

TRENTON SPIRIT WALK

Building Healthy Communities



Evaluating Stakