

# 2011 APA-PA Annual Conference

October 16-18, 2011     Scranton, Pennsylvania



## Active Design:

*The Connection Between  
Health, Land Use, Recreation,  
Transportation and Technology*



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## Roundtable Panelists

### *Andrew JG Schwartz*

- Managing Principal, Environmental Planning & Design, LLC
- Registered Landscape Architect
- Certified Planner
- 20+ Years of Community Planning and Landscape Architecture Experience

### *Carolyn Yagle*

- Associate, Environmental Planning & Design, LLC
- Registered Landscape Architect
- Certified Planner
- 13 Years of Community Planning Experience

### *Ann Toole*

- Principal, Toole Recreation Planning
- Certified Park and Recreation Practitioner
- 30+ Years of Recreation Planning Experience
- Past Positions with Municipal and Federal Park Agencies
- Consultant to PA DCNR and author of several recreation management manuals

### *Dan Hoffman*

- Director of Facilities Planning and Development, Excelsa Health Systems
  - 35+ Years of Experience in Health Care Industry
  - President of 3 Rivers Chapter of Construction Management Association of America
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## Today's Agenda

1. Is There an American Health and Wellness Crises?
  2. What Can Planners Do to Reverse the Trends?
  3. Panel Questions
  4. Additional Panelist Thoughts and Perspectives
  5. Open Discussion and Brainstorming
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## Trends and Factors

Obesity is one of the most challenging health issues in the US. 2/3 of adults and 1/3 of children and teens are currently overweight putting them at increased risk for more than 20 major diseases including type 2 diabetes and heart disease.

Nationally, adult obesity rates have grown from 15% in 1980 to 34% in 2008.

It's not just our health that is suffering: obesity-related medical costs and a less productive workforce are hampering America's ability to compete in the global economy.

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## Trends and Factors



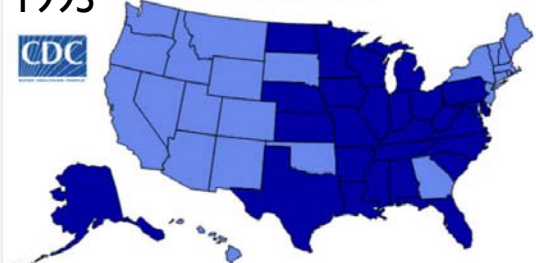
1985



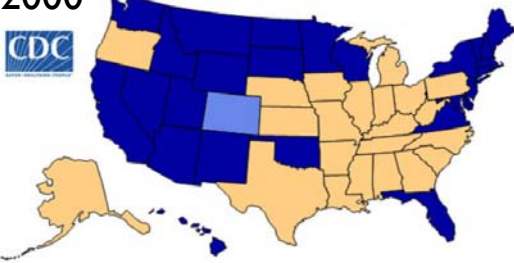
1990



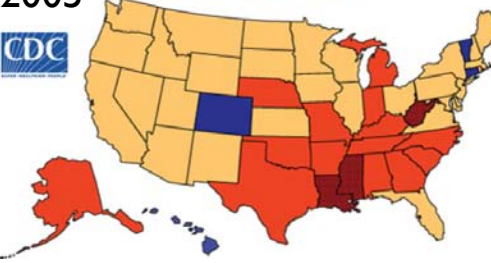
1995



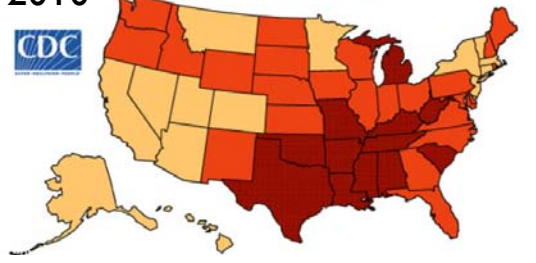
2000



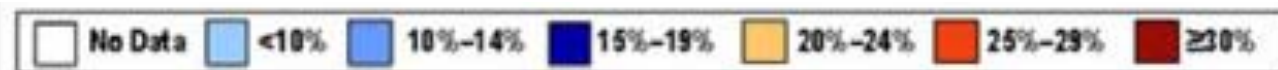
2005



2010



Adult Obesity Rates



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## Trends and Factors

Health Indicators	Pennsylvania Statistics
3-Year Average - Adult Obesity (2008-2010)	28.5%
State Ranking - Most Obese	19
Adult Overweight and Obese	64.7%
Adult Diabetes	64.7%
State Ranking - Diabetes	17
Adult Physical Inactivity	25.8%
State Ranking - Physical Inactivity	15
Household Poverty	10.9%



