Presenter

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Make No Small Plans: 
Healthy Community Design, Active Transportation, and Climate Change
We start out 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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2. *The small big.*
3. *Community as solution.*
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1. We’re doomed. Not.
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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.
"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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4. The urgency of now.
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.

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.

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.

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.
Community as solution. What can any city or community do?
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.
3. Connect with relevant national efforts and campaigns.

- 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.

Putting a number on property values

- Walk Score: a real estate barometer
- proximity to stores, schools, parks, etc., adds value
7. Incorporate wearable and other technology.
8. Become part of national movements.
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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1. *We’re doomed. Not.*
2. *The small big.*
3. *Community as solution.*
4. *The urgency of now.*
11. Do it now.
Thank you for making no small plans!

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