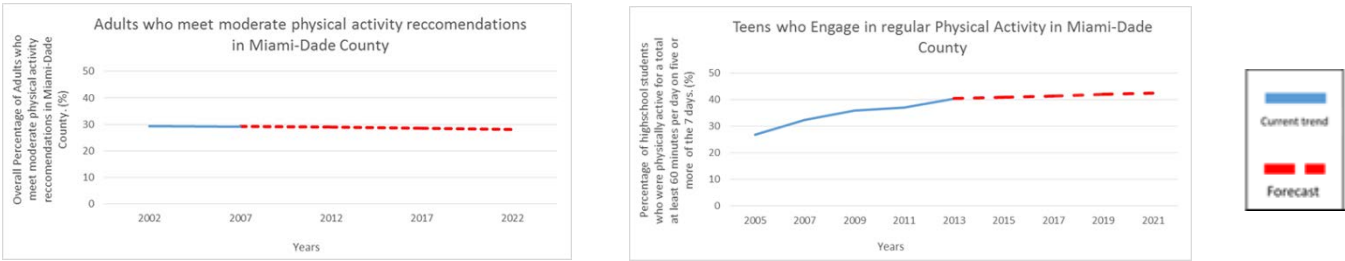


Section One

Section One			
Health Impact Area:	Physical Activity		
Desired Population Result:	An healthier Little Havana community where children, adults and the elderly work together in supporting each other to have a more active and healthy lifestyle.		
Primary Community Indicator(s): <i>There should be no more than 3 primary indicators</i>	<ol style="list-style-type: none"> Percentage of adults who meet moderate physical activity recommendations in Miami-Dade County Percentage of Teens who engage in regular physical activity in Miami-Dade County <p>NOTE: Little Havana community data not available, using county data.</p>		
Baseline Curve(s):	 <p align="center">Data Source: Florida Behavioral Risk Factor Surveillance System & Youth Risk Factor Surveillance System (YRBSS)</p>		
Indicator Information: <i>This information should be provided for each of the primary indicators listed above.</i>	Indicator #	Desired Direction of Change	Data Source for Indicator
	Indicator 1:	Increase	Florida Youth Behavioral Risk Factor Surveillance System (YRBS), data collected every odd-numbered year.
	Indicator 2:	Increase	Florida Youth Behavioral Risk Factor Surveillance System (YRBS), data collected every odd-numbered year.
	Indicator 3:		
Other Indicators:	Percent of adults in Miami-Dade County who are sedentary (BRFSS) Percent of high school students in Miami-Dade County without sufficient vigorous physical activity (YRBS) Percent of middle school students in Miami-Dade County with BMI at or above 95th percentile (YRBS) Percent of high school students with BMI at or above 95th percentile (YRBS) Rate of obesity among adults in Miami-Dade County (BRFSS) Rate of overweight among adults in Miami-Dade County (BRFSS)		
Is there a data-development	<ul style="list-style-type: none"> Rates of moderate physical activity for Little Havana residents by the target age group and gender. 		

<p>agenda for this indicator? If so, please describe:</p>	<ul style="list-style-type: none"> • Data on access to exercise opportunities and usage rates of physical activity programs/resources in Little Havana including parks and green space • Obesity rates of children/teens in Little Havana • Updated data on crashes involving pedestrians, including pedestrian fatalities in Little Havana
<p>What is the Story Behind the Curve?</p>	<p>LIVE HEALTHY INITIATIVE: The Little Havana community spans over 5 Miami-Dade County zip codes (33130, 33128, 33135, 33126, & 33125) and the borders of Little Havana for the Live Healthy initiative are approximately:</p> <ul style="list-style-type: none"> • North to South border: The Miami River to SW 9th Street (from 12 Ave toward 27th AVE) and SW 11th Street (from 12 Ave toward East I-95 Highway); • East to West: I-95 state highway to 27th AVE. <p>The City of Miami Parks within the catchment area include Jose Marti Park, Riverside Park, Domino Park Plaza, and Henderson Park. There are no County parks within the neighborhood. Little Havana is a vibrant community that serves as an entry point for many immigrants from Central and South America and the Caribbean and therefore boasts a diverse and vibrant Hispanic culture. It is also home to a large number of older adults primarily of Cuban descent who live on fixed incomes.</p> <p>BRIEF DEMOGRAPHIC HISTORY: Over 92% of Little Havana’s population is Hispanic: approximately 93% of residents speak Spanish, and 55% reported speaking little or no English in the 2000 U.S. Census. While the number of Cuban-descent residents has decreased in the past few decades, immigration from other countries in Latin American, especially from Nicaragua and other Central American countries has also increased. The area’s residents are widely considered to be transient due to the instability of their living conditions, often making it difficult to establish ongoing relationships with local residents, families, and local service providers. Despite their diverse national origins and day-to-day hardships, most Little Havana residents share cultural, religious, and linguistic ties, as well as a strong commitment to family— although they are often disconnected from the formal and informal support systems within the community. High levels of poverty and housing and food insecurities in the area are closely linked to other risk factors such as high levels of stress, unhealthy eating habits, fear of crime and criminal activity in the neighborhoods, isolation (i.e. not knowing their neighbor), domestic violence, physical and mental health issues, and alcohol and substance abuse.</p> <p>DATA REGARDING PHYSICAL ACTIVITY: Reliable data on rates of moderate physical activity for Little Havana residents are not readily available. Data on access to exercise opportunities and rates of physical activity at the county level are much more accessible. According to</p>

national data on county health rankings, 94% of Miami-Dade County residents have access to exercise opportunities, including parks and green space. However despite such access, rates of physical activity among county residents suggest the presence of accessibility barriers making it difficult for residents to take advantage of these opportunities. Overall rates of physical activity are low for adolescents and adults in the county. Miami-Dade County teens surveyed with the Youth Risk Behavior Surveillance System (YRBSS) (CDC, 2013) indicate that only 37% engage in moderate physical activity for 1 hour per day, 5 days a week. Among adults surveyed in 2010, 35% reported that they don't do any physical activity aside from what's required of them for work (CDC, 2010).

