



Community Strategies to Increase Physical Activity and Fruit & Vegetable Consumption

Created for: Tompkins County Human Services
Coalition

April 7th, 2010

Physical Activity, Fruits & Vegetables, and Tompkins County Residents

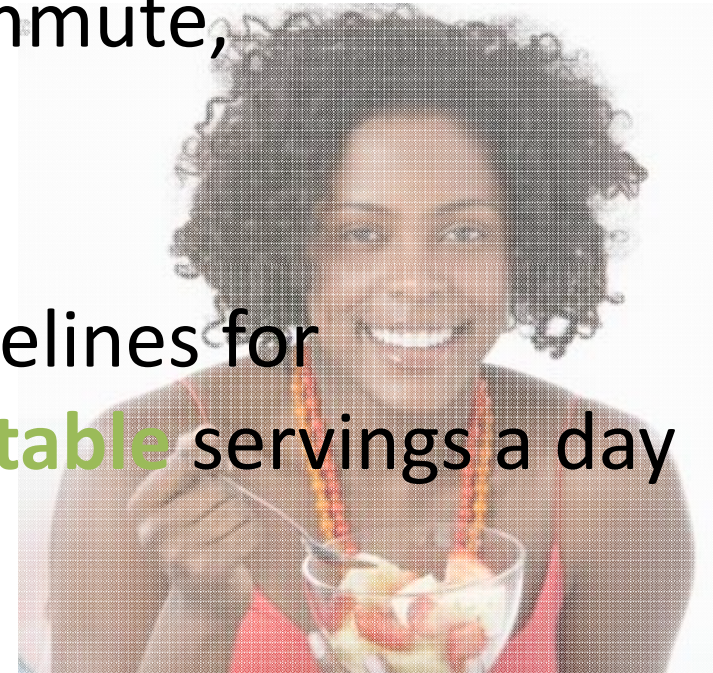
11 %

of us report **no** leisure time
physical activity



6.7%

of those of us who commute,
walk to work



70%

of us **do not** meet guidelines for
5 or more fruit & vegetable servings a day

What are the recommendations for
Physical Activity and **Fruit & Vegetable Intake**?

30 min

of moderate physical activity
on most days of the week

5+

per day

servings of fruits and vegetables
per day

But why is this
important?



5+
per day

Why eat more fruits and vegetables?

- **We can reduce our risk of cardiovascular diseases**
- **We can see health benefits just by adding FV to our daily diet**

30 min

Why increase physical activity?

- **Being physically active enhances our quality of life at all ages,**
- **We can see health benefits just by increasing the number of steps we take each day**

So how do we increase
fruit & vegetable intake
and *physical activity*?



How do we think about *healthy eating* and *physical activity*?

Context in which choices are made:
Individual Choices:

Physical Environment

- Proximity to food stores with fresh produce
- Proximity to parks and play areas



OR



Policies:

- Rules and ordinances for market permits
- Requiring public transportation availability during certain hours



OR



Q: So how do we increase
fruit & vegetable intake
and *physical activity*?

A: By creating *environments* and making *policies*
that make it easy for us
to choose *healthy foods* and to be *physically active*!



30 min

*Increasing **Physical Activity**
through
Changes in the **Environment***

30 min

Environment:

Places to Be **Physical Active**

- *Adults in city do child recreation in spaces closer to active recreational facilities (play spaces, parks, health clubs, etc.) are **more active** overall*
- *Aesthetics and amenities of recreation space **also** influences how often space is used*
 - *Trees, attractive buildings water*
 - *Water fountains, nice benches, toilets*

30 min

Environment:

Places to Be **Physical Active**

What's already being done to increase the number of places to be physically active in Ithaca?

Cayuga Waterfront Trail Initiative

- A partnership of the Tompkins County Chamber of Commerce Foundation & the City of Ithaca
- The multi-use trail will be **6 miles long** & provide us with a non-motorized transportation & recreation way
- It will **connect popular waterfront destinations** like Cass Park, Ithaca Farmers Market, and Stewart Park

30 min

Environment:

Places to Be **Physical Active**

What have other community organizers done?

