

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

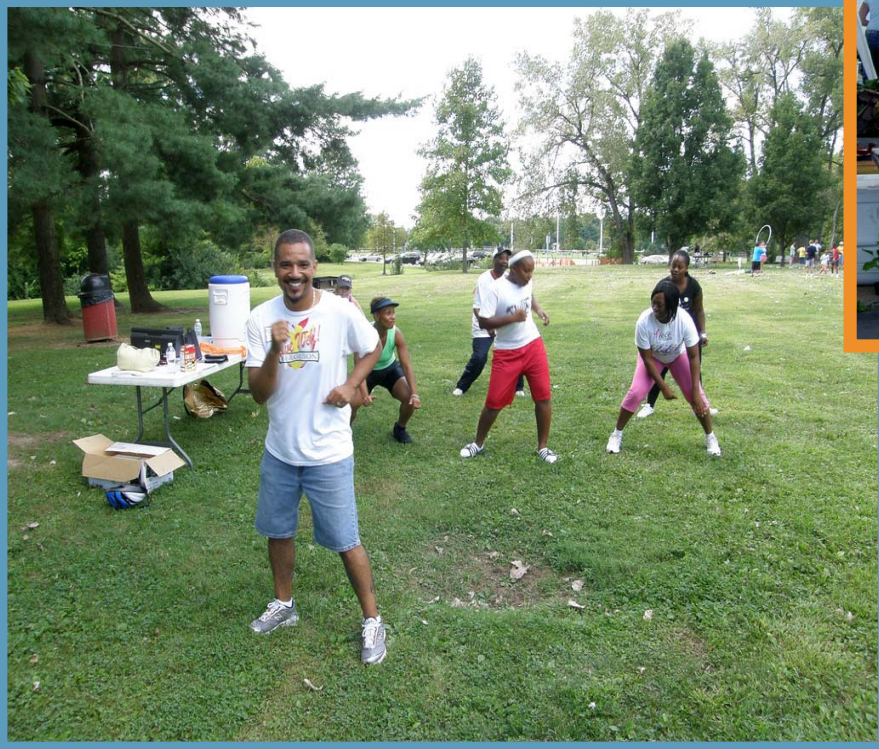
Programs



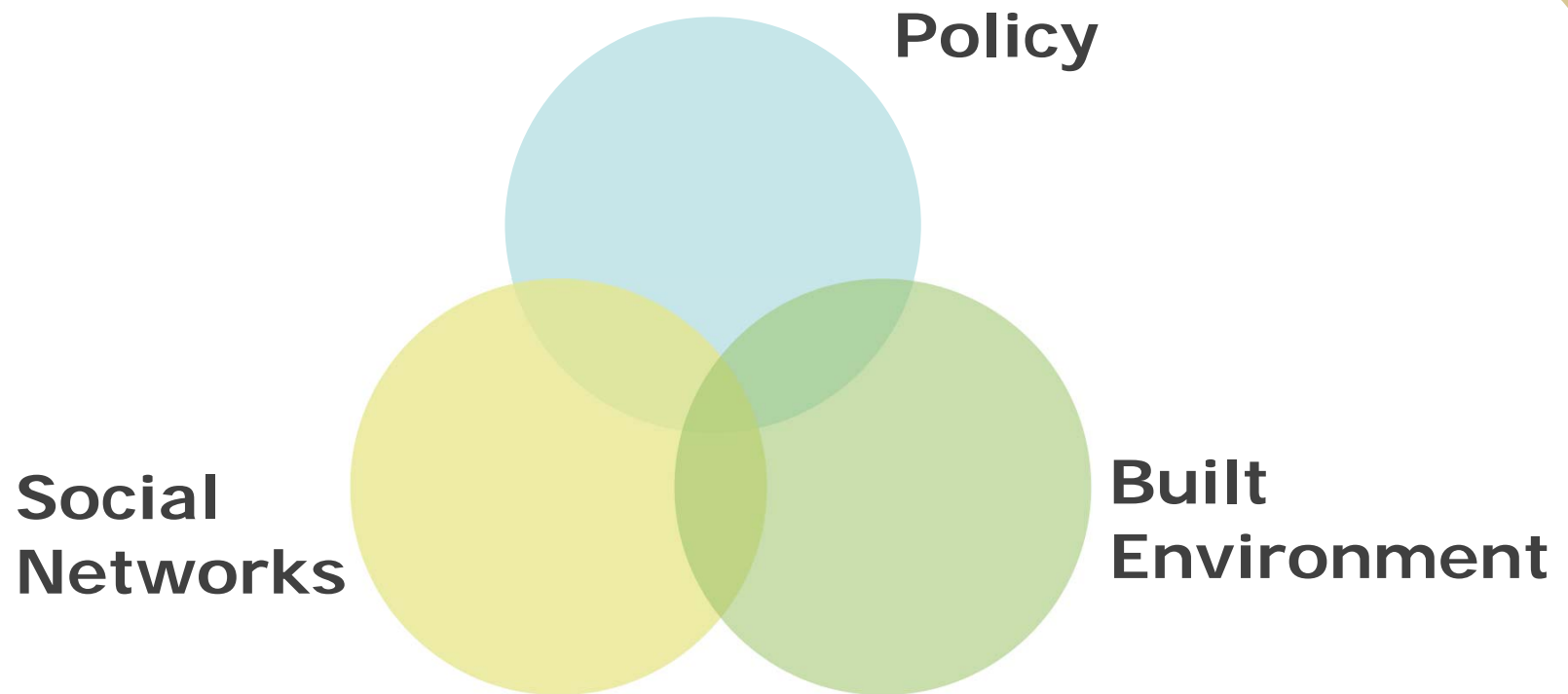
Planning



Policy



Nexus of Change



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

Task Force



Live Well Ferguson!



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.



www.trailnet.org

Timeline template designed by H3 Studio



Graphic elements designed by Nate Sprehe



Task Force Identity

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



EAT • RIGHT • NOW! Parade & Community Health Fair

FREE FOOD! LIVE MUSIC KIDS ACTIVITIES COOKING DEMO

The North City Farmers' Market EAT RIGHT NOW! Parade and Community Health Fair is a one-of-a-kind FREE event that celebrates eating healthy, eating local, and encourages exercise. After the parade, come to the opening celebration of the North City Farmers' Market and enjoy the health fair, where vendors from health-related businesses will be passing out information and more. There will be free food, a free cooking demonstration, live entertainment, children's activities and delicious vegetables, fruit, and meat from the farmers market.

Saturday, June 5th
14th Street and St. Louis Ave.