Unsafe conditions for pedestrians are of particular concern for elderly residents of the county and Little Havana. The neighborhood's dense population includes over 3,000 elderly residents and experiences a high number of pedestrian crashes and fatalities (Gillespie Smith, 2013). Between 2005 and 2011, there was a total of 382 crashes involving pedestrians, including 28 pedestrian fatalities. Half of these fatalities involved elderly Little Havana residents (Gillespie Smith, 2013). County indicators related to pedestrian and bicyclist death rates as a result of traffic collisions are considered to be high and potentially reduce opportunities for residents to enjoy physical activity safely. (Health Council of South Florida, 2013g, 2013h). Because of the high rate of automobile accidents involving pedestrians in Little Havana, there have been a number of efforts to direct attention to the need for making infrastructure and policy improvements that reduce automobile speeds and encourage safe use of streets by pedestrians and bikers. In 2009, City of Miami issued a complete streets resolution but supporting activities still need to be identified to ensure the streets of Little Havana are safe for all residents regardless of mode of transportation (i.e. public transportation, walking, bike use, etc.). FDOT's *Ciclovia* event and 7th and 8th Street corridor study (to help improve traveling on SW 7th Street and 8th Street) plus the City of Miami's upcoming Little Havana Bike and Pedestrian planning activity are also important steps towards a safer and healthier community.

CURRENTLY IN LITTLE HAVANA:

In recent years, Little Havana has received a great deal of attention related to ongoing real estate investment designed to capitalize on the most recent market rebound. Despite increasing investment and commitments for construction of new condominiums and mixed-use developments, the local infrastructure continues to favor automobile use especially along the main corridors of SW 8 Street and Flagler Street, both one-way roads that commuters often use to access the Brickell international banking hub and Miami's downtown.

Up-zoning discussions have taken place throughout the community in recent months. Pro up-zoning groups believe that this policy change will result in 85% home ownership in Little Havana up from the current 15%, with many the new residents of Little Havana moving into the new mixed-use "affordable luxury" housing units to be built under the proposed up-zoning as part of the Miami 21 Plan. Those in favor of up-zoning also claim that it will result in the improved economic development

and increase tourism dollars for the neighborhood. Those opposed believe that the feel, character, and history of the neighborhood will be lost, particularly the neighborhood's historic significance created by multiple enclaves of immigrants including Jewish, Greek, Cuban, Nicaraguan and now Central American communities. These advocates are also calling for historic preservation of the 1920s bungalows and buildings that have been neglected over the years. Further up-zoning will likely create ground floor retail/restaurant, a few floors of parking, and residential on the remaining floors. The feel and character of Little Havana will, in fact, be changed to accommodate on-site parking for cars, and a sense of community may be lost.

LOCAL ASSESSMENT:

A 2014 community assessment survey (n=332), conducted as part of the planning of the Live Healthy Little Havana Initiative, found that **41% of residents reported that they had not engaged in moderate physical activity in the month prior**. Residents also provided information regarding some local conditions and quality of infrastructure that could potentially relate to factors that keep Little Havana residents from engaging more readily in physical activity within the neighborhood. **The needs assessment survey administered found that 83% of residents reported that there is insufficient park space. When we probed further, we found that some residents reported that they did not take their children to local parks because of open alcohol/drug use in parks and other public spaces. Also, 93% of residents said that they felt unsafe walking in Little Havana due to crime – 56% of residents said that they felt this way day or night. Eighty-two percent of residents reported feeling unsafe crossing major thoroughfares, even when using crosswalks. 60% of residents surveyed said that most streets were not lit well enough. Further, 44% of residents said that they felt sidewalks were not well maintained, and another 40% said that regular maintenance of sidewalks was reserved for certain areas of the neighborhood (e.g. Miami Marlins Stadium, sections of Calle Ocho frequented by tourists).**

The assessment survey also asked residents questions designed to measure the degree of “social connection” residents feel within the neighborhood. Residents registered their level of agreement with two statements. The first of these statements was “I feel comfortable seeking help from an acquaintance.” This statement was clarified for forum participants to include neighbors and individuals seen around the neighborhood on a regular basis and not to include friends and relatives. **Twenty-nine percent of respondents said that they did not feel comfortable seeking help from an acquaintance. Another 23% said that they didn't know if they would seek help from an acquaintance.** The second statement related to the existence of social networks was, “There isn't much my neighbors, and I can do to improve things.” **Fifty percent of respondents agreed with this statement, suggesting a need for building social networks and connections within Little Havana.**

Despite these findings, some residents also walk regularly. **40% of residents surveyed reported using the bus or Metrorail as their main source of transportation, and 9% of residents said that walking was their only sources of**

getting around in the neighborhood. These last two findings suggest that the promotion of physical activity may build upon the lived experience of nearly half of residents who do not drive.

When community members were asked about the history of physical activity among residents in Little Havana this is what was mentioned collectively:

Many community residents stated that due to overpopulation in the area, they do not have backyards at their living facilities. They see the parks as their own backyard but they feel they cannot participate in physical activity at the parks due to the park's maintenance (litter, inaccessible bathrooms, and insufficient lighting), criminal activity (drug usage, drug dealing) and the open use of sale of drugs behind Domino Park Plaza, and in and around Riverside Park. Further to this point, Little Havana's pedestrian traffic (using public transportation, biking and walking) arises from economic hardships versus the desire or intent to exercise.

Community residents and stakeholders identified the need for culturally responsive and affordable physical activity opportunities and services in the community, citing a shortage of affordable accessible, safe options. Furthermore, there was consensus that systemic change and coordination need to take place at the City of Miami Parks & Recreation Department, City of Miami Police Department, City of Miami Code Enforcement and Florida Department of Transportation as well as local universities and colleges and within other business and community stakeholders.

In 2009, City of Miami issued a complete streets resolution but implementation of activities still need to be identified to ensure the streets of Little Havana are safe for all residents regardless of mode of transportation (i.e. public transportation, walking, bike use, etc.). In more recent years the high rate of automobile accidents involving pedestrians in Little Havana, a number of efforts to direct attention to the need for making infrastructure improvements that reduce automobile speeds and encourage safe use of streets by pedestrians and bikers have been taking root. However the community's understanding on how the build environment and how they may participate to create the community they want has been little to none. During the community Check-ins community residents pointed to the pitfalls of street and community design when asked what they want to change but fail to exercise their voice when it comes to the development of solutions. When asked what they can do about it they often respond in frustration and confusion due to lack of knowledge and understanding. However, when asked if they would be interested in getting involved they point to needing to know how, and what their options are to be an informed group with answers. During the community check-ins several points came to the forefront, 1) residents and community stakeholders want to be engaged in what happens in Little Havana and 2) community residents need to gain knowledge and build capacity to address the larger build environment issues identified in their neighborhoods 3) lack of understanding and visualization

	of what can be done in various public spaces often times resulted in little or no change or change based on one or two voices versus a collective.
Who are the partners who have to play a role in turning the curve?	<ul style="list-style-type: none"> ○ The City of Miami Parks and Recreation ○ City of Miami Police Department ○ NET office for Little Havana (Code enforcement) ○ Department of Health Consortium: Complete Streets design elements promoted by Miami-Dade’s Health & Built Environment, Children’s Health Committee, & Others ○ City of Miami <ul style="list-style-type: none"> ○ Strategic Plan 2015-2017 which includes: <ul style="list-style-type: none"> ▪ Activation and Preservation of existing Parks. ▪ PED/Bike Study ▪ FDOT 8th Street Corridor Study; ▪ MDPS shared use and Transportation plan for different types (non-motorized), ○ The Miami Foundation Public Space Challenge (ConnectFamilias hosted a presentation held by Marta Vicedo and Ivan Augustin to inform community stakeholders about the Public Space Challenge.) ○ Pasos Seguros/Safe Steps (Alliance for Aging) - Little Havana has a large older adult population and also has a larger proportionate number of older adults in pedestrian accidents. It is important to empower them to feel that they should walk for their health as well as feel safe doing it.
What works - List of strategies that were considered during the planning period:	All strategies that were discussed prior to the selection of the stated three were discarded as the as the sub-committee worked on identifying three.
What do we propose to do to turn the curve?	<p>Strategy 1.1 Implement a Social Support Intervention to Promote Physical Activity in Little Havana.</p> <p>Strategy 1.2: Empowering Healthy Streets through Education and Community Engagement</p> <p>Strategy 1.3: Implement Crime Prevention Through Environmental Design (CPTED) strategies in Little Havana parks.</p>

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Section 2: Strategy Detail			
Strategy 1.1:	Implement a Social Support Intervention to Promote Physical Activity in Little Havana.		
Source of Strategy (or where has this worked?):	CDC Guide to Strategies to Increase Physical Activity in the Community (2011) Ex: NeighborWalk program created by the Boston Public Health Commission	Type of strategy:	<input type="checkbox"/> Policy Change <input type="checkbox"/> Systems Change <input type="checkbox"/> Environmental Change <input checked="" type="checkbox"/> Programmatic Change
Justify the Selection of this evidence-based strategy	<p>Interventions that use social support within community settings can create opportunities for physical activity by reducing or eliminating many of the barriers to physical activity (e.g., safety, motivation). In part, because physical activity behavior is influenced at multiple levels of the socio-ecological framework, it is important to focus not just on policy or Individual behavior change, but also on the interpersonal level. Building and strengthening social networks is acknowledged as one of the goals and benefits of many of the newer interventions that use social support (U.S. DHHS, 2008). These interventions are effective with diverse populations (e.g. men, women, adults of different ages, people who are sedentary, people who are physically active) and in various settings (e.g., communities, worksites, Universities).</p> <p>Research increasingly shows that the interplay between human beings, their built environment and social forces largely outside their control can play a huge role in the continuing existence of health disparities among poor and minority populations and in limiting physical activity – especially among low-income, urban residents (See Gordon-Larsen et al., 2006).</p> <p>The Task Force on Community Preventive Services’ Guide to Community Preventive Services (Community Guide) rates the evidence as strong for strategies designed to build social support in community settings (CDC, 2001). The recommendation is based on the review of nine studies in which the median effect was a 44% increase in the time spent being physically active and a 20% increase in energy expenditure. Considerations that can affect the success of such interventions that involve group physical activity include the perceived and actual safety of a community, as well as development of activities that can be sustained year-round (e.g. indoors during times of inclement weather). It is also important to include tactics to increase participant engagement – whether establishing a buddy system, where buddies contact each other or providing reminders via telephone or postcards for participants (CDC, 2011).</p> <p>As mentioned in the Story Behind the Curve (above), during the community check-ins, community members reported that they did not want to go to parks or do physical activity in public because of they felt unsafe doing so. Group activities in parks and other public spaces will reduce barriers, motivate residents who can encourage neighbors to go out and</p>		

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		<p>engage in physical activity while simultaneously activating parks and increasing safety. This strategy will change the perceptions of safety in the community, discourage illegal activity and behaviors, making Little Havana a more active community. Residents also mentioned during the check-in that in parks like Riverside there was nothing to do and would like to have benches to rest after a walk to the park (older adults) and some exercise equipment that adults could use along with their teens and children without having to pay the gym fee at Jose Marti Park. Access to the Miami River was also mentioned by some in community check-ins as a way to partake in water sports (i.e. kayak, fish, and canoe).</p> <p>A 2013 Rand Corp. study indicates it can be inexpensive to get people to be more active. The study found that spending \$4,000 per park on marketing and outreach increased physical activity by 7% to 12%, compared with parks that did not make changes. The results were published in the American Journal of Preventive Medicine. The researchers suggested that signs might be posted outside of the parks to attract new people to the parks.</p>				
Timeframe	Starting Year:	2015	Setting/Sector	<input checked="" type="checkbox"/> Community	<input checked="" type="checkbox"/> Health Care	<input checked="" type="checkbox"/> Work Site
	Ending Year:	2020		<input checked="" type="checkbox"/> Community Institution/Organization	<input checked="" type="checkbox"/> Housing	<input checked="" type="checkbox"/> Other (Specify): Parks and other public spaces
Community Assets and Opportunities		<p>Opportunities for partnership/leverage:</p> <ul style="list-style-type: none"> • City of Miami Department of Parks and Recreation - <i>Activation and redesign of City of Miami Parks to support physical activity (i.e. Riverside Park, Jose Marti Park, Henderson Park and Domino Park Plaza).</i> • Miami Dade Public Schools and PTA's in Little Havana's Public Schools • City of Miami PED/Bike Study • Florida Department of Transportation (FDOT) SW 8 St / 7 St Corridor Study • Miami-Dade Public Schools shared use • Transportation plans to promote alternative means of transportation and encourage non-motorized forms of transportation such as; walking, biking, skating, etc. • Hispanic Chamber of Commerce (and the smaller various chambers throughout the community) • National Council of LA Raza (NCLR) programs to promote health in Hispanic Communities and Policy Advocacy • The Miami Center for Architecture & Design (MCAD) is the place for everyone interested in design and the built environment, with community meeting space and educational programs to enhance public appreciation for architecture and design. - They have a policy similar to Complete Streets. • Institutions of Higher Learning, including but not limited to University of Miami, Miami Dade College, Carlos Albizu University, Florida International University, Barry University 				

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- Child Care Centers – *funded through Early Learning Coalition / Quality Counts at The Children’s Trust or United Way are required and or encourages physical activity as part of their programming*
- After School sites including but not limited to City of Miami Parks programs, Center for Community Learning, Urban Promise, Abriendo Puertas)
- Public / Low-Income Housing that have green space or indoor space to promote physical activities including but not limited to (i.e. Robert King Towers, CNC, Carrfour Supportive Housing)
- SHADE Project: canopy for walkability
- The Miami River Commission
- Florida Department of Transportation (i.e. SR90 SW 8 Street/ 7 Street Corridor Study, Ciclovía.
- Pasos Seguros/Safe Steps (Alliance for Aging) -Little Havana has a large older adult population and also has a greater proportionate number of older adults in pedestrian accidents. It is important to empower them to feel that they should walk for their health as well as feel safe doing it.

Community Assets:

- The Alianza Hispana de la Pequeña Habana (Hispanic Alliance of Little Havana) is an outgrowth of ConnectFamilias’ community engagement component, which was developed through leadership training to residents. The Alianza, which meets several times a month, focuses on identifying important issues to address in the neighborhood, parent engagement, and activities that can be tailored to promote physical activity.
- City Parks and Public Spaces (i.e. Jose Marti Park, Riverside Park Domino Plaza, etc.)
- Property Owner Associations
- Faith-Based Centers (St. John Bosco Catholic Church, Salvation Army and other houses of worship with green space or building space)
- Business Chambers such as but not limited to, Little Havana Chamber of Commerce, Little Havana Merchant Alliance, Camacol, Hispanic Chamber of Commerce, Greater Miami Chamber of Commerce
- Service Organizations such as but not limited to Rotary Club, Kiwanis Club of Little Havana
- Viernes Culturales/Cultural Fridays, a nonprofit organization that coordinates the popular Viernes Culturales/Cultural Fridays art, music and culture festival held on the last Friday of every month
- Small business owners such as but not limited to, Ball and Chain – hosts Free Salsa Classes, Casa Panza.
- The Miami Marlins Baseball Stadium has become a natural community space for physical activity the lot owned by stadium may be able to use for exercise/ park

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	<ul style="list-style-type: none"> • The Miami Marlins Organization offers opportunities for children of all ages to enjoy baseball through the following programs <i>such as</i> Reviving Baseball in Inner Cities. Marlins Youth Baseball Clinic Series, UMPS Care/ The Marlins partner with Major League Baseball umpires, Youth Baseball & Softball Partnership Program, MLB Pitch, Hit & Run • The Alliance for a Healthier Generation afterschool programs at Urban Promise and Leadership Learning Center • Miami-Dade College InterAmerican Campus – green space around open parking lot, BLDG on 27th & 8 St may have space to support physical activity within or around the campus • Basketball youth league at Riverside Park • Performing art schools such as but not limited to 6 Street Dance Studio, Miami Hispanic Ballet, Teatro Bellas Arte, Teatro Miami, • Manuel Artime Theater • The City of Miami Police Department • City of Miami NET Office <p>Alignment Opportunities:</p> <ul style="list-style-type: none"> • Department of Health Consortium: Complete Streets design elements promoted by Miami-Dade’s Health & Built Environment, Children’s Health Committee, & Others • City of Miami Strategic Plan 2015-2017 <ul style="list-style-type: none"> ○ PED/Bike Study, FDOT 8th Street Corridor Study; MDPS shared use and Transportation plan for different types (non-motorized) ○ Activate Parks ○ CPTED strategy part of city’s strategic plan. • Age-Friendly Initiative • United Way Health Impact Area Plan • The Miami Foundation Public Space Challenge • National Council of LA Raza (NCLR) <ul style="list-style-type: none"> ○ Miami Dade Public Schools - Health & Wellness Committee 		
Population Focus	Residents of all ages in Little Havana.		
Estimated Direct Reach	300 people per year	Estimated Indirect Reach	900 people per year (friends/family of direct participants)