- **Digitalize our walking groups**

- Ex. trails: (Boston & Des Moines)
- NeighborWalk Program, NY
- In downtowns (Catskill, NY)




“Since the group started two years ago, we’ve been looking for ways to spend more time exercising. I love my lunch walks to relax. I joined the group to spend more time relaxing outdoors.”



Chr...



30 min



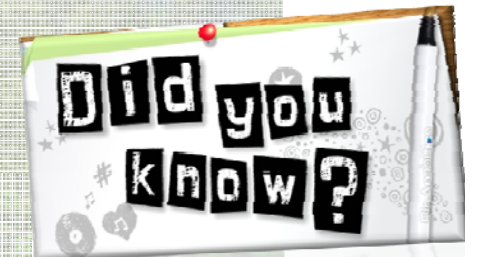
***So how do we increase the availability of places
to be physically active in Ithaca?***

30 min

Increasing the Number of Places to Be **Physical Active**

Ideas for Ithaca:

- **Enhance existing parks: Stewart Park and Southside Community Center Park**
(amenities and aesthetics)
- **Hold park promotional programs & community awareness events**
- **Promote community member maintenance of parks**

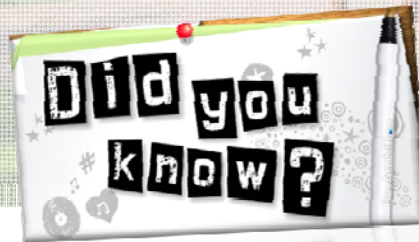


30 min

Increasing the Number of Places to Be **Physical Active**

How can **you** help increase the number of places to be physically active?

- **Add a physical activity component** to programs and events you plan or are currently running
- **Help publicize park upgrades** to your membership through park visits or holding events in the park



5+
per day

*Increasing **Fruit & Vegetable Consumption**
through
Changes in the Environment*

Environment:

Availability of **Fresh Produce**

5+

per day

People who live in neighborhoods that have better access to **supermarkets** tend to have **healthier diets** and **fewer chronic diseases**

Supermarkets tend to have a **greater variety and higher quality of fresh produce** for more affordable prices than do convenience stores