Parade - 9:30am - 11:30am
Health Fair - 9am - 1pm

OLD NORTH MPH GRACE HILL

TRAILNET Gateway Greening

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)

BASIC INFO

Saturdays 10am-12pm
Oct 4th - Nov 8th

Rides depart from
Grace Hill Campus at
the corner of Hadley &
Warren Streets

**additional details on backside



www.stlopenstreets.org

Dear OLD NORTH Residents,
OPEN STREETS is coming to Old North this weekend!

SATURDAY
OCT 9

OPEN STREETS is a FREE community event full of fun activities for all ages!

Activities include:

- Car-free streets!
- A climbing wall
- Free bike helmets (up to 100 helmets)
- Kids bike safety zodeo
- Inflatable bounce house
- Inflatable bungy-run
- Free aerobics classes
- Free throw competition
- A free bike repair and tune-up station
- Hula hoops
- North City Farmers' Market!
- Live music
- AND MORE!

***Activities will be located along the new 14th St. Streets will be closed in the area from 8am - 1pm. We need your help to make this event safe and successful. See back for details.



Annual Convening





HEALTHY, ACTIVE & VIBRANT
COMMUNITY

2009
TOOLKIT



SOLUTIONS FOR:
COMMUNITIES
SCHOOL DISTRICTS
POLICY MAKERS
DESIGN PROFESSIONALS
AND MORE...

