

Presenter



James Whitehead

Executive Vice President/CEO

American College of Sports Medicine

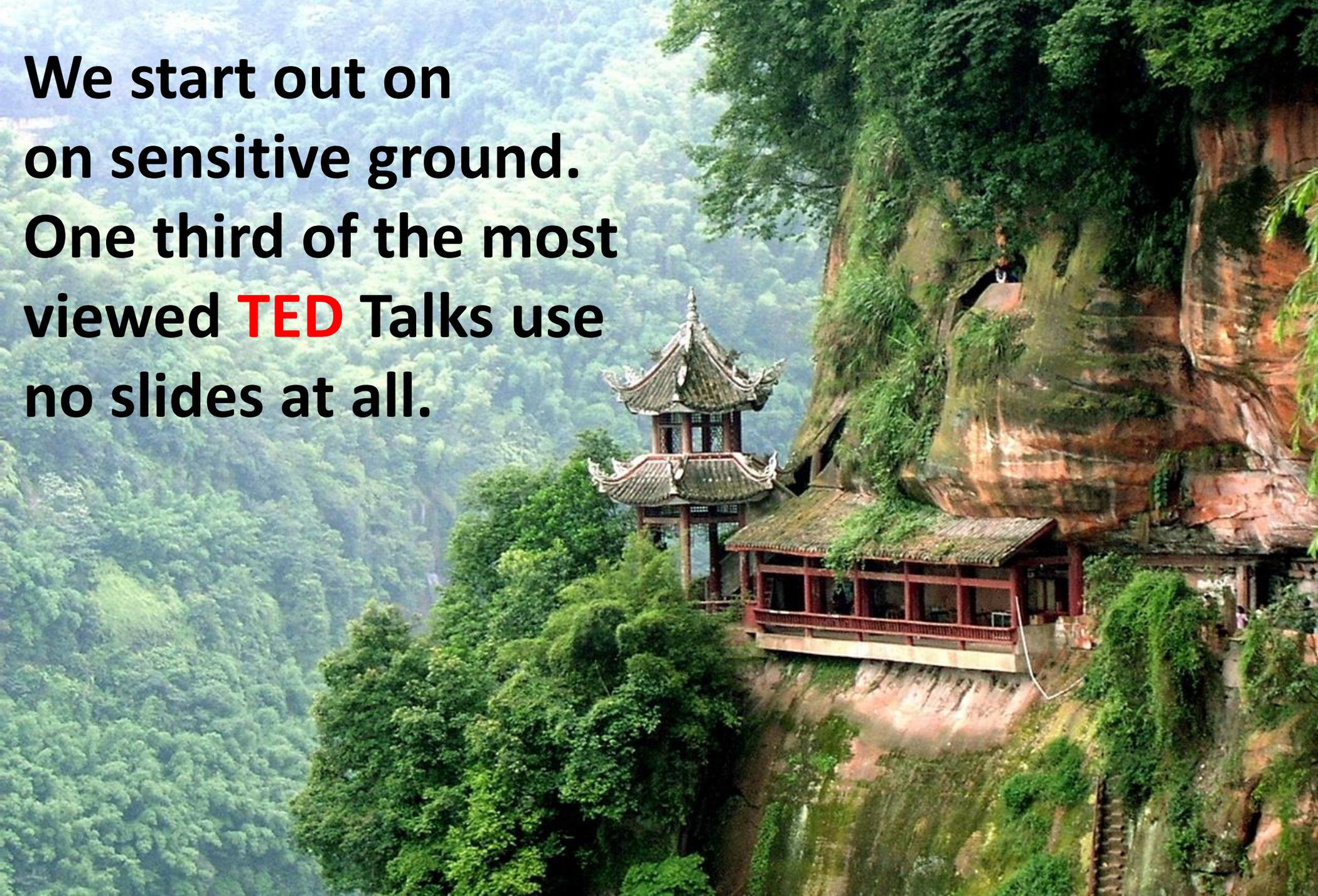




Make No Small Plans: *Healthy Community Design, Active Transportation, and Climate Change*

Jim Whitehead
American College of Sports Medicine
June 7, 2016

We start out on
on sensitive ground.
One third of the most
viewed **TED** Talks use
no slides at all.