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<p>Describe how will the strategy be implemented:</p>	<p>Components include but are not limited to:</p> <ul style="list-style-type: none"> • Development of programs/classes that can be sustained year-round (e.g. indoors during times of inclement weather). • Promotion of social support activities designed to increase physical activity throughout Little Havana. • Build, strengthen, and maintain social networks that provide supportive relationships for a physical behavior change. (For example but not limited to walking clubs, yoga in the park, swimming classes, boot camps and after school activities) • Community Engagement <ul style="list-style-type: none"> ○ Include tactics to increase participant engagement (e.g., whether establishing a buddy system, where buddies contact each other or providing reminders via telephone or postcards for participants (CDC, 2011)). ○ Create opportunities to connect neighbors and program staff members to monitor progress and encourage group based physical activities (e.g. educational workshops, park activation, etc.) ○ Reduce or eliminate barriers to physical activity (e.g. safety, motivation) ○ Encourage residents to participate in public meetings that affect their health and environment 		
<p>Describe any resources that are committed or pending to support to this strategy:</p>	<p>City of Miami –Parks and Recreation will be implementing SHAPE programs in City Parks.</p> <p>Lights are scheduled to stay on longer at Riverside Park (thanks in part though Live Healthy Little Havana advocacy).</p> <p>Coordination of community engagement efforts with ConnectFamilias to drive people to increase park use.</p>	<p>What additional resources need to be sought?: <i>(Include specific \$ ranges)</i></p>	<p>Installation of new outdoor exercise equipment for Riverside and Henderson parks. (\$50,000)</p> <p>A marketing campaign to encourage park usage and promote park services and other free or low-cost physical activities throughout the community already in LH - \$10,000 to 15,000. (May be combined with promotion of other strategies and across health impact areas).</p> <p>Seed or expand low-cost physical activities including but not limited to yoga in the park, boot camps, soccer leagues for kids and adults,</p>

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			swimming, water aerobics , dance classes (Zumba®), etc. ranging from \$2,000 to \$10,000 per grant based on available funding and need.
How will the strategy be measured?	How will we measure <u>how much</u> will we do?	<ul style="list-style-type: none"> • # of social, physical activity programs established. • # of educational training conducted • # of staff trained 	
	How will we measure <u>how well</u> will we do it?	<ul style="list-style-type: none"> • #/% of residents to social, physical activity programs. • #/% of residents who report feeling more socially connected after participating in social-supported physical activity programs. • #/% of residents who report health improvements after receiving physical activity services. 	
	How will we know if <u>anyone</u> is <u>better off</u>?	<ul style="list-style-type: none"> • #/% of Little Havana residents that have increased their level of physical activity. 	

DRAFT

Strategy 1.2:	Empowering Healthy Streets through Education and Community Engagement		
Source of Strategy <i>(or where has this worked?):</i>	<p>Depending on the type of project, co-designing streets should include but not limited to the following concepts found in these guides:</p> <p>CDC Guide to Strategies to Increase Physical Activity in the Community (2011). Caltrans Complete Intersections: A Guide to Reconstructing Intersections for Bicyclists and Pedestrians (California Department of Transportation, 2010) http://www.dot.ca.gov/hq/traffops/engineering/investigations/docs/intersection-guide-bicycles-pedestrians.pdf</p> <p>NACTO Street Design Guide: The Urban Street Design Guide emphasizes city street design as a unique practice with its own set of design goals, parameters, and tools. <u>(e.g., Time Square)</u> http://nacto.org/usdg/</p> <p>Place Streets (or Streets as Places): Engages citizens, policymakers and the transportation industry at-large to reshape the planning and design of transportation networks and streets to promote and support economic vitality, civic engagement, human health, and environmental sustainability, while simultaneously meeting people's' mobility needs. http://www.pps.org/reference/streets-as-places-initiative/</p> <p>Open Streets Initiatives: Open streets initiatives temporarily close streets to automobile traffic, so that people may use them for walking, bicycling, dancing, playing, and socializing. (e.g., Ciclovía Event, Miami Bike Days, Calle Ocho) http://openstreetsproject.org/</p> <p>Complete Streets: Is a transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation (City of Miami Resolution in 2009) http://www.smartgrowthamerica.org/complete-streets/a-to-z</p>	Type of strategy:	<input type="checkbox"/> Policy Change <input type="checkbox"/> Systems Change <input checked="" type="checkbox"/> Environmental Change <input checked="" type="checkbox"/> Programmatic Change

	<p>Vision Zero: a multi-national road traffic safety project that aims to achieve a highway system with no fatalities or serious injuries in road traffic (Founded in Sweden, concepts are being considered in NYC, Seattle, etc.) http://www.visionzeroinitiative.com/</p> <p>Safe Routes to School: Programs are designed to decrease traffic and pollution and increase the health of children and the community. Promotes walking and biking to school, addressing parents’ safety concerns by educating children and the public, partnering with traffic law enforcement, and developing plans to create safer streets. (Nation-wide, e.g. Marin County California, locally: Miami-Dade County Public School Initiative) http://miamisaferoutesclearinghouse.org/</p> <p>Joint Use Agreements: A formal agreement between two separate government entities—often a school and a city or county—setting forth the terms and conditions for shared use of public property or facilities. (Nation-wide e.g. Arkansas, in South FL: Broward County) http://changelabsolutions.org/publications/model-JUAs-national</p>		
<p>Justify the Selection of this evidence-based strategy</p>	<p>Studies have shown that people walk more in neighborhoods that are safe, walkable, comfortable, and aesthetically pleasing. Improved pedestrian and cycling infrastructure may promote physical activity by making walking and cycling more appealing, easier, and safer (Robert Wood Johnson Foundation, 2009). One of the most frequently cited barriers to physical activity is a lack of safe areas. Street-scale urban design and land-use policies and practices may increase environmental supports, such as safety, walkability, improved sense of community, decreased isolation, and reduction in crime and stress (Heath et al., 2006). Environmental changes such as improvements in infrastructure have many advantages. One major advantage is that once the changes are made, they often endure for the life of a structure. These changes have a potential influence on most, if not all, of the people living in the community, and sustained promotional efforts are not required.</p> <p>The Community Guide (2015) rates the evidence for street-scale urban design and land-use policies and practices as sufficient. The recommendation for the street-scale urban design was based on review of six studies in which the median increase in measures of physical activity was 35%. Community design and transportation elements are highly correlated, and a substantial body of new research suggests that their influences on physical activity are also interrelated (Heath et al., 2006).</p>		

See also Smart Growth America, <http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/complete-streets-faq>.