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## Trends and Factors

Health Indicators	Pennsylvania Statistics
Obese High School Students (2009)	11.8%
Overweight High School Students (2009)	15.9%
Obese Low Income Children (Ages 2-5)	12.0%
Obese Children (Ages 10-17)	15.0%
State Ranking - Obese Children (Ages 10-17)	25
Participate In Any Vigorous Activity Every Day	35.4%
Participate In At Least 60 Minutes of Vigorous Activity Every Day	27.7%



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## Trends and Factors

Over the past 20 years, health care premiums have more than doubled. The amount spent by Americans on obesity-related medical care is nearly 60 percent higher than expenses for all types of cancer combined.

The average American's lifespan has increased by 5 years to 78 years of age. Consequently, over the past decade the proportion of the national population made up of seniors has grown to 13% and is expected to increase to 19% in the next 10 years.

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## Trends and Factors



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## Trends and Factors

Today, American children spend more time indoors with video games, computers and televisions than outside in nature.

Numerous studies have quantified and qualified changes in childhood, among them reduced mobility and less range for exploration, including reduction in walking or riding a bike to school; growing fear of strangers, traffic and nature; and an increase in obesity and diabetes that may in part be related to low levels of outdoor activity and a sedentary lifestyle.

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## Trends and Factors



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## Trends and Factors

Over the past 40 years, America's appetite for driving has grown from 4,000 miles per year to 10,000 miles per year. In 2010, the average middle aged American spent nearly 80 minutes per day in their car. This is due largely to congestion and longer commuting distances. In the same 40-year period, obesity has risen nearly 20%.

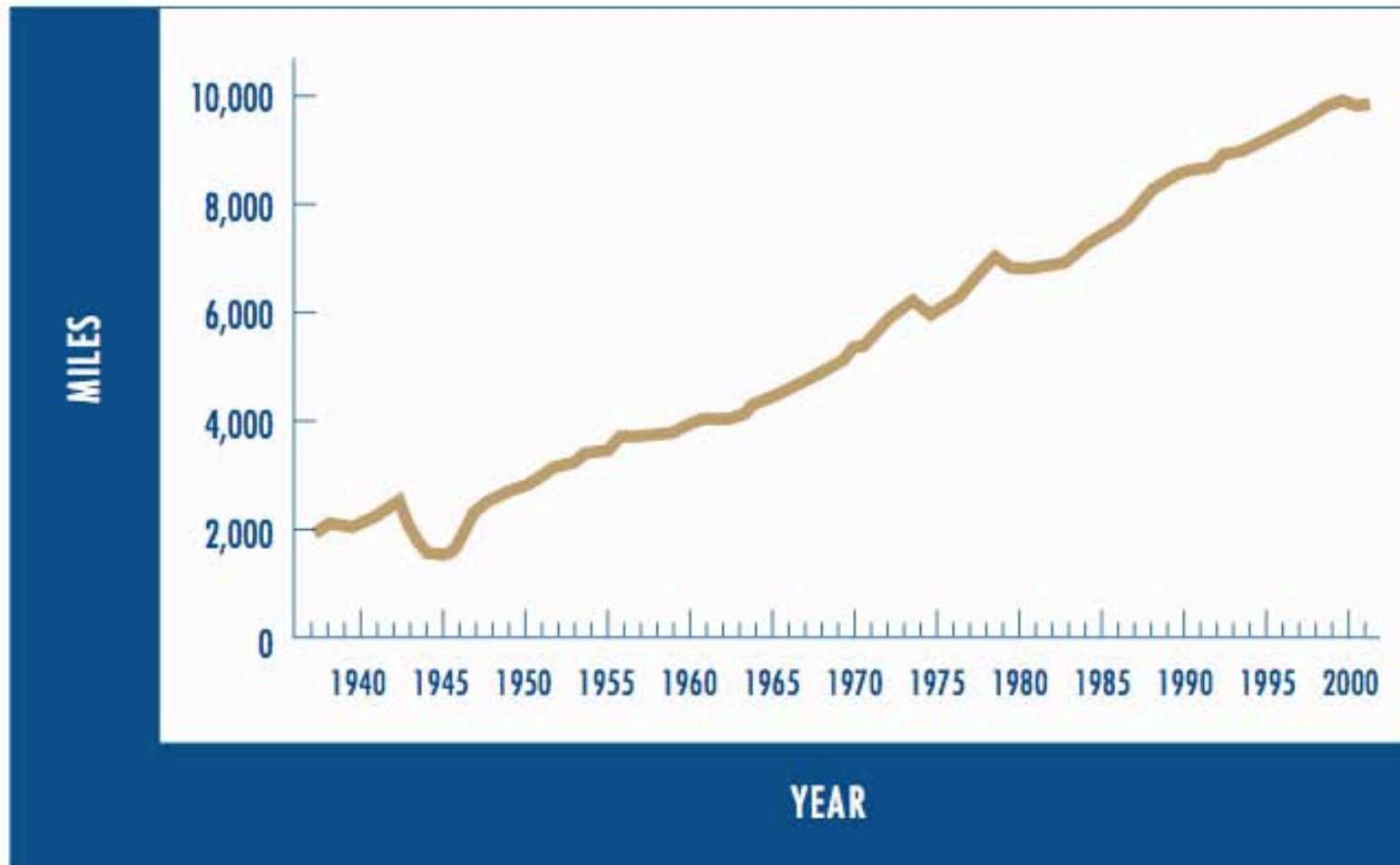
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## Trends and Factors





