



## 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):

1. **Percentage of adults who meet moderate physical activity recommendations in Miami-Dade County.**
2. **Percentage of Teens who engage in regular physical activity in Miami-Dade County.**

### What do we propose to do to turn the curve?

**Strategy 1:** Implement a Social Support Intervention to Promote Physical Activity in Little Havana.

**Strategy 2:** Empowering Healthy Streets through Education and Community Engagement.

**Strategy 3:** Implement Crime Prevention Through Environmental Design (CPTED) strategies in Little Havana parks.

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**Strategy 1:** Implement a Social Support Intervention to Promote Physical Activity in Little Havana.

**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).

### Implementation strategies *components include but not limited to:*

- 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**
  - 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.



## How will the strategy be measured?

### How much will we do?

# of social, physical activity programs established.

# of educational training conducted.

# of staff trained.

### How well will we do it?

#/% 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.

### Is anyone is better off?

#/% of Little Havana residents that have increased their level of physical activity.

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**Strategy 2:** Empowering Healthy Streets through Education and Community Engagement.

**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. (*Community level data on specific use of transportation mode unavailable*).

**Estimated Indirect Reach:** All Little Havana residents. (*Est. pop. 53,431; Census 2010*).

### **Implementation strategies components include but not limited to:**

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.

The 1<sup>st</sup> phase involves the following components working together to produce actions forward into next phases.

Environmental Scan Component (*Examples include but not limited to*):

- 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 7<sup>th</sup> and 8<sup>th</sup> 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 stake holders.
- 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.

Education Component (*Examples include but not limited to*):

- Building capability for residents, business owners, health sectors, local and state government and stakeholders with:
  - 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).

Testing Component (*Examples include but not limited to*):

- 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. *Minimum of 3 methods for collection of data recommended.*
- Sharing findings with an educational component.

The development of subsequent implementation phases for this strategy will occur after 1<sup>st</sup> 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.

**How will the strategy be measured?**

**How much will we do?**

*Examples include but not limited to:*

# of workshops conducted by facilitators.



# of trained staff/volunteers.

# of partners/stakeholders/community participated at educational sessions/meetings.

# of test sites/demonstrations.

### **How well will we do it?**

*Examples include but not limited to:*

% 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).

### **Is anyone is better off?**

*Examples include but not limited to:*

#/% 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 3:** Implement Crime Prevention Through Environmental Design (CPTED) strategies in Little Havana.

**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. (Est. pop. 53,431; Census 2010).

**Implementation strategies components include but not limited to:**

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).

### **Phase 1: Capacity Building**

- **Engage Leadership/Advocacy:**
  - 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)
  - 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 7<sup>th</sup> and 8<sup>th</sup> 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*):
  - Educate residents, business owners, police officers, neighborhood enhancement teams, local government and other stakeholders on:
    - 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.
- 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.

## How will the strategy be measured?

### How much will we do?

*Examples include but not limited to:*

# 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.



**How well will we do it?**

*Examples include but not limited to:*

% 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.

**Is anyone is better off?**

*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 CPTED Activities that support physical activity in Little Havana.