The guides listed under sources contain elements that should be considered. For example NACTO Street Design Guide is currently before the Senate and is apparently just about to be endorsed as the country's de facto street design manual (*An example of street elements federal government is looking at is Protected bike lanes.*)

Through guidance, members of the Little Havana community will be able to envision the future of their physical environment and be able to take steps forward toward a common goal (e.g more people walking, sense of safety, etc) The first phases as described in the implementation section, will providing residents, business owners, city government and stakeholders, with the knowledge and awareness of street design from all perspectives and how it affects individual's living, work, and play environments. Community members will feel empowered and engaged to make informed decisions and take policy advocacy positions, particularly within the planning processes of street re-design in Little Havana (City of Miami Little Havana Ped and Bike Plan). This is a critical step in building community readiness that will lead toward the desired outcomes of a safer, crime-free, healthier and more active community.

Ensuring the following objectives (*See implementation section for details*):

- Promoting education and demonstration of street design as a cost effective means for communities to saves money, accommodates the mixed-income neighborhood, promote economic development and supports an environment where all residents can travel safely with increased convenience.
- Community voice is part of, but not limited to:
 - City of Miami PED/Bike Study
 - City of Miami Master Plan - access to public-use areas such as trails connecting to Green Spaces
 - Florida Department of Transportation (FDOT) SW 8 St / 7 St Corridor Study
 - Miami-Dade Public Schools shared use
 - Transportation plans to promote alternative means of transportation and promote non-motorized forms of transportation such as; walking, biking, skating, etc.

Timeframe	Starting Year:	2015	Setting/Sector	<input checked="" type="checkbox"/> Community	<input type="checkbox"/> Health Care	<input type="checkbox"/> Work Site
	Ending Year:	Ongoing effort		<input type="checkbox"/> Community Institution/Organization	<input type="checkbox"/> Housing	<input type="checkbox"/> Other (Specify): Click here to enter text.
				<input type="checkbox"/> Faith-based	<input type="checkbox"/> School	

Community Assets and Opportunities

Opportunities for partnership, leverage, & alignment:

- The Miami Center for Architecture & Design (MCAD) is the place for everyone interested in design and the built environment, with community meeting space and educational programs to enhance public appreciation for architecture and design.
- MCAD to commence work on a FitCity Policy Initiative for the City of Miami. FitCity policies provide guidelines, programs and incentives for addressing multiple aspects of the built and environment and retrofitting existing structures into ones that support increased physical activity.
- SHADE Project: canopy for walkability
- Activation and redesign of City of Miami Parks (i.e. Riverside Park, Jose Marti Park, Henderson Park and Domino Park Plaza) to support physical activity.
- Miami River Commission
- Miami- Dade Metropolitan Planning Organization
- Miami-Dade County Public Works Department
- FIU – Architect Department
- University of Miami School of Public Health (Interns)
- Urban Impact Lab
- Property Owner Associations (Local conditions)
- Little Havana Safety Net Office
 - Has a green lab available for community meeting space.
- Ensure community voice as part of:
 - City of Miami PED/Bike Study
 - Florida Department of Transportation (FDOT) SW 8 St / 7 St Corridor Study
 - Miami-Dade Public Schools shared use
 - Transportation plans to promote alternative means of transportation and promote non-motorized forms of transportation such as; walking, biking, skating, etc.
- Department of Health Consortium: Complete Streets design elements promoted by Miami-Dade’s Health & Built Environment, Children’s Health Committee, & Others and were included in the Consortium’s Urban Design for private developers.
- Cross learning opportunity from Broward County – (Joint use space)
- City of Miami Strategic Plan 2015-2017 identifies the implementation of complete streets with an emphasis on walkability and ability to bike as a key strategy that will begin to be implement in City neighborhoods to support the safe mixed use of local streets. - PED/Bike Study,
- MDPS shared use and Transportation plan for different types (non-motorized)

	<ul style="list-style-type: none"> Pasos Seguros/Safe Steps (Alliance for Aging) -Little Havana has a large older adult population and also has a larger proportionate number of older adults in pedestrian accidents.(i.e. Safe Routes to Age in Place 5 “E” model in Little Havana, which includes Engineering, Education, Encouragement, Enforcement, and Evaluation. Consider the specific needs of older adults during the design of intersections, which may have a slower gait and, therefore, need longer time to cross an intersection. Solutions include but not limited to longer cross times, shorter crosswalks, etc. Resources on the AFI Steering Committee. 		
Population Focus	Little Havana pedestrians, bicyclists, drivers and residents that use public transportation.		
Estimated Direct Reach	Residents of Little Havana who walk, use public transport, drive through, or bicycle regularly. <i>(Community level data on specific use of transportation mode unavailable)</i>	Estimated Indirect Reach	All Little Havana residents. <i>(Est. pop. 53,431; Census 2010)</i>
Describe how will the strategy be implemented:	<p>Seeing that the community’s readiness to implement strategies need to be strengthened in order to engage a broad sector of the residents and stakeholders who may require additional knowledge, skills and understanding about the build environment and how they can affect change through their collective vision and voice, this strategy will be implemented in phases. The long term goal of the strategy being an engaged community that advocates and influences the design of their neighborhood to support physical activity.</p> <p>The 1st phase involves the following components working together to produce actions forward into next phases.</p> <p>Environmental Scan Component <i>(Examples include but not limited to):</i></p> <ul style="list-style-type: none"> Identify projects within Little Havana slated to take place and how community input may influence their implementation Identify areas that are being studied and capturing the work that is occurring in the community (e.g. FDOT 7th and 8th Street corridor study. Engage partners in the community (e.g. opportunities to co-design with City of Miami PED/Bike) Collect data and to include in capacity building of community stakeholders. Work with capacity building facilitators to incorporate data use in educational workshops. Identify critical improvement zones- specific areas needs for change Identify what works in other similar cities, neighborhoods, and around the world <p>Education Component <i>(Examples include but not limited to):</i></p> <ul style="list-style-type: none"> Building capability for residents, business owners, health sectors, local and state government and stakeholders with: 		

