Promoting Active Communities

Creating Community Vibrancy Through Active Living: The Promoting Active Communities program
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Sense of Place
Active Living Defined

Active Living is...a way of life that includes physical activity in daily routines.
An Active Community

- A comprehensive network of non-motorized facilities (on and off road)
- Development is compact, dense, & diverse, providing varied and plentiful destinations
- There is a civic culture of support policies & infrastructure
- The citizens are walking and bicycling!

Improved Public Health

- Reduce the Risk of Chronic Disease
- Improve Quality of Life

Strengthened Economy

- Increased Real Estate Values
- Business Growth
- Reduced Employer Costs
Increased Safety & Security

- Reduction of Pedestrian Risk
- Eyes on the Street

Community Connections

- Get to Know your Neighbors
- Increased Sense of Community

Greater Social Equity

- Affordable Physical Activity Opportunities
- Increased Mobility & Independence
Cleaner Environment

- Reduce Pollutants
- Preserve for Future Generations

Guiding Principles

Policies & Planning

Current Environment  Programs & Promotion

PAC Program

The PAC program consists of:

1. An online assessment tool
2. An awards system

Created in partnership by
Location of Participants

![Map of Michigan with red dots indicating locations.]

2000-2007

Award Levels

- **Copper**: Communities have made a commitment to becoming a healthier place to live and have begun to take steps toward removing barriers to physical activity.

- **Bronze**: Communities have taken important steps toward making it easy for people to be active.

- **Silver**: Communities have achieved significant progress toward making it easy for people to be active.

- **Gold**: Communities can document outstanding achievements in making it easy for people to be active.

- **Platinum**: Communities are models of commitment to healthy, active living.

PAC Program Benefits

- **Recognition**
- **Planning**
- **Partnerships**
- **Awareness**
- **Marketing**
Here's what Community participants are saying about the PAC:

- Reinforcement of best practices
- Benchmarking tool
- Platform for collaboration
- Recognition
- Convenient to use
- FREE!!!

Testimonials

Getting Started

- Identify & form an appropriate team of community members
- Decide on a contact person
- Register your community at: www.mihealthtools.org/communities
- Divide sections based on expertise
- See scores automatically update

Resources
The PAC Assessment

14 Sections that cover:
- Community Planning
- Programs & Facilities
- Public Transportation
- Downtown, Shopping Area, & Neighborhood Design
- Strategies schools & worksites use to encourage physical activity
- Next Steps

Sample Assessment Questions

Community Feedback Report

How does your community measure up?
Now What…

- Enhance Communication & Collaboration
- Organize & Prioritize
- Increase Awareness
- Arm Advocates

Get Involved

- Visit the PAC Website to see if your community has participated in the Program
- Cultivate collaboration with existing partners to initiate participation in the PAC Program
- Visit the PAC website to preview the online assessment & examine active living resources at: http://www.mihealthtools.org/communities

More Information

Visit: www.mihealthtools.org/communities
OR
Contact Sarah Panken at 800/434-8642 or via e-mail: slpanken@michiganfitness.org
Thank You!

Together we can make this…

A great place to live, work, and play!

http://www.smartgrowthamerica.org/smartgrowthintro.htm