**Some themes for our
time together.**



**Some themes for our
time together.**



1. We're doomed. Not.

**Some themes for our
time together.**



- 1. We're doomed. Not.***
- 2. The small big.***

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- 1. We're doomed. Not.***
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- 3. Community as solution.***

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- 4. The urgency of now.***

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Planetary Health

Safeguarding both human health and the natural systems that underpin it



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TIME TO CHOOSE

"There has been an enormous amount of progress in our understanding of both the problem, and the things we can do to solve it. So if we care enough, and if we get our collective act together, we can address climate change — solve it, stop it and, in fact, the world would be better for it."

*Documentary Filmmaker Charles Ferguson
June 2, 2016*

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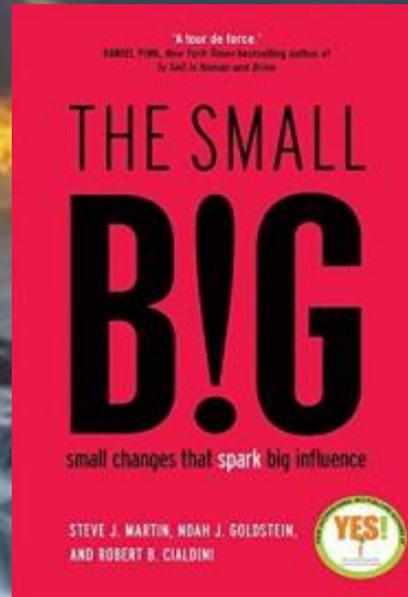
"A tour de force."
DARIEL FINE, *New York Times* bestselling author of
The Girl in the Mirror and Drive

THE SMALL **B!G**

small changes that spark big influence

STEVE J. MARTIN, NOAH J. GOLDSTEIN,
AND ROBERT B. CIALDINI





A Systematic Framework for Change

*An A-Team of champion persuasion-experts:
Steve J. Martin, Noah Goldstein, and Robert Cialdini.*

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💡 Policies like Boston's Resident Jobs Policy and CORI Reform Ordinance - which prohibits employment discrimination based on criminal records - ensure that access to employment is equitably distributed across the city.

👥 Unemployment and unstable housing contribute to homelessness, chronic stress and poor health outcomes, including mental health challenges.

💡 18,600 public and private multi-family housing units have gone smoke free since 2010.

👥 Secondhand smoke can cause numerous health problems such as severe asthma attacks and SIDS in kids, and heart disease and lung cancer for adults.

💡 Through a zoning amendment, Boston was the first city in the US to require that all large building projects meet energy-efficiency standards.

👥 Energy-efficient building practices improve air quality and decrease risk for asthma, respiratory problems and premature death.

HEALTHY COMMUNITY DESIGN

💡 Between 2008 and 2013, over 50 miles of dedicated bike lanes have been added to city streets.

👥 Increasing infrastructure for active transit is correlated with increased physical activity, which reduces the risk of obesity, diabetes and hypertension.

💡 Boston's ParkScore is 3rd in the nation for big cities, with 16% of the city's land dedicated to open space.

👥 Children who live near parks have higher rates of physical activity.

💡 The number of farmers markets in Boston has increased from 13 in 2008 to 27 today.

👥 A Boston study found that SNAP recipients who shopped at farmers markets consumed more fruits and vegetables than those who didn't.



An aerial photograph of New York City at sunset. The city's dense skyline of skyscrapers is visible in the background, with the sun low on the horizon casting a golden glow. In the foreground, Central Park is prominent, featuring a large body of water (the Reservoir) and surrounding greenery. The Hudson River is visible on the left side of the image.

**Community as solution.
What can any city
or community do?**

STEP IT UP!

Surgeon General's Call to Action to Promote Walking and Walkable Communities

Mall Walking

A PROGRAM RESOURCE GUIDE

FREE DOWNLOAD HERE

ACTIVE DESIGN

SHAPING THE SIDEWALK EXPERIENCE



ACTIVE DESIGN GUIDELINES

PROMOTING PHYSICAL ACTIVITY AND HEALTH IN DESIGN

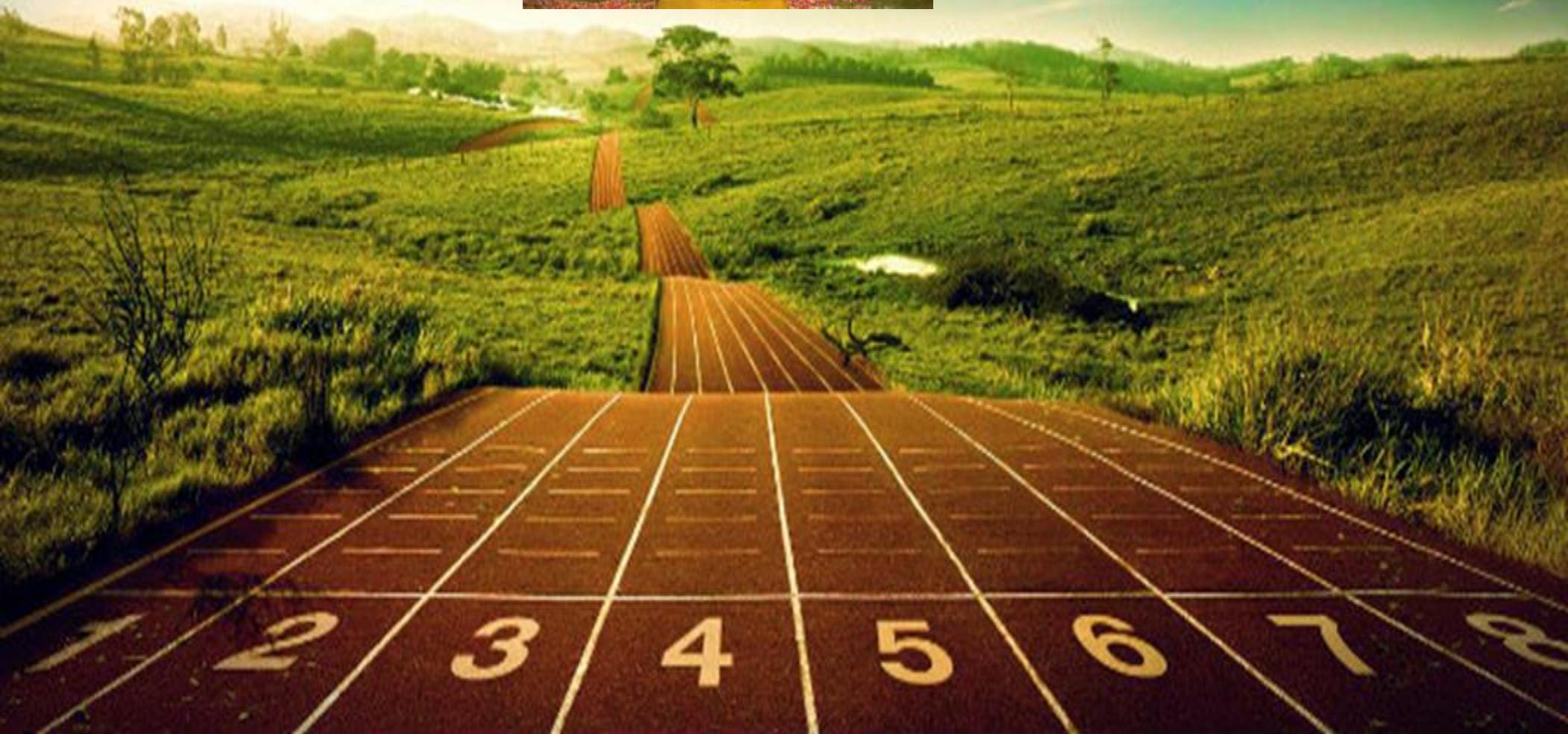