	<ul style="list-style-type: none"> ○ The knowledge and understanding of the different street design and policy elements and how these affect their environment and lifestyle (e.g. culturally responsive workshops, meetings, what is meant to residents, business owners, sidewalks, bike lanes, crosswalks, lighting) ○ Knowledge on models that can be applied to an area identified and have been used in other places (e.g field trips to neighboring local communities for visual learning, virtual tours, best-practices on what works, engaging the community what they see appropriate – designing physical piece and understanding it, etc) ○ Emphasis on communication (culturally responsive materials) ○ Understanding project phases (timelines) ○ Awareness on public meetings (working closely with the environmental scan component). Encourage community representation to ensure that planned projects and designs are equitable to meet the needs of every community member, regardless of their age, income, ability, or how they travel ○ Collection of data (e.g Survey Assessments Pre & Post, Attendance) <p>Testing Component (<i>Examples include but not limited to</i>):</p> <ul style="list-style-type: none"> ● Demonstrations, allowing users to experience the physical setting. (temporary fixtures varying from days to weeks for study & data collection) ● Capturing the experience by using a variety of observational methods (e.g. before and after pictures, videos, personal stories, surveys) and evaluation of it. <i>Minimum of 3 methods for collection of data recommended.</i> ● Sharing findings with an educational component. <p>The development of subsequent implementation phases for this strategy will occur after 1st phase has been conducted and recommendations brought forth by trained and knowledgeable community stakeholders upon completion of capacity building and activities conducted during phase 1.</p>		
<p>Describe any resources that are committed or pending to support to this strategy:</p>	<p>City of Miami has identified through various departments projects that could support the build environment in Little Havana, however this information is not always readily available</p> <p>Age Friendly Initiative has conducted several studies that while focused on older adults may be useful across all ages groups in Little Havana</p>	<p>What additional resources need to be sought?: <i>(Include specific \$ ranges)</i></p>	<p>Environmental Scan 10,000.00</p> <p>Build capability for residents, cross sectors stakeholders series workshops and communication strategies - \$ 20, 000.00</p>

			<p>Demonstration projects reflective of community's vision for their neighborhood, designed to further engage stakeholders 5,000.00 to 7,500.00</p>
<p>How will the strategy be measured? We may need TA from Deitre to assist with completing this section.</p> <p>The examples listed are proposed Performance Measures. Opportunities for realigning Performance Measures with Broader aims may arise after first phases of implementation step. (e.g. The City's rate of crashes, injuries, fatalities, foot traffic, bike, traffic, etc.)</p>	<p>How will we measure <u>how much</u> will we do?</p>	<p><i>Examples include but not limited to:</i></p> <ul style="list-style-type: none"> # of workshops conducted by facilitators. # of trained staff/volunteers. # of partners/stakeholders/community participated at educational sessions/meetings. # of test sites/demonstrations. 	
	<p>How will we measure <u>how well</u> will we do it?</p>	<p><i>Examples include but not limited to:</i></p> <ul style="list-style-type: none"> % of partners/stakeholders/community residents attending public meetings/project impacted (post educational sessions) % of partners/stakeholders/community understanding the subject matter (e.g. assessed through surveys, culturally responsive material) % of partners/stakeholders/community reporting demonstrations are impacting environment (in positive way) 	
	<p>How will we know if <u>anyone is better off</u>?</p>	<p><i>Examples include but not limited to:</i></p> <ul style="list-style-type: none"> #/% who knowledgeable Partners, stakeholders, and community residents that are engaged in the process of co-developing the physical environment in Little Havana. #/% Partners, stakeholders, and community residents are educated about their physical environment after workshops, surveys, demonstrations. #/% Little Havana residents who participate in test sites/demonstrations 	

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Strategy 1.3:	Implement Crime Prevention Through Environmental Design (CPTED) strategies in Little Havana.		
Source of Strategy <i>(or where has this worked?):</i>	<p>The National Criminal Justice Reference Service identifies CEPTD as part of a comprehensive crime prevention strategy (National Institute of Justice, 1996). National Institute of Justice researchers has found the implementation of CEPTD strategy to be successful in Hartford, CT. The U.S. Department of Justice’s Using Crime Prevention Through Environmental Design in Problem-Solving (Zahm, 2007) provides a guide for implementing CPTED.</p> <p>CDC Guide to Strategies to Increase Physical Activity in the Community (2011)</p> <p>City of Miami Police Department has included CPTED in neighborhoods such as Coconut Grove in response to high level of street crimes in a relatively limited commercial/residential sections. The law enforcement personnel assigned to the Coconut Grove Neighborhood Enhancement Team were involved in this initiative with support from the Miami Police Department’s Crime Analysis.</p>	Type of strategy:	<input type="checkbox"/> Policy Change <input type="checkbox"/> Systems Change <input checked="" type="checkbox"/> Environmental Change <input type="checkbox"/> Programmatic Change
Justify the Selection of this evidence-based strategy	<p>Parks play an important role in a community’s landscape and often provide a respite from the lack of green space that can characterize urban neighborhoods. Recent research suggests that spending time outdoors in green spaces can increase relaxation and positive emotions. Concerns about crime in urban parks often reduce opportunities for residents to benefit from all of the physical and psychological benefits that the positive use of parks can provide. Such concerns were clearly identified as part of the Live Healthy needs assessment conducted in Little Havana from August to October 2014.</p> <p>Crime prevention through environmental design (CPTED) has been defined as the "proper design and efficient use of the built environment that can lead to a reduction in the fear and the incidence of crime, and an improvement in the quality of life" (Jeffreys 1971). CPTED principles can increase park users’ perceptions of safety while discouraging potential criminal activity, therefore reducing crime proactively and unobtrusively.</p> <p>The four principals of CPTED will be addressed as follows:</p> <ol style="list-style-type: none"> 1. Natural surveillance - Promote environmental maintenance so that that people can be easily seen by other users, staff, and anyone who may pass by the park, trail or playground. (e.g. lighting) 2. Natural access control – Provide natural controls to specific areas by planting flower beds or fences. 		

