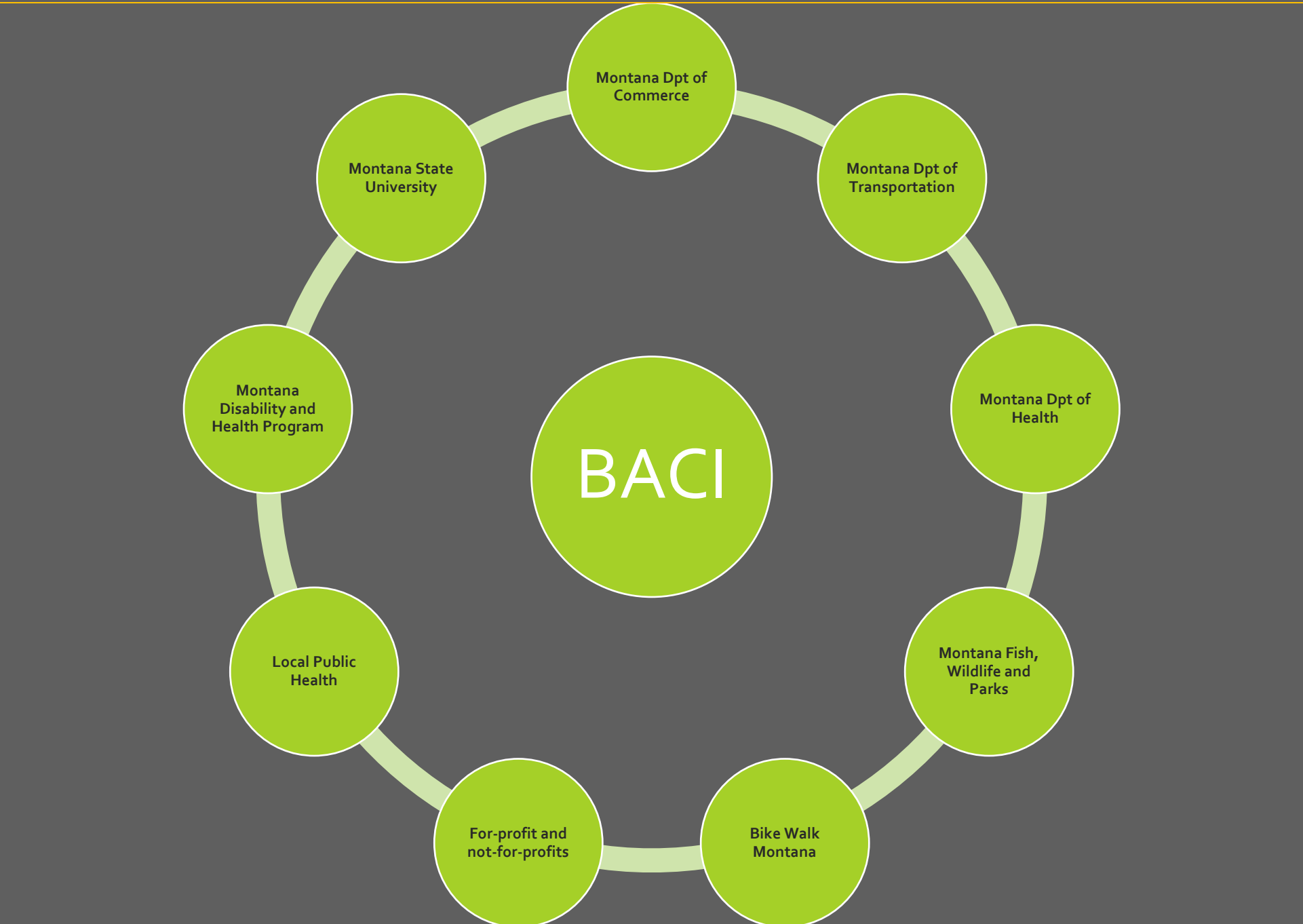


# BACI ACTION INSTITUTE

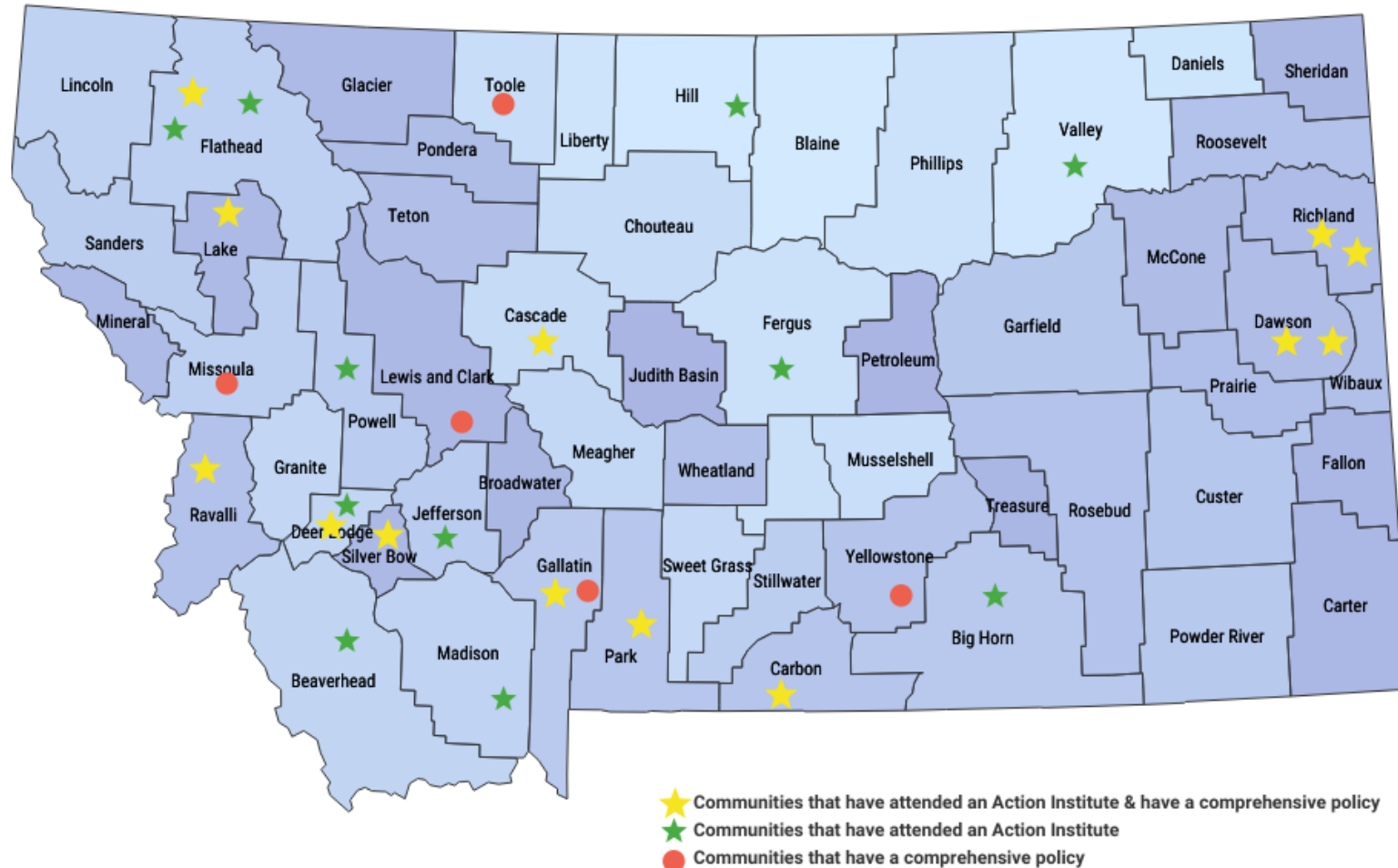
- **BACI agrees to:**
  - Provide all travel expenses to attend Action Institute for team of 5 people
  - National and state speakers and team facilitators
  - Skill-building sessions
  - Training materials
  - Follow-up technical assistance and connection to resources