CA's Community Building Speakers Series

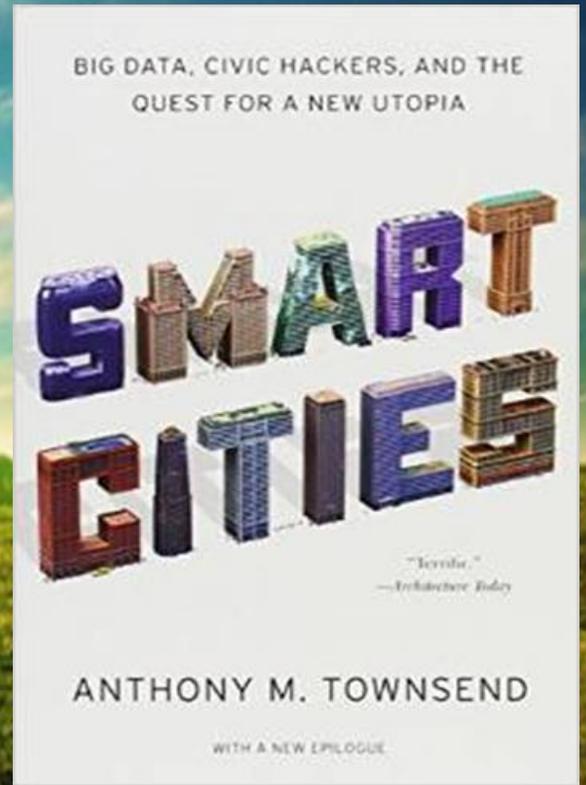
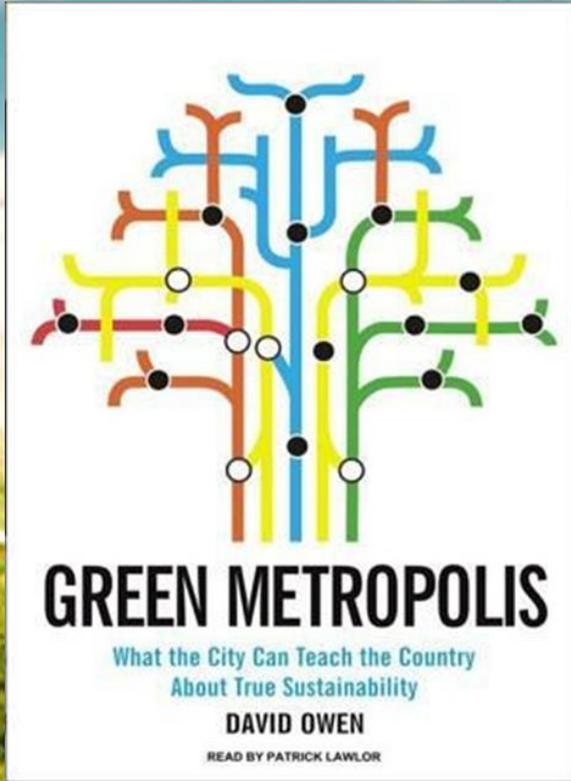
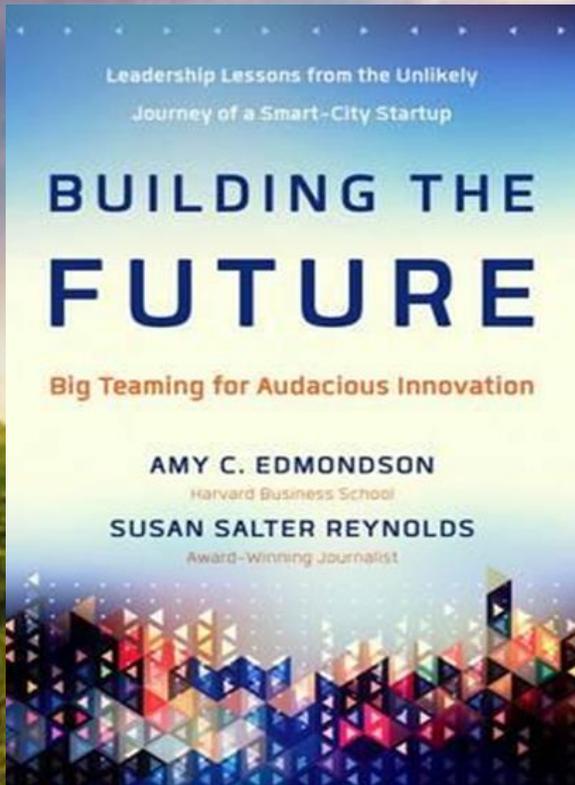
TO YOUR HEALTH

HOW COMMUNITY DESIGN CAN PROMOTE HEALTHY LIFESTYLES

WITH **MARK FENTON**
PART 3

Community as solution.