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		<p>3. Territoriality – Provide distinction between public and private areas and enforce the distinctions (e.g. signs) 4. Maintenance – Provide sustainability by creating “right size” parks that can be easily maintained.</p> <p>As stated in the Story Behind the Curve (above), Little Havana residents see community parks as their own backyard but feel they cannot use them as such because of perceived criminal activity that exists in the parks, particularly use, abuse, and sales of drugs and alcohol. Through the CPTED strategy, environmental changes will be put in place that discourage this activity and instill a sense of safety in the parks. When coupled with strategy 1.1 (social support intervention to promote physical activity), CPTED will activate the parks to be used as a place where all residents can safely engage in regular physical activity.</p>				
Timeframe	Starting Year :	2015	Setting/Sector	<input checked="" type="checkbox"/> Community	<input checked="" type="checkbox"/> Health Care	<input checked="" type="checkbox"/> Work Site
	Ending Year:	2020		<input checked="" type="checkbox"/> Community Institution/Organization	<input checked="" type="checkbox"/> Housing	<input checked="" type="checkbox"/> Other (Specify): City of Miami Police Department, Code Enforcement, NET Office, etc.
Community Assets and Opportunities		<p>Opportunities: Although residents surveyed as part of the needs assessment conducted consistently reported being generally unwilling to use parks due to fear of crime, a number of residents said that they would be willing to participate in organized and sustainable park clean-up activities that would eliminate criminal activity in parks and allow them/their children to use parks more.</p> <p>The City of Miami Strategic Plan, 2015-2017, includes objectives and strategies that are expected to expand opportunities for recreation in City parks and public spaces for residents and visitors. Activities implemented in Little Havana as part of this strategy could be aligned with the following City of Miami strategic objectives:</p> <ol style="list-style-type: none"> 1) Develop and maintain parks and other City assets to promote culture and recreation; 2) Increase residents’ access to and awareness of culture and recreation services and events; and 3) Explore strategic partnerships, grants, and other funding sources to expand the culture and recreation services provided by the City (e.g. educational workshops around public safety issues, expand crime prevention programs, foster a sense of safety) 				
Population Focus		All Little Havana residents.				
Estimated Direct Reach		Baseline data not available on park and public space usage in Little Havana			Estimated Indirect Reach	All Little Havana residents.

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			(Est. pop. 53,431; Census 2010)
<p>Describe how will the strategy be implemented:</p>	<p>This work will be divided into phases. During all phases, the four main principles of CPTED will be addressed (Natural surveillance, Natural access control, Territoriality, and Maintenance).</p> <p><u>Phase 1: Capacity Building</u></p> <ul style="list-style-type: none"> • Engage Leadership/Advocacy: <ul style="list-style-type: none"> ○ Engage partners in the community ensuring adequate participation from residents and other diverse stakeholders that can support local implementation of CPTED strategies (including but not limited to City Police Department, City Parks and Recreation, Neighborhood Enhancement Team, residents, stakeholders, etc.). ○ Increase participation in public meetings on safety. Encourage community representation to ensure that planned projects and designs are equitable to meet the needs of every community member, regardless of their age. • Environmental Scan: (Examples include but not limited to) <ul style="list-style-type: none"> ○ Identify “Hot Spots” through out the community (i.e. public/commercial/residential areas) within Little Havana where safety is an issue (e.g. prevalence of drugs, crimes, alcohol-usage) ○ Collect Baseline Data: Conduct an environmental assessment of parks and green spaces in Little Havana to assess the degree in which crime, litter, and/or infrastructure are impeding park use. ○ Capture the work that is occurring in the community that affects the environment (e.g. FDOT 7th and 8th Street corridor study, Cheritt Group - redesigning of Jose Marti Parks) ○ Identify critical improvement zones- specific areas needing change • Education (Examples include but not limited to): <ul style="list-style-type: none"> ○ Educate residents, business owners, police officers, neighborhood enhancement teams, local government and other stakeholders on: <ul style="list-style-type: none"> ▪ CPTED design components and how they affect the environment and lifestyle (e.g. culturally responsive workshops, meetings, what is meant to residents, business owners) ▪ Models that can be applied to an area identified and have been used in other places (e.g field trips to neighboring local communities for visual learning, virtual tours, best-practices on what works, engaging the community what they see appropriate – designing physical piece and understanding it, etc) ▪ Project phases (timelines) ▪ How to report non-emergency crimes, complaints, reporting illegal activities. 		

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	<p>The development of subsequent implementation phases of this strategy will occur after Phase 1 has been completed and will include recommendations brought forth by trained and knowledgeable community stakeholders upon completion of capacity building.</p>	
<p>Describe any resources that are committed or pending to support to this strategy:</p>	<p>City of Miami Police College offers a CPTED training component for their students and City of Miami Police staff that can be coordinated with community resource officer and NET office and across other City of Miami Departments</p>	<p>What additional resources need to be sought?: <i>(Include specific \$ ranges)</i></p> <p>Environmental Scan \$10,000.00</p> <p>Build capability for residents and cross-sector stakeholders through a series of educational workshops - \$ 20, 000.00</p> <p>Support and Coordination of Community CPTED Action Group to implement learned strategies and address “HOT Spots” this may include coordination between resident groups trained and City of Miami Departments including Police and parks for clean ups, etc. crime watch types of activities that will include walking the neighborhood and supporting outdoor activities for residents to be active - \$7,500.00 to 10,000</p>
<p>How will the strategy be measured?</p>	<p>How will we measure <u>how much</u> will we do?</p>	<p>Examples include but not limited to:</p> <ul style="list-style-type: none"> # of CPTED Training conducted # of individuals participated in CPTED Training (residents/stakeholders/community staff) # of CPTED “hot spot” sites targeted for reduction of crime # Partners, stakeholders, and community residents participating CPTED activities in Little Havana <p>How will we measure <u>how</u></p> <p>Examples include but not limited to:</p>

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	<u>well will we do it?</u>	% of Individuals increased knowledge CPTED strategies and activities and its impact on health % of partners/stakeholders/community residents attending public meetings % of “Hot Spot” sites with reducing crime activity that supports physical activity in Little Havana
	<u>How will we know if <u>anyone</u> is better off?</u>	Examples include but not limited to: #/% Partners, stakeholders, and community residents with greater understanding of about CPTED #/% who understand how they can influence change through CPTED Activities in Little Havana #/% of residents trained that are actively engaged in CTEP Activities that support physical activity in Little Havana.

DRAFT