Catalyzing Community-Scale Movements: The Healthy, Active, & Vibrant Communities Model
Presentation Summary

• HAVC model components
• Keys to Success
• HAVC on the ground
• Learn from you
Trailnet’s Mission

PROMOTING ACTIVE LIVING

- Programs
- Policy
- Planning . . . that promote walking and bicycling
Programs
HAVC in Real Terms

• Began in 2006 . . . 5-year initiative

• Funded by the Missouri Foundation for Health

• Four communities selected
  • City of Ferguson (suburban)
  • Old North St. Louis (urban neighborhood)
  • City of De Soto (rural)
  • West End (urban neighborhood)

• Includes funds for
  • physical activity events
  • rendering projects
  • professional development
Three components

1) Community Selection
2) Capacity Building
3) Technical Assistance and Support
Live Well Ferguson!

ANNUAL PLAN 2010

www.livewellferguson.com

“The color of the circles correspond to the phases in the process wheel shown below. In addition, green circles represent dissemination activities.”

Funding for this project was provided in part by the Missouri Foundation for Health. The Missouri Foundation for Health is a philanthropic organization whose vision is to improve the health of the people in the communities it serves.
Task Force Identity

- Name
- Logo
- Materials
  - Doorhangers
  - Flyers
  - Postcards
  - Banner
  - T-Shirts

**Task Force Identity**

**Materials**
- Doorhangers
- Flyers
- Postcards
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- T-Shirts

**FREE FALL BIKE RIDES**
**Explore the Riverfront Trail!**
For ages 8 and up.
Adults and Families Encouraged
Saturdays, October 4th - November 8th
Ride destinations and themes listed on back
Snacks provided
Ride support provided (flat tires fixed)

**EAT•RIGHT•NOW! Parade**
Community Health Fair
Saturday, June 5th
14th Street and St. Louis Ave.
Parade - 9:30am - 11:30am
Health Fair - 9am - 1pm

**BASIC INFO**
Saturdays 10am-12pm
Oct 4th - Nov 8th
Rides depart from Gracie I Hill Campus and the corner of Hadley & Warren Streets
*additional details on back*

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**TRAILNET**
Promoting Active Living

**OPEN STREETS 2010**
**SATURDAY OCT 9**
OPEN STREETS is coming to Old North this weekend!

Activities include:
- Climbing wall
- Free bike rentals (up to 100 helmets)
- Bike rodeo safety rodeo
- Inflatable bounce house
- Inflatable bouncy run
- Free aerobics classes
- Free throw competition
- Free bike repair and tune-up station
- Bike repair
- North City Farmers’ Market
- Live music
- AND MORE!

Activities will be located along the new 5th St.
Streets will be closed in the area from 8am - 4pm. We need your help to make this event safe and successful. See back for details.
Professional Development

[Image of six people standing by a waterfront]
Professional Development
Technical Assistance

- Jackson Park and 14th Street re-design
- Jefferson County Farmers’ Market regulations
Community Selection

- Strong commitment
- Community readiness
- Strong overlap with other programs
- Diverse community representation
Keys to Success

- Center work around a focus area or a focal point
- Have a clear MOU
- Bring a strong community champion on board
Keys to Success

- Work toward early successes
- Ongoing recruitment
Barriers to Implementation

- Lack of resources
- Lack of community consensus
- Local culture reflects lack of interest
- Absence of local governing body with authority to enact change
- No support from officials
Honing the Model

- Better understanding of staff capacity
- Employ a model of co-leadership
- Front-loaded, intensive training for core leadership
• Center for Training and Research Translation emerging intervention

• Being replicated by Social Innovation in Missouri

• Being published in the Community Development Journal
Resources

- Center TRT link
  - www.center-trt.org
  - Go to obesity prevention ➔ Trailnet-HAVC

- Toolkit
  - www.trailnet.org/HAVC_Toolkit.php