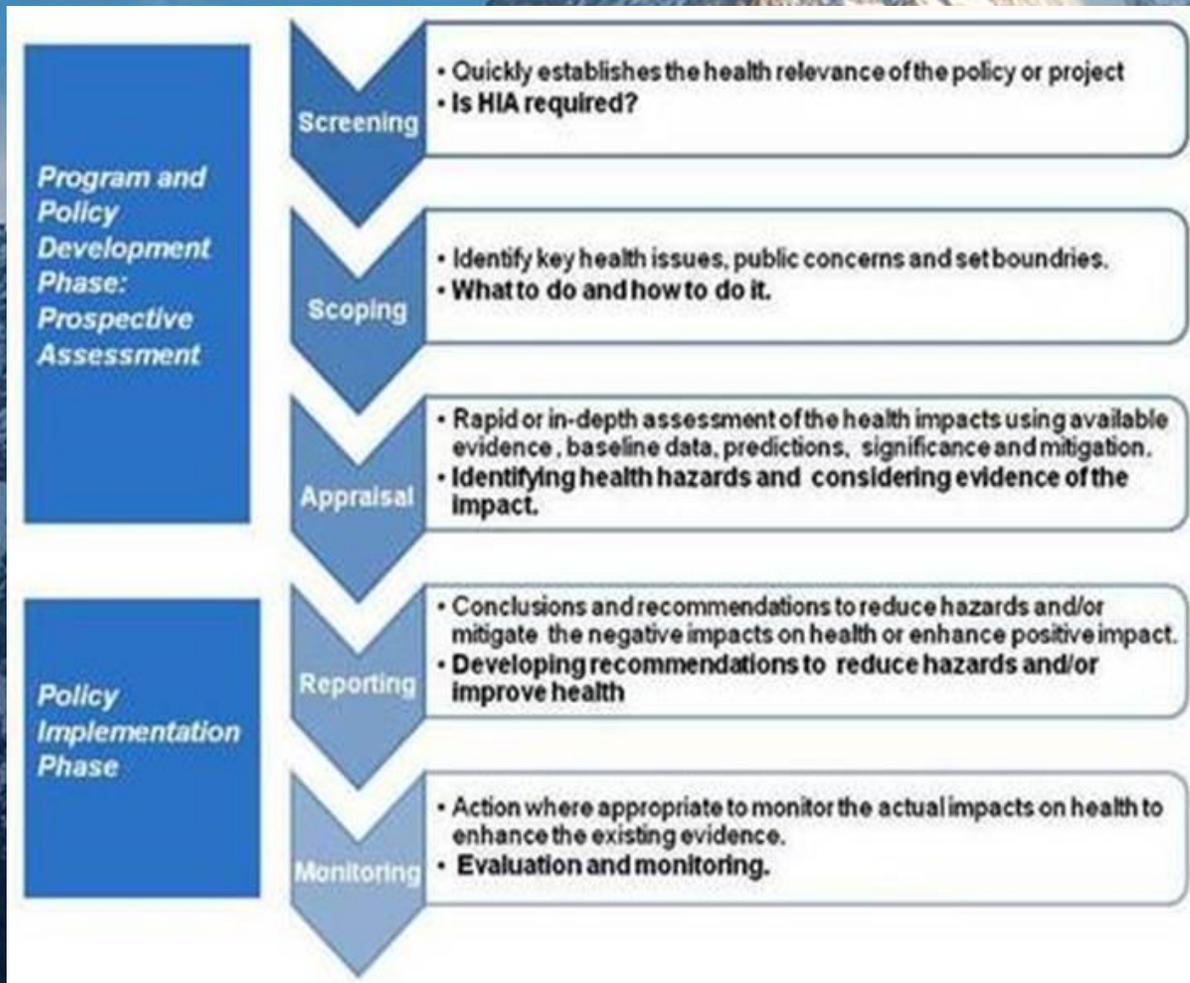




Community as solution.

Ten pathways.

