

FALL.2004

PHYSICAL ACTIVITY
CONFERENCE

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WALKABLE COMMUNITY
WORKSHOPS

CENTER LAUNCHES WEB SITE

HEALTHY TRANSPORTATION
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REGISTER NOW! NOVEMBER PHYSICAL ACTIVITY CONFERENCE

The California Center for Physical Activity is now accepting registration for its upcoming conference, **CREATING OPPORTUNITIES FOR EVERYDAY ACTIVITY**, to be held on **November 17 and 18 2004**, at the **California Department of Health Services (DHS) Auditorium, 1500 Capitol Avenue, Sacramento**.

The two-day conference will highlight programs and partnerships that encourage everyday physical activity through policy and environmental changes and state and local programming. Conference speakers will cover projects that have been developed and disseminated by the California Center for Physical Activity (the Center). Many of these projects and approaches have received recognition and awards by national organizations for their innovation and excellence.

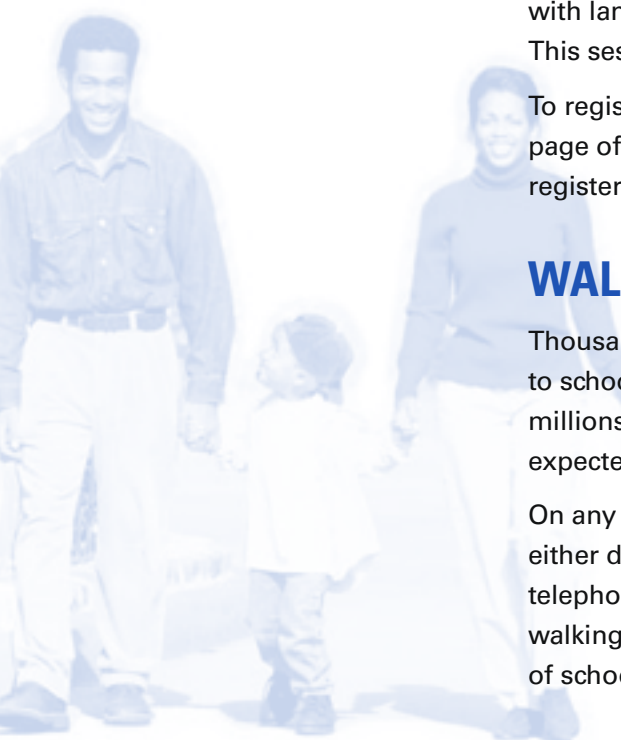
This conference is designed for public health professionals, health promotion advocates, and key physical activity stakeholders. A post-conference session, *Putting the Pieces Together: Designing Your Local Physical Activity Intervention*, will be offered on November 18, to the first 50 who register for it. This session will address how to incorporate model physical activity programs and collaborations with land use and transportation planners into existing health promotion efforts. This session is highly recommended for local public health department staff.

To register, download the conference agenda and registration form from the home page of www.caphysicalactivity.org. The registration fee is \$50. The deadline to register is November 1. For more conference information, call (916) 552-9980.

WALK TO SCHOOL WEEK: Just Around the Corner

Thousands of California children and parents will leave the car at home and walk to school in honor of **International Walk to School Week, October 4-8**. Worldwide, millions of children and their parents, school officials, and community leaders are expected to participate.

On any given school day in America, the majority of school-age children are either driven to school by a parent or in a school bus. A national random sample telephone survey of American adults in 2002 found that 71 percent reported walking or riding a bike to school when they were a child. Today, about 22 percent of school-aged children walk or bike to school, according to the survey.



Walkable Community Workshops

The Center-sponsored Walkable Community Workshops project has successfully completed eight workshops throughout California. The project team, in collaboration with Odyssey and livability expert Charles Gandy, traveled to Alameda, Berkeley, Central Los Angeles, East Los Angeles, Eureka, San Diego, San Jose, and Santa Monica.

Each workshop brought together a variety of local community leaders, stakeholders and residents to discuss needs and barriers faced by pedestrians. Workshop participants also developed a set of recommendations on how to improve the walking environment in their communities. Four of the workshops focused on safe routes to school and four on safe routes to transit.

To request a workshop in your community, email cacenterforpa@dhs.ca.gov.

