

Activating rural America: Painting the landscape of active living policies and advocacy in rural America

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Background

- Active living policies are effective and have demonstrated promise in many urban and suburban places in the U.S.¹
- More robust exploration of how these policy areas are being addressed, adapted, and implemented in rural communities is needed to ensure that effective solutions are developed to address the inequities experienced in rural communities.

Purpose

- The overall aim of this project is to inform Voices for Healthy Kids of rural practices and challenges regarding three active living-related policy levers by July 2020, with specific attention to health equity:
 - 1) Bicycle and pedestrian appropriations
 - 2) Complete Streets
 - 3) Safe Routes to School

Methods

Grey Literature & News Search

- Google and Google News were searched to find documents that discuss these active living-related policy levers in rural areas.

Group Member Recruitment

- The core leadership team used their own networks and information found in the grey literature to contact prospective members for the Workgroup and Advisory Group.
- Responsibilities for these groups include participating in group calls and helping inform the project as it moves forward.

1. Voices for Healthy Kids. Active Places Fast Facts. May 2018. <http://voicesforhealthykids.org/wp-content/uploads/2018/05/VHK-Fast-Facts-Active-Places-2018.pdf>.

What is happening in rural America?

Grey Literature Search Themes

- Safe Routes to School



Remote drop off



Walking school bus



Walk to school day



Bike rally/rodeo

- Complete Streets & Bike/Ped Appropriations

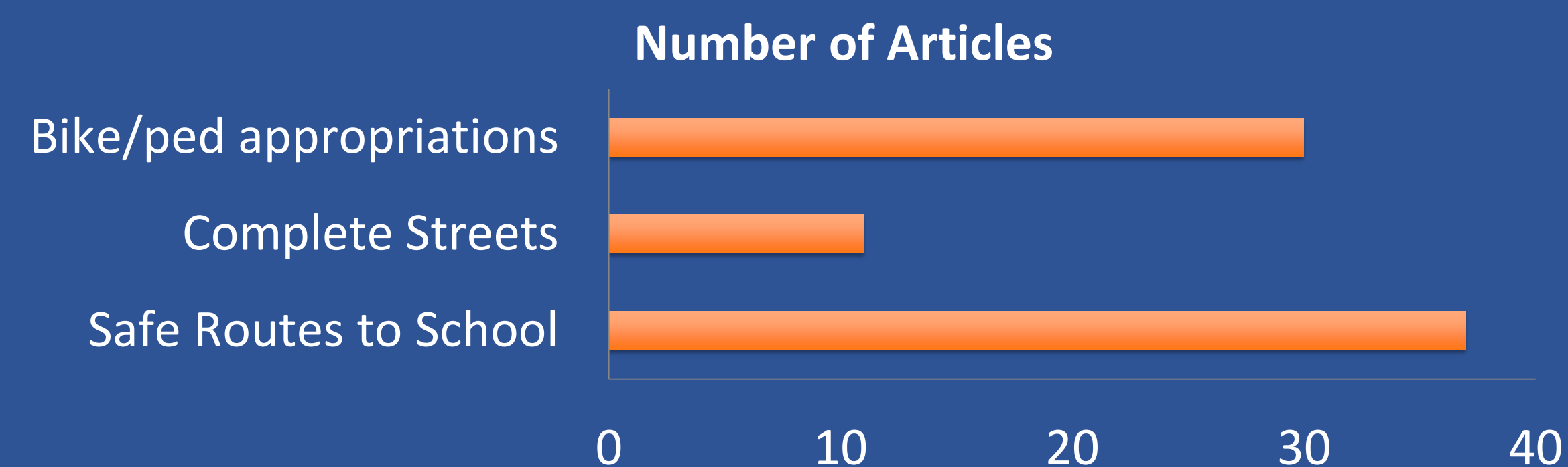


Road improvements



Policies

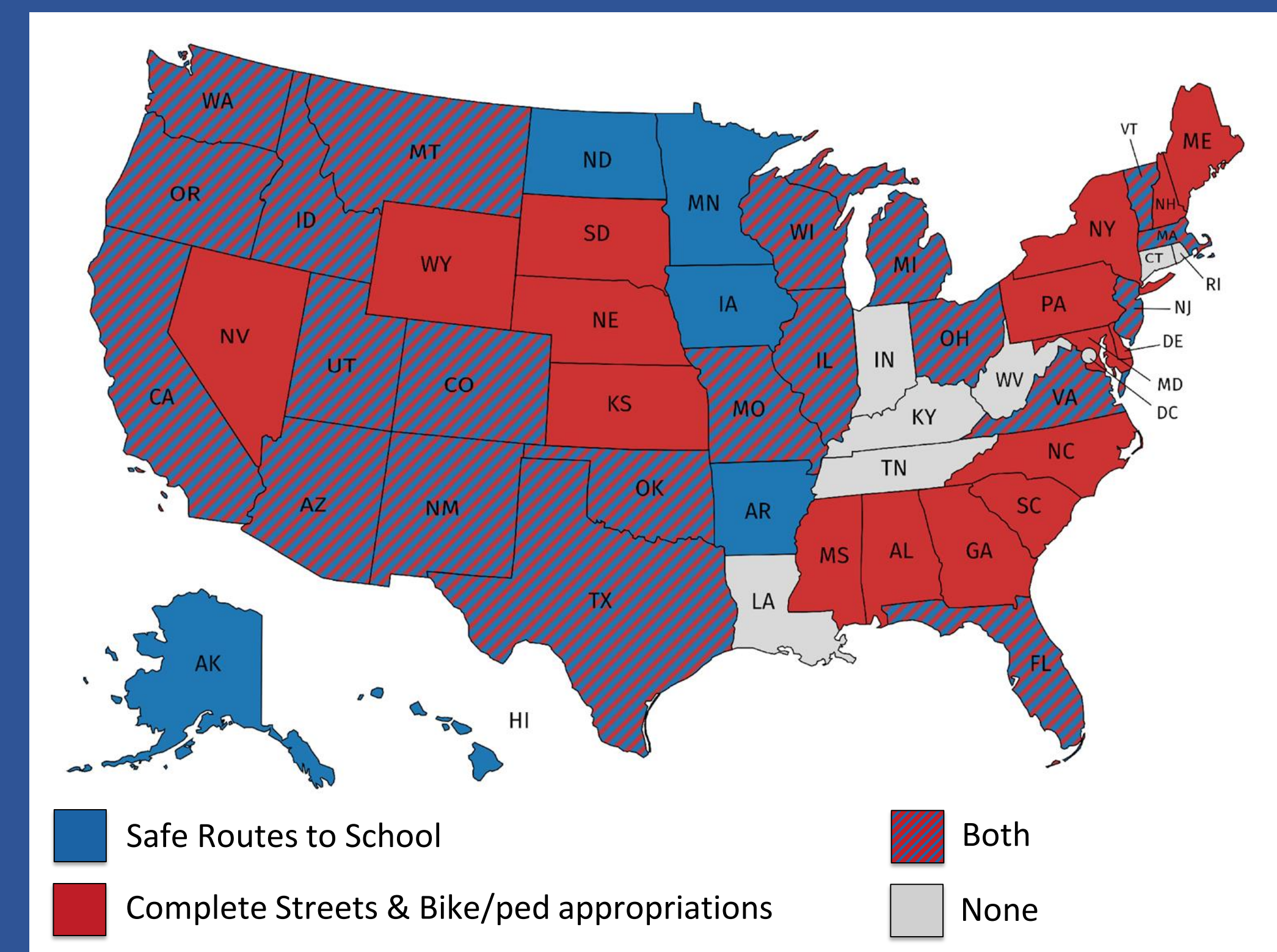
Google News Search Themes:



Workgroup and Advisory Group

- The team consists of 5 Leadership members, 19 Workgroup members, 12 Advisory Group members, and 4 Voices for Healthy Kids representatives.
 - The Workgroup meets twice per month.
 - The Advisory Group meets every 1-2 months.
- Workgroup (6 meetings) and Advisory Group (2 meetings) efforts to date include:
 - Identification of rural community organizations (n=19) to participate in case study key informant interviews.
 - Identification of policy and advocacy-related resources.
 - Creation of a key informant interview guide.

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"Thanks in advance for asking me to be a part of this work group! I really think it will be a great opportunity to highlight the different challenges and potential solutions in discussions with other parts of the country."

- Workgroup Member

Next Steps

- Conduct key informant interviews.
- Compare themes in literature to themes from interviews.
- Create report to provide to Voices for Healthy Kids about what is happening in rural America.
- Identify future research needs.

Support

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