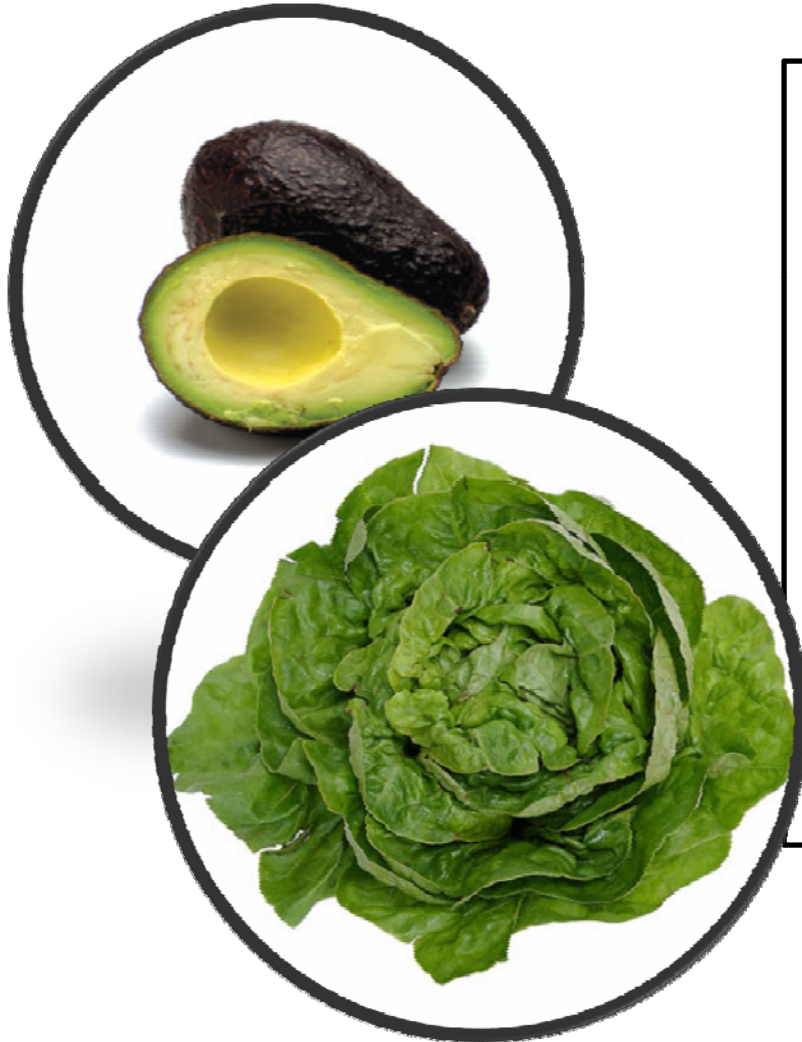


Environment:

Availability of **Fresh Produce**

5+

per day



Some healthy foods like *low-fat dairy* and *fresh produce* are less often available or perhaps of ***lower quality*** in minority and low-income neighborhoods

Increasing the Availability of **Fresh Produce**

5+
per day



**In underserved areas
we could:**

- create new food services or
- enhance existing food services

Environment: Availability of **Fresh Produce**

5+
per day

What has Ithaca already done to increase the availability of fresh produce?

- Ithaca Farmers Market
- Congo Square Market (SCC, IYB,
- Ithaca Community Gardens



News

**New Farmer's Market Seeks Larger Demographic
Ithaca's Residents**

July 6, 2009 - 12:00am

By *Megan Carney*

June 12 marked the opening of the Congo Square

✉ R.MAT.



Environment: Availability of **Fresh Produce**

5+
per day

What have other community leaders done to increase the availability of fresh produce in their neighborhoods?

“...I stopped shopping for produce at the grocery store early this summer. **I always spend about 1/2 the money, and get twice the experience.** The produce is always higher quality, too.”

- Nate, Midtown Public Market shopper

- ***Waverly Farmers Market, Baltimore***
- ***Midtown Public Market, Minneapolis***

Environment: Availability of **Fresh Produce**

5+
per day



Before



5+
per day

So how can we increase the availability of fresh fruits and vegetables in our neighborhoods?

Increasing the Availability of **Fresh Produce**

5+
per day

Ideas for Ithaca:

- **Develop a new Farmers market** dedicated to improving food access for the underserved in the Northside neighborhood
- **Create new community gardens** in Northside and Southside neighborhoods
- **Implement use of “MarketBucks”** at new and existing Farmers markets

Environment:

Availability of **Fresh Produce**

5+
per day

*How can **you** help increase the availability of fruits and vegetables in Ithaca communities?*

- **Connect local growers** with convenience stores, food pantries, and new markets
- **Help these convenience stores, food pantries and new markets advertise** in the community
- **Help new and existing farmers markets publicize affordability** and EBT and WIC acceptance

Who else is involved?

Everyone in the community has a role to play in creating environments that support **physical activity** and **healthy eating**:

- Community & Advocacy Organizations
- Community members
- Schools & Worksites
- Policy-makers and elected officials





What would you like to see in your community?



Helpful Resources for Strategies to Increase Fruit & Vegetable Intake and Activity

- New York State Healthy Eating and Physical Activity Alliance - nyshepa.org
- National Alliance of Nutrition and Activity - www.cspinet.org/nutritionpolicy/nana.html
- National Center of Physical Activity and Disability- www.ncpad.org
- The Prevention Institute - www.preventioninstitute.org
- Active Living Research, Robert Wood Johnson Foundation- www.activelivingresearch.org