Healthy Transportation Network Meets with Local Elected Officials

The Healthy Transportation Network will meet with local elected officials and other key partners in the cities of San Diego and Sacramento this fall to discuss how the built environment encourages or discourages physical activity and highlight resources available through its web site at www.healthytransportation.net.

The Healthy Transportation Network helps policy makers find ways to design more walk- and bike-friendly communities. The project team has met with elected officials and city managers in Riverside and San Bernardino counties and has fielded technical assistance requests from various elected officials seeking support on projects that run the gamut from providing justification for rail-to-trails to helping officials realize opportunities to incorporate greater walking and biking access into a general plan update.

Once an elected official submits a request, the Healthy Transportation Network staff and partners collaborate to derive the best level of assistance. The Healthy Transportation Network capitalizes on a strong partnership between the California Center for Physical Activity and State and Local Injury Control Section of the California Department of Health Services, California Bicycle Coalition, California/Western Regional Office, Rails-to-Trails Conservancy, and the Local Government Commission. For more information on the Healthy Transportation Network, contact Project Coordinator Jeffery Rosenhall at jrosenha@dhs.ca.gov.

California Center for Physical Activity Launches New Web Site

The California Center for Physical Activity has recently launched its newly redesigned web site at:

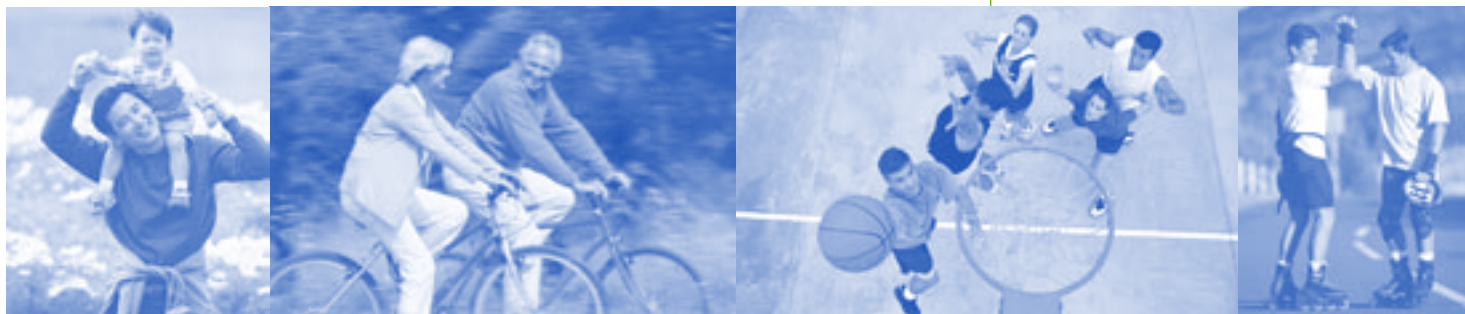
www.caphysicalactivity.org.

The site highlights the Center's projects—such as the California Walk to School Headquarters, Healthy Transportation Network, and Active Aging Community Task Forces—and features links to key Resources that are divided into five categories:

- Active Aging
- Children & Youth
- Community Design
- Physical Activity Data
- Physical Activity Guides

The Center also welcomes your feedback on this site. If you have a comment or a physical activity-related resource you would like the Center to consider adding, please email the link or PDF to:

cacenterforpa@dhs.ca.gov.



BRIGHT IDEAS Highlights School-Based Healthy Eating, Physical Activity Policy Changes

Learn about strategies for making it easier for youth to eat healthy food and/or be physically active by visiting www.californiaprojectlean.org. Click on the light bulb icon to link to BRIGHT IDEAS, a forum on the California Project LEAN web site that showcases examples of schools taking action on nutrition and physical activity by incorporating policy and environmental changes.

The site provides links to people who have worked to enact the policy and environmental changes while also providing a way for people to submit their own BRIGHT IDEAS for others to read. BRIGHT IDEAS was developed with funding from The California Endowment.

National Safe Routes to School Training Set for October

The Marin County Bicycle Coalition and Parisi & Associates will host a Leadership Training Workshop for national Safe Routes to School leaders October 14 and 15 at the Mill Valley Community Center in Marin County for the first 50 people who register. The workshop will focus on how to initiate and maintain a successful Safe Routes to School program. Cost for the two-day training is \$350 and includes all training materials and lunch on both days. For more information, contact David Parisi at (415) 388-8978 or david@parisi-associates.com.