# Multi-sector State Partners

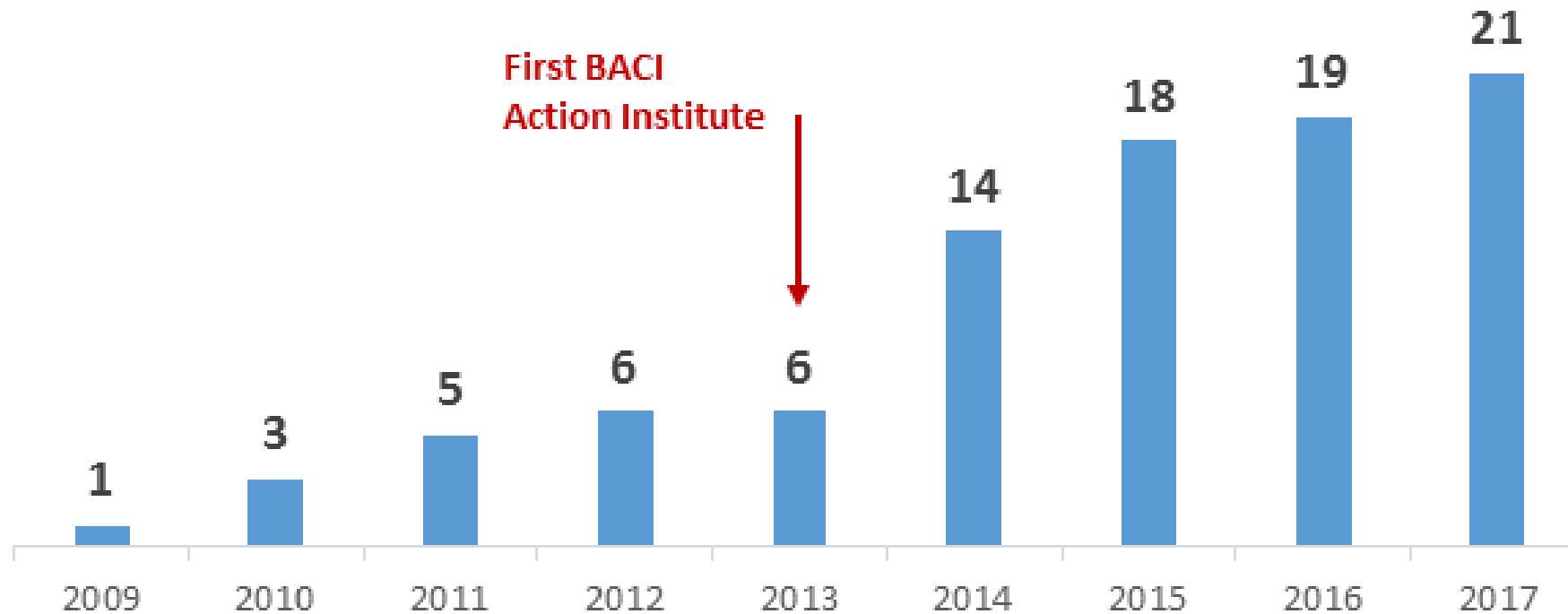


# WORKING ACROSS MONTANA



# CUMULATIVE BUILT ENVIRONMENT POLICIES ADOPTED

Montana Communities, 2009-2017



\*Policies include Complete Streets (or similar) policies and Master Plans (transportation, bike, pedestrian, or downtown) with a non-motorized component.



# PARK COUNTY (16,114) LIVINGSTON, MT (7,401)

- Park County attended BACI Action Institute (2015)
- Park County Active Transportation Plan Adopted (2016)
- Active Transportation Coalition (2016)
- Park County and City of Livingston attend BACI (2017)
- Action Plan: community education and to adopt a Complete Streets policy at the city-level



## Active Transportation Plan



2016 - 2020

Approved by the Park County  
Commission on February 25, 2016

Park County  
414 East Callender Street  
Livingston, MT 59047  
Telephone 406.222.4106  
Fax 406.222.4160  
www.parkcounty.org



# POP-UP DEMONSTRATION PROJECT AT LIVINGSTON FARMERS MARKET





# TEMPORARY PILOT PROJECTS LEAD TO MORE PERMANENT CHANGE





# LIVINGSTON FOOD RESOURCE CENTER

“When looking for a new site we analyzed how many of our customers lived within a 5 minute walk radius.”  
Michael McCormick, Executive Director, Livingston Food Resource Center