1. Promote wider use of Health Impact Assessments.



2. Consider buildings and pathways to and from a key part of community design and strategies for active transportation.



The National Institutes of Health's Division of Environmental Protection and the American College of Sports Medicine have partnered with the Health in Buildings Roundtable (HIBR) to present a one-day conference:

MAKING THE HUMAN HEALTH CONNECTION

Healthy Buildings, Healthy People and Healthy Communities

- › Hotel and Transportation Information
- › NIH Visitor's site
- › NIH Security Policies
- › NIH Webcast

3. Connect with relevant national efforts and campaigns.

Overview



- Collaboration with 7 funders across 10 major grant programs
- TA and coaching to nearly 200 partnerships in 30 states, DC and Puerto Rico
- 50+ other consulting and advisory relationships



4. Have a big Policy and little policy strategy.

A Note About Policy: Important at Different Levels

Big “P” Policy:

Rules/statutes approved by elected officials

City Ordinance

Comprehensive Plan

Little “p” policy:

Departmental or agency policies and practices

Protocols

Budgets/Capital Funding

Design Guidelines

Practices and Norms

5. Use innovation and systematic orderly disruption.



6. Make the economic and co-benefit case.

WALK SCORE

Walk Score™ 91 — Walkers' Paradise [Bigger map](#)

Grocery:	.2mi	4/5
Restaurants:	.0mi	4/5
Coffee:	.1mi	4/5
Bars:	.0mi	4/5
Movies:	.3mi	4/5
Schools:	.1mi	4/5
Parks:	.3mi	4/5
Libraries:	.1mi	4/5
Books:	.3mi	4/5
Fitness:	.4mi	4/5
Pharmacies:	.2mi	4/5
Hardware:	.4mi	4/5
Retail:	.1mi	4/5



Find out your home's Walk Score:

A 10-point increase in Walk Score increases commercial property values by 5% – 8%.
[University of Arizona & Indiana University 2010]

Putting a number on property values

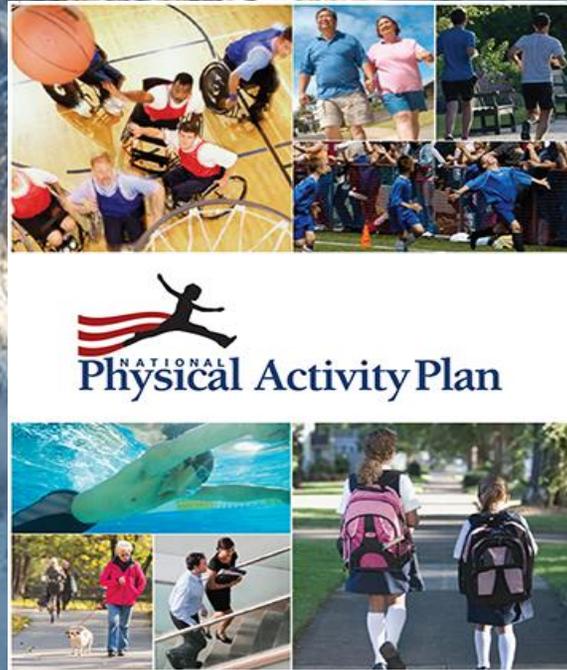
- Walk Score: a real estate barometer
- proximity to stores, schools, parks, etc., adds value

 walkBoston

7. Incorporate wearable and other technology.



8. Become part of national movements.



STEP IT UP!