Toolkit



Professional Development



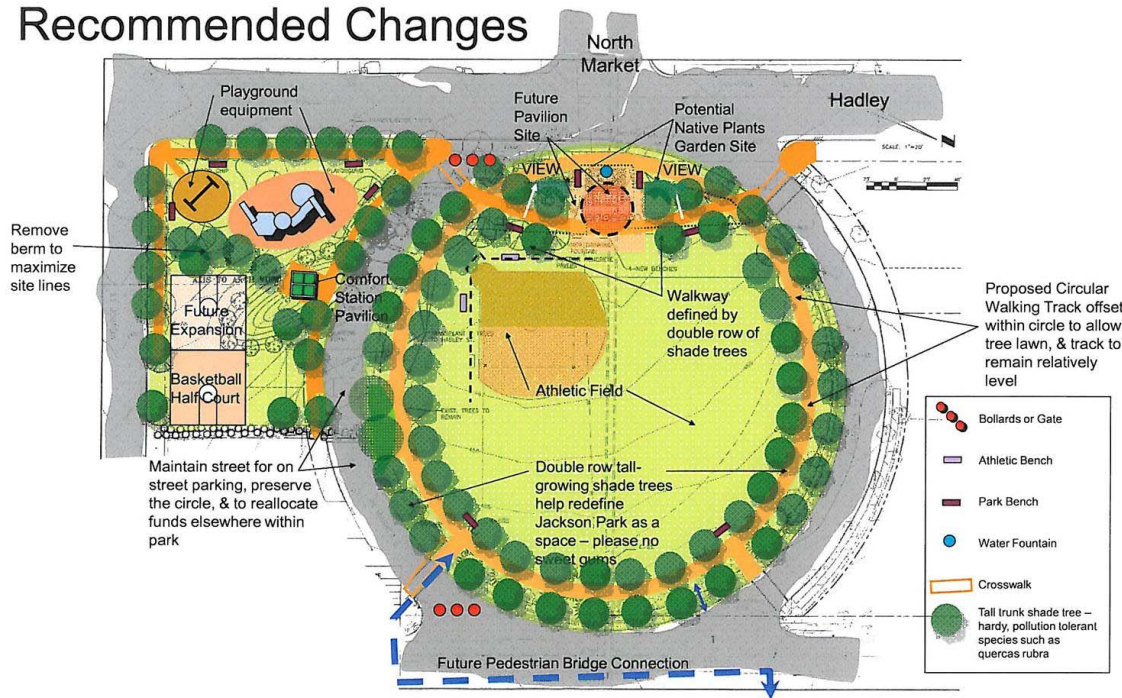
Professional Development



Technical Assistance

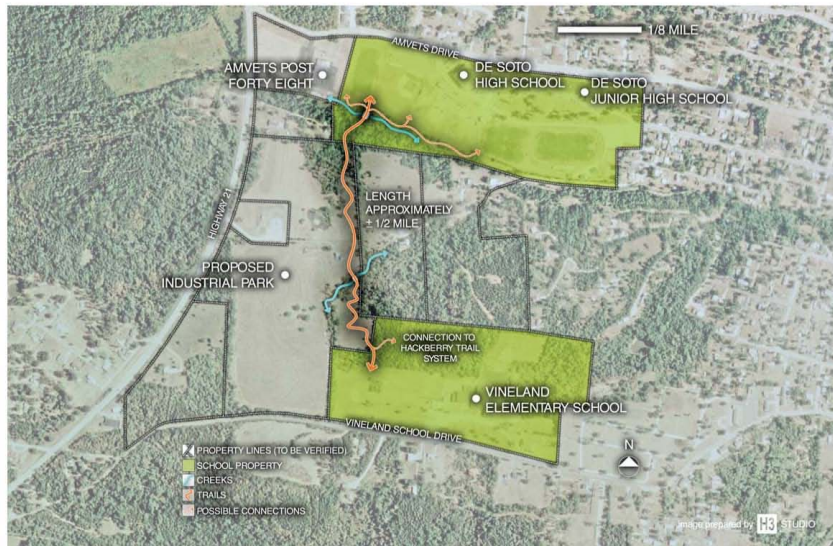
- Jackson Park and 14th Street re-design
- Jefferson County Farmers' Market regulations

Recommended Changes



GET HEALTHY DE SOTO RENDERING PROJECT

A Trail Connecting De Soto's Schools



gethealthy DeSoto TRAILNET Promoting Active Living Missouri Foundation for Health

GET HEALTHY DE SOTO IS ONE OF THREE COMMUNITIES PARTNERING WITH TRAILNET'S HEALTHY, ACTIVE, & VIBRANT COMMUNITIES INITIATIVE. FUNDING FOR THIS PROJECT WAS PROVIDED THROUGH BY THE MISSOURI FOUNDATION FOR HEALTH, THE MISSOURI FOUNDATION FOR HEALTH'S A PUBLIC-PRIVATE ORGANIZATION WHOSE MISSION IS TO IMPROVE THE HEALTH OF THE PEOPLE IN THE COMMUNITIES IT SERVES.

Technical Assistance



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

Honing the Model

- 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