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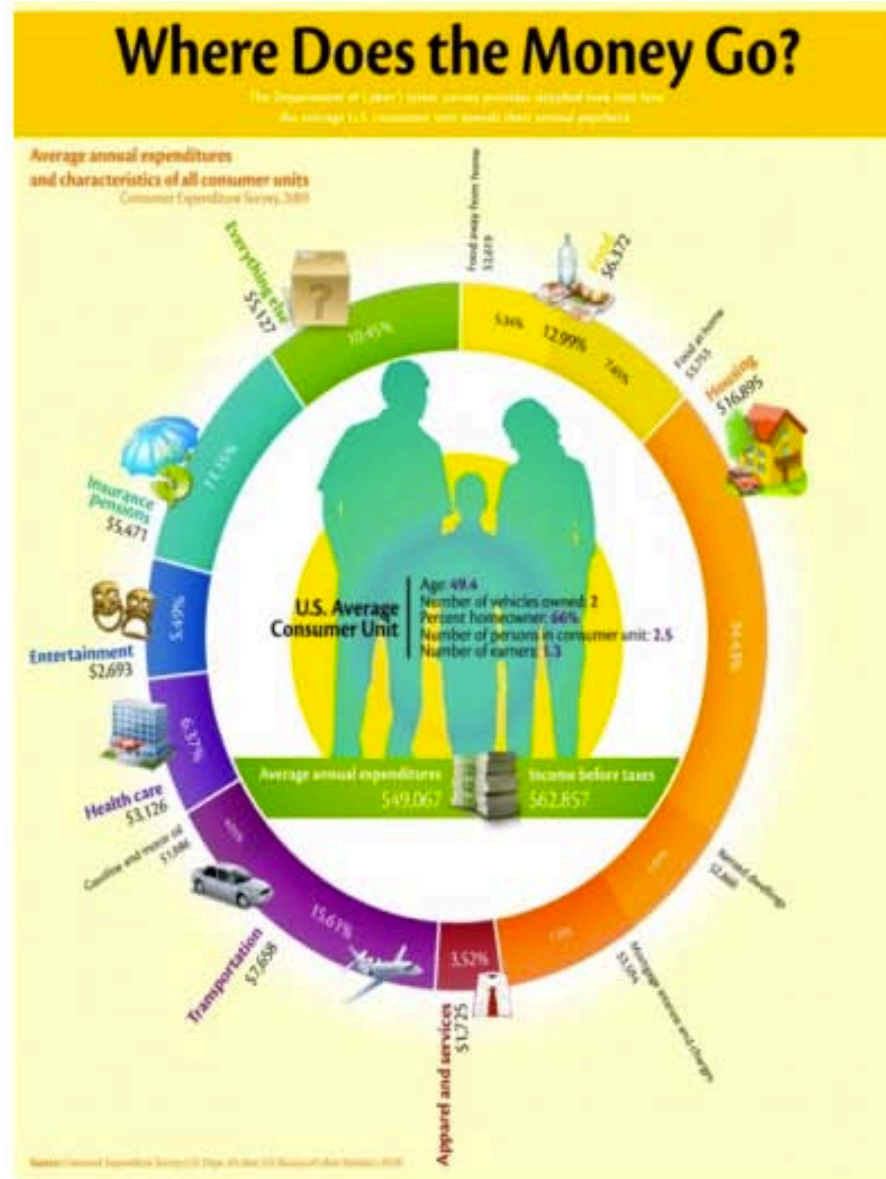


## Trends and Factors

Due to the increased time in the car, the average household budget allocation in 2010 for transportation is 16%. This is second only to spending on housing and 3% more than spending on food. In 1970, Americans spent about \$6 billion on fast food; by 2000, they spent more than \$110 billion which accounts for nearly 25% of all food-related spending.

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## Trends and Factors

Today, Americans spend more money on fast food than on higher education, personal computers, computer software, or new cars. We spend more on fast food than on movies, books, magazines, newspapers, videos, and recorded music – combined.

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## Trends and Factors



**Wellness ...**  
*It's a Smart Choice*

Our Vision Statement

To cultivate a positive work environment fostering employee health and engagement by providing healthier choices to minimize health risks and enrich daily life for every employee thru our Smart Choice Employee Wellness Initiatives.

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## Trends and Factors



### How Do We Measure Our Progress?

- We Measure and Rate Our Program by:
  - Regional and National Scorecards that Rate Your Wellness Program
    - Highmark
    - Welcoa
    - HERO
  - Claims Paid
    - 2007 Increased 10.78% or \$1,914,146
    - 2008 Increased 27.24% or **\$5,358,120**
    - 2009 Increased 15.10% or \$3,783,133
    - 2010 Increased 3.41% or \$ 982,918
  - Decreasing Costs Show Our Program is Working

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## Trends and Factors

### Building Community Partnerships

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- Sponsoring a symposium on the changing regional healthcare market in co-operation with local Chambers of Commerce.
  - Developed an Excelsa/YMCA Partnership Group to explore collaborative community initiatives.
  - Participation in a Community Needs Assessment project.
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## Trends and Factors

### Building Community Partnerships

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- Collaboration with area businesses to assist them with employee health screenings and wellness initiatives.
- Provide on site health education programs for area businesses.
- Participation in numerous community health fairs and outreach events.

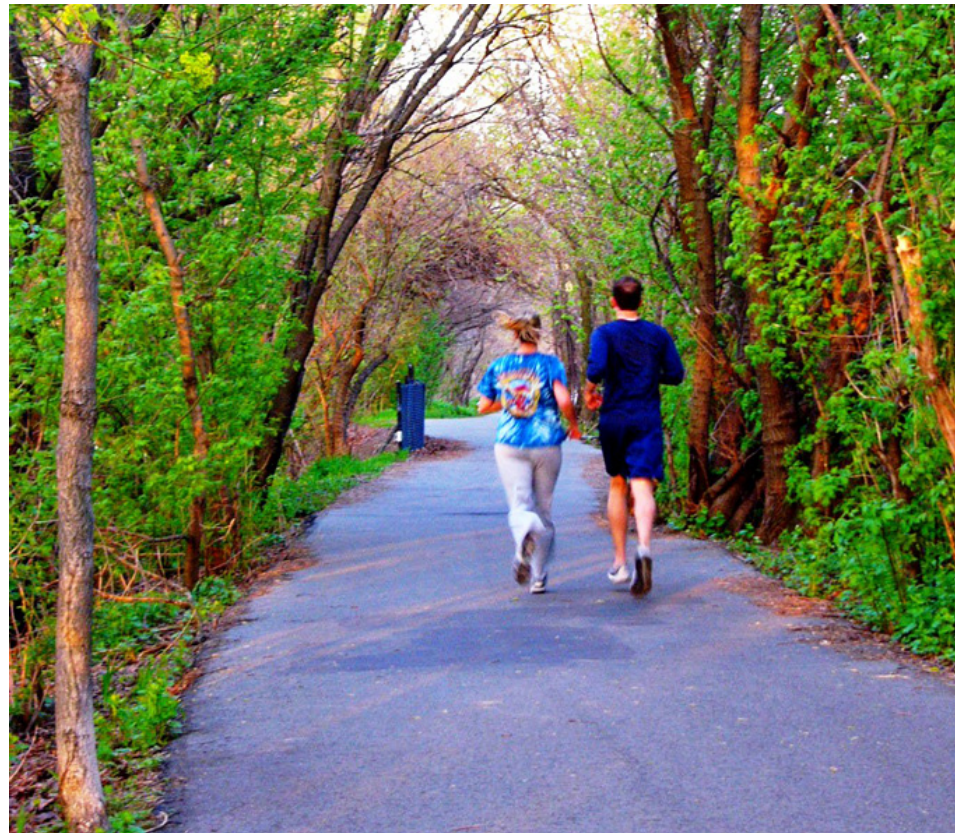
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## Active Design - *What Is It?*

Active Design incorporates physical activity generating standards and solutions into planning and design initiatives such as zoning ordinances and land development codes.



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## Active Design - *What Is It?*



Active Design is NOT about encouraging people to go to the gym and working out more, but instead, **it's about citizens physically exercising through their daily interactions with their environment or neighborhoods.** This could include walking instead of driving, taking stairs instead of elevators, and creating parks or other interesting and engaging environments to walk through.

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## Active Design - *What Is It?*

The ultimate goal of Active Design is to **create places that people want to experience and can relate to** – places where people want to visit, enjoy, recreate, commune and return again. Active Design simply **raises the bar by challenging communities to be proactive and thoughtful** about their residents' health and fitness.



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## Active Design - *Who Fostered the Movement?*

A growing body of research suggests that evidence-based architectural and urban design strategies can increase regular physical activity and healthy eating.

In 2006, New York City developed the Active Design Guidelines through a partnership between the City departments of Design and Construction, Health and Mental Hygiene, Transportation, City Planning, and the Office of Management and Budget as well as leading architectural and planning academics, and the American Institute of Architects New York Chapter.

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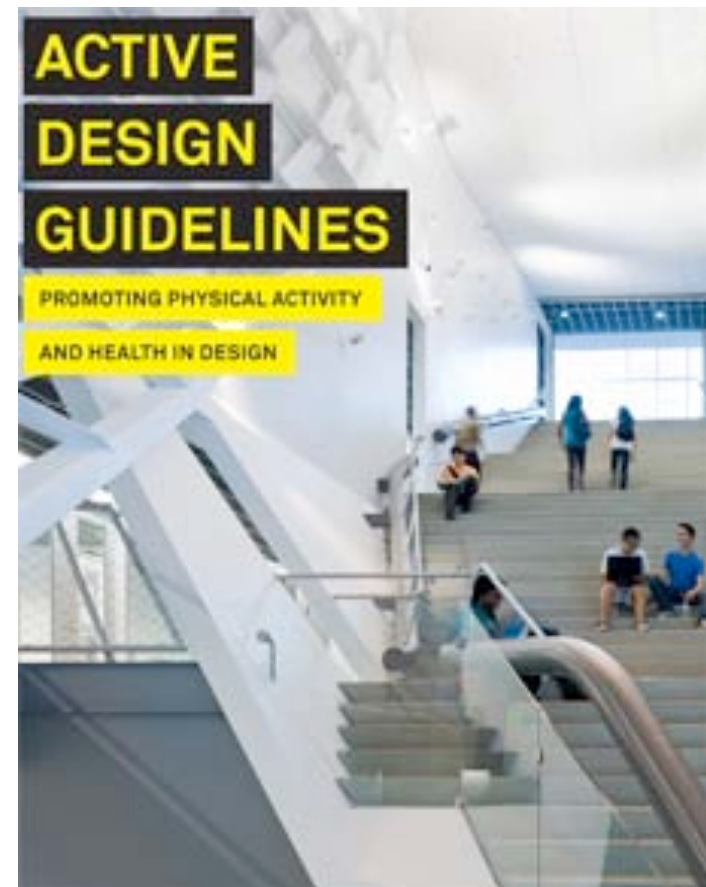
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## Active Design - *Who Fostered the Movement?*

The NYC Active Design Guidelines provide architects and urban designers with a manual of strategies for creating healthier buildings, streets, and urban spaces. The Guidelines focus on:

- Urban design strategies;
- Building design strategies; and
- Synergies between active design and sustainable design initiatives such as LEED™.



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## Active Design - *Why Is This an Important Issue for Community Planners?*



Dimension 1 of the American health and wellness crisis:

- Cost, convenience and cultural preferences influence what and how we eat.

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## Active Design - Why Is This an Important Issue for Community Planners?



Dimension 2 of the health and wellness crisis:

- Safety, proximity and affordability affect how active we are.

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## Active Design - *What Can a Community Planner Do?*



Because of the two dimensions, it's important for community planners to look for ways **to inform people about health and wellness and to remove obstacles to healthy choices by creating more opportunities to be healthy** – particularly for those groups whose options have been limited the most.

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## Opportunity - Mixed Uses and Density



Mixed-use development and density decreases the distance between destinations (e.g., home and shopping) and reduces the number of trips a person makes by car and increases the number of trips a person makes on foot or by bicycle.

Zoning regulations that accommodate mixed land use and promote greater density can increase physical activity for non-recreational purposes.



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## Opportunity - Complete Streets

The streets of a community are an important part of its livability. Streets ought to be for everyone, whether young or old, motorist or bicyclist, walker or wheelchair user, bus rider or shopkeeper. But too many of our streets are designed only for speeding cars, or worse, creeping traffic jams.



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## Opportunity - Trail and Sidewalk Connectivity



A survey of 1,148 adults living in the southeastern US found that the number of adults who met **physical activity guidelines** was 15% higher in neighborhoods with sidewalks or trails.

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## Opportunity - Schools in Neighborhoods



Diesel fuel now costs an average of \$4.25 a gallon, up 34% in the past two years. In 2008, \$14.7 billion was spent transporting children to school; for the typical school district, busing represents approximately 5% of the annual budget.

More than one third of school districts have or plan to eliminate bus stops or routes.

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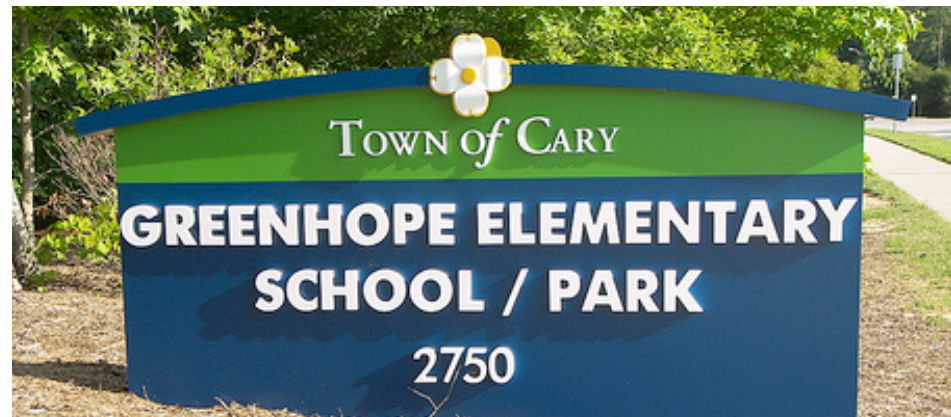


## Opportunity - School Parks

A recent study found that persons who had a park or playground within 1 mile of their home achieved higher levels of physical activity than those who had fewer parks nearby.

There is an emerging trend to “open” school playgrounds for general public use in off-school hours.

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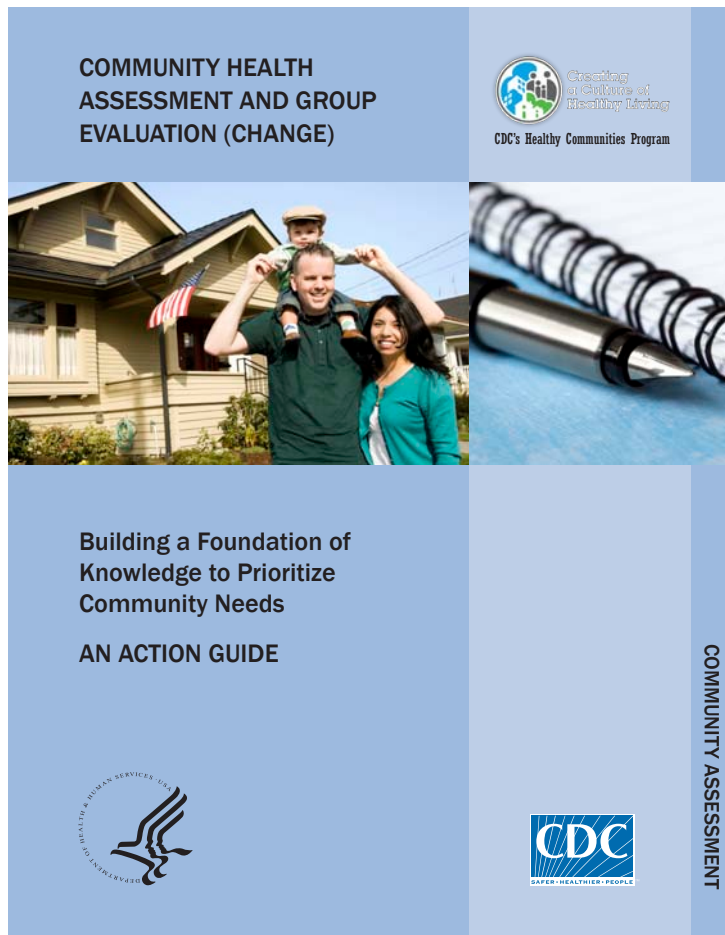
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## Opportunity - Community Wellness Audits



Wellness audits can be used to:

- Gain a picture of the policy, systems, and environmental change strategies currently in place throughout a community;
- Develop an action plan for improving policies, systems, and the environment to support healthy lifestyles; and
- Assist with prioritizing community needs and allocating available resources.



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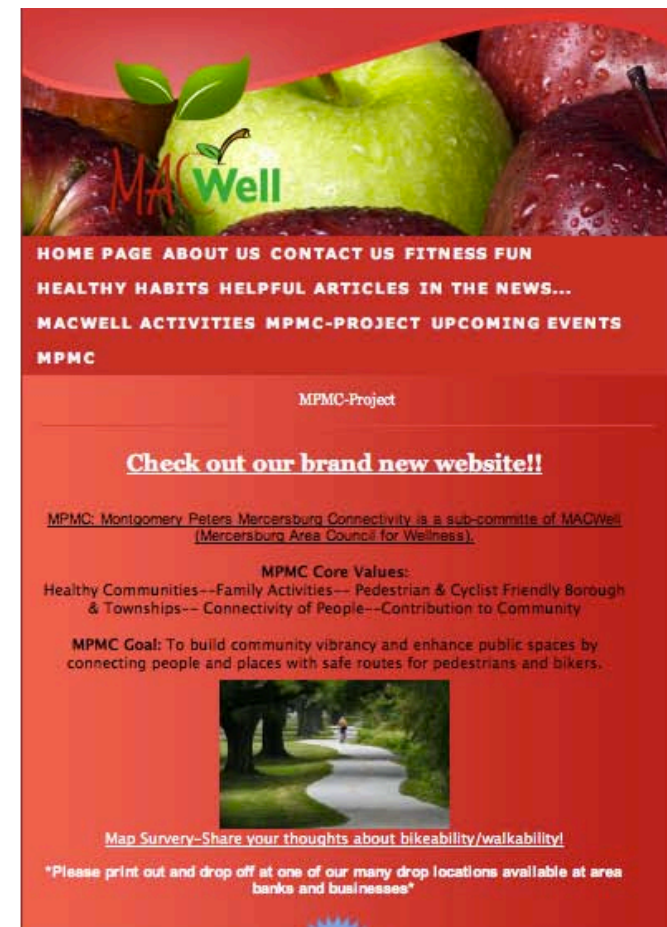
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## Opportunity - Community/Employer Wellness Programs

Wellness programs are based on the belief that unhealthy lifestyles can be altered with a strong support structure.