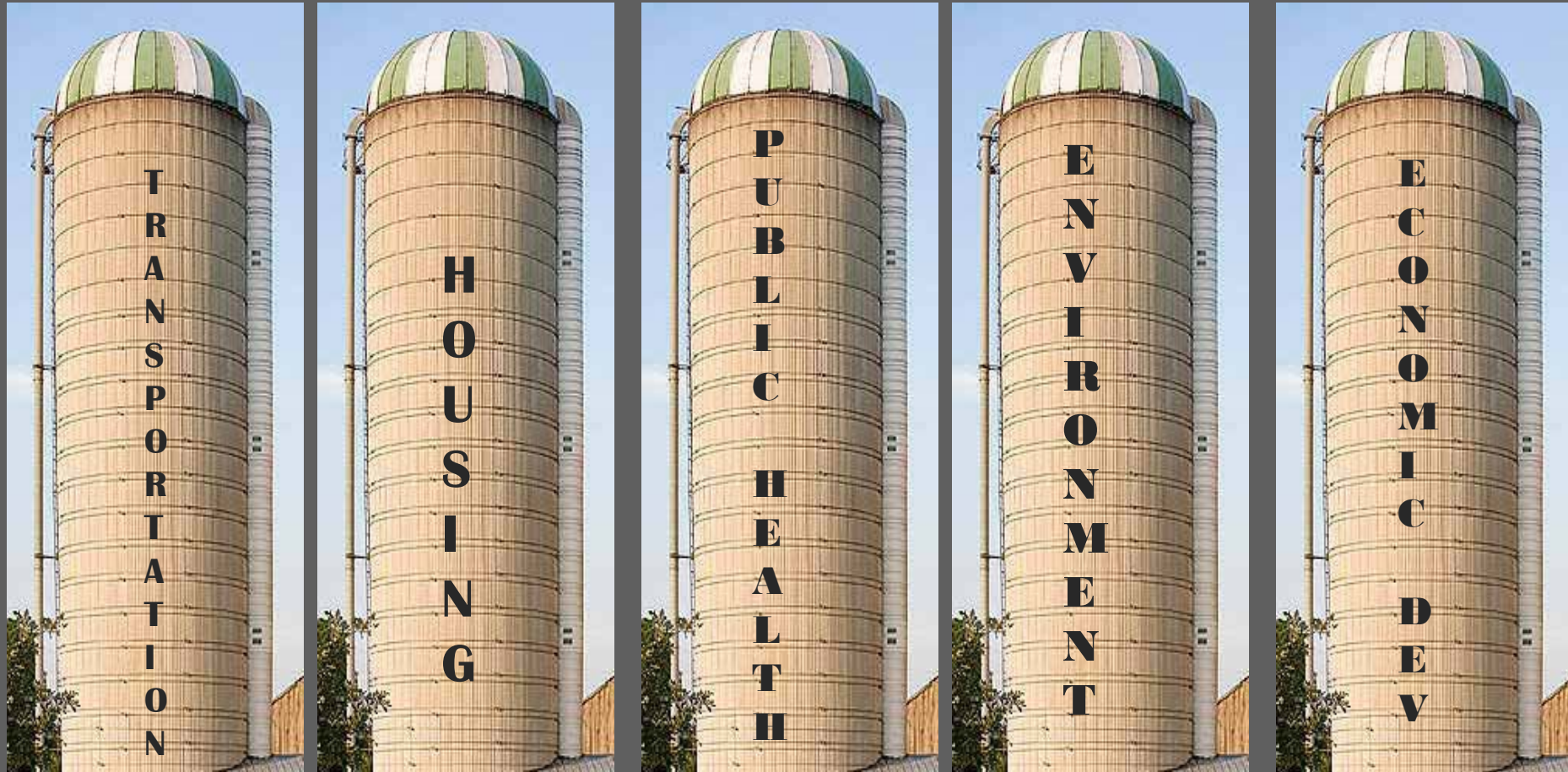
5,000 square foot building in downtown Livingston

# MAJOR TAKEAWAYS

- Multi-sector and multi-level work
- Capacity building is key
- All change is local and the community is the expert
- Try things: lighter, quicker, cheaper pilot projects
- Share successes and challenges



# BREAK DOWN SILOS: MORE EFFECTIVE USE OF LIMITED PUBLIC AND PRIVATE DOLLARS



# THE POWER OF THE WALK...







# THANK YOU!

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