New Web-Based Game to Track Miles Youth Spend Walking & Biking to and from School

Students will be able to track the miles they and their classmates spend walking and biking to and from school through an interactive, web-based game called Walk and Bike Across America. Youth can log onto the game on International Walk to School Day, October 6, 2004, at www.saferoutestoschools.org.

Students can plot the miles traveled on a map, which will feature destination spots they can visit like national parks, historic sites, and key agricultural locations. Each point offers site descriptions and educational information. Students can learn about America's rich heritage, important nutritional information, and increase their exercise all at the same time. The game is under development by the Marin County Safe Routes to Schools program.

Research Summaries Link Environment with Physical Activity

Active Living Research, a program of the Robert Wood Johnson Foundation, based at San Diego State University, sponsors research on the influence of environments and policies on physical activity. One goal of the program is to communicate research findings to those who can put the research into practice. Two research summaries have been developed to make this research accessible to practitioners, policy makers, and the general public so accurate information can be used to advocate for policy changes that can produce more activity-friendly environments.

Designing for Active Recreation describes findings about environmental factors that are related to leisure time physical activity. *Designing for Active Transportation* describes findings about how community design is related to walking and bicycling for transportation. The summaries are four pages each, with references, and can be ordered or downloaded from www.activelivingresearch.org.

New Publication on Active Physical Education

The Middle School Physical Activity and Nutrition study (M-SPAN) was conducted in 24 San Diego County schools to assess the effectiveness of school environment and policy changes to improve health behaviors at school. A previous paper reported positive effects on physical activity, and a new paper provides more details about the physical education (PE) component.

After five training sessions, physical education teachers were able to increase physical activity in their PE classes by 18%, without increasing frequency or duration of classes. They accomplished this by changing their teaching techniques to stimulate more physical activity during various parts of a lesson, including fitness activities, game play, free play, and especially management.

Management time could be made more active by having students stretch

NEW PUBLICATION [continued on back page](#)

WALK TO SCHOOL continued from front page

The goals of Walk to School Week are to:

- Show how easy and enjoyable walking—the world’s simplest physical activity—is as adults and children spend healthy, active time together.
- Help community members take steps toward creating more walkable communities through such actions as advocating for more crosswalks, sidewalks, crossing guards and better driver behavior.
- Teach children safe walking behaviors, including how to cross streets and how to select safe routes to and from school.

To register a California school near you for Walk to School Week, visit www.cawalktoschool.com. The California Center for Physical Activity operates California’s Walk to School Headquarters web site, which can provide you with all the materials, ideas and technical assistance you’ll need to get a Walk to School program started in your neighborhood. Whether you’re starting your first Walk to School program, or are a seasoned veteran, the Center’s tools, services, and technical assistance can help you build a program for maximum success. For more information email walkday@dhs.ca.gov or call toll-free (888) 393-0353.

NEW PUBLICATION continued from page three

and warm up during roll call. The increased physical activity was estimated to provide almost 8 more hours of physical activity during a school year, which could prevent about 3/4 of a pound of weight gain per year. Teachers rated the staff development sessions and the materials very positively. Even experienced PE teachers can make their classes more physically active for students, and adoption of evidence-based PE programs is recommended. The citation for the article is: *McKenzie, T.L., Sallis, J.F., Prochaska, J.J., Conway, T.L., Marshall, S.J., and Rosengard, P. (2004). Evaluation of a two-year school physical education intervention: M-SPAN. Medicine and Science in Sports and Exercise, 36. 1382-1388.*

what's NEW

QUALITATIVE RESEARCH DATABASE

The Nutrition and Physical Activity Communication team (NuPAC) with CDC’s Division of Nutrition and Physical Activity recently launched a searchable Inventory of Qualitative Research in Nutrition and Physical Activity. The Inventory was developed to highlight research that may not be widely known or published in peer reviewed journals. Visit www.cdc.gov/nccdphp/dnpa/qualitative_research.

FINANCIAL COST OF INACTIVITY CALCULATOR

Active Living Leadership and Fifty Plus Lifelong Fitness, with the support of more than 20 partner organizations, developed a Physical Inactivity Cost Calculator. The calculator asks you to answer six general demographic questions. The answers are then used to estimate the amount of money lost due to physically inactive populations. Try it out at www.activelivingleadership.org/costcalc.htm.



CREATING
OPPORTUNITIES
FOR EVERYDAY
ACTIVITY

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