Why are communities/employers investing in such programs?

- Chronic disease, which is largely preventable, accounts for 90% of all medical costs.
- Medical care costs in the US exceed 14% of the gross domestic product.



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## Opportunity - Community Gardens, Schoolyard Gardens and Food Markets



There is a heightened fight to obtain, protect and preserve garden space in communities. **Increasing population, land values and health concerns over soil and water contamination** are often the instigators.

Many municipal ordinances prohibit gardens and markets or severely restrict operating hours and locations.

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*Active Design - Are There Established Programs, Funding Sources and/or Partnership Opportunities?*

[www.letsmove.gov/get-active](http://www.letsmove.gov/get-active) – Federally sponsored information about the White House program to raise a healthier generation of kids.

[www.rwjf.org/programareas](http://www.rwjf.org/programareas) – Robert Wood Johnson Foundation studies and programs related to adult and childhood obesity, programs and grants.

[www.cdc.gov/healthycommunitiesprogram/](http://www.cdc.gov/healthycommunitiesprogram/) – Center for Disease Control's program, ACHIEVE. This program seeks to empower local communities to promote policies, systems, and environmental change strategies such as physical fitness and obesity, nutrition, and tobacco cessation.

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## *Active Design - Are There Established Programs, Funding Sources and/or Partnership Opportunities?*

[www.nrpa.org](http://www.nrpa.org) – National Recreation & Park Association: information about national programs, projects, initiatives, grants, funding and legislation regarding funding.

[www.prps.org](http://www.prps.org) – Pennsylvania Recreation & Park Society: information about programs, funding, workshops and partnerships.

<http://nesare.org/> – Northeast Sustainable Agriculture, Research and Education – information about grants and links to other grant sources.

[www.mac4wellness.com/](http://www.mac4wellness.com/) – Mercersburg, PA information about a community-based wellness program.

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## Additional Information and Related Links

[www.nyc.gov/html/ddc/html/design/active\\_design.shtml](http://www.nyc.gov/html/ddc/html/design/active_design.shtml)  
[http://www.transact.org/library/decoder/american\\_dream.pdf](http://www.transact.org/library/decoder/american_dream.pdf)

<http://www.activelivingbydesign.org/communities/featured-community/where-do-you-spend-most-your-day>

[www.CDC.gov/obesity/causes/index.html](http://www.CDC.gov/obesity/causes/index.html)

[www.fastcodesign.com/1663272/a-new-design-movement-that-can-help-us-beat-obesity](http://www.fastcodesign.com/1663272/a-new-design-movement-that-can-help-us-beat-obesity)

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## Additional Information and Related Links

[www.luzernecounty.org/content/File/parks/stateoftrails\\_0802.pdf](http://www.luzernecounty.org/content/File/parks/stateoftrails_0802.pdf)

<http://healthyamericans.org/assets/files/TFAH2011FasInFat10.pdf>

[www.neha.org/research/landuseplanning.html](http://www.neha.org/research/landuseplanning.html)

<http://health.usnews.com/health-news/family-health/childrens-health/articles/2011/07/07/us-obesity-epidemic-continues-to-spread>

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## Roundtable Discussion





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## Contact Information

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**Ann Toole** [anntoole@comcast.net](mailto:anntoole@comcast.net)

**Dan Hoffman** [dhoffman@excelahealth.org](mailto:dhoffman@excelahealth.org)



[http://web.me.com/andrewjgs/  
Active\\_Design/Welcome.html](http://web.me.com/andrewjgs/Active_Design/Welcome.html)

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Join the Movement