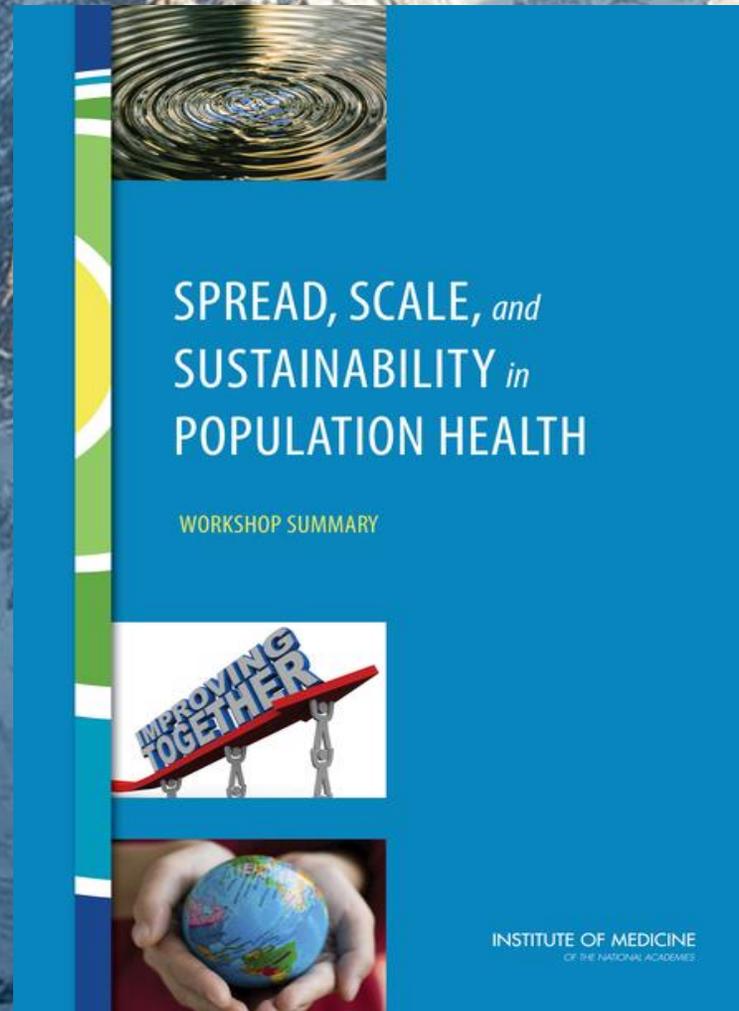
Surgeon General's Call to Action
to Promote Walking and
Walkable Communities



9. Make active transportation the easy way to engage others on climate change and health.



10. Work toward spread, scale, and sustainability.

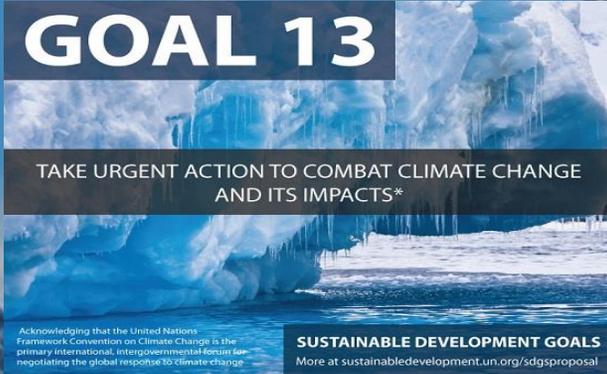


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11. Do it now.

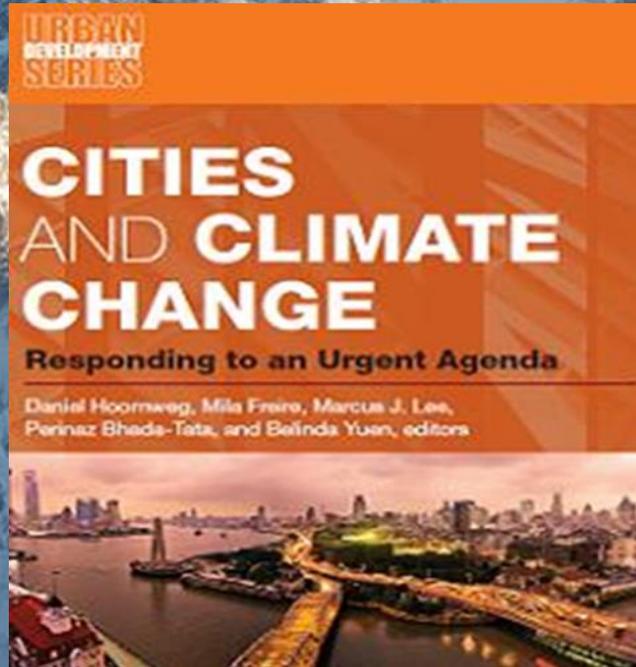


GOAL 13

TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS*

Acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change

SUSTAINABLE DEVELOPMENT GOALS
More at sustainabledevelopment.un.org/sdgsproposal



URBAN DEVELOPMENT SERIES

CITIES AND CLIMATE CHANGE

Responding to an Urgent Agenda

Daniel Hoornweg, Mila Freire, Marcus J. Lee, Perinaz Bhada-Tata, and Belinda Yuen, editors



Thank you for making no small plans!

Make No Small Plans:
*Healthy Community Design, Active
Transportation, and Climate Change*

Jim Whitehead
American College of Sports Medicine
June 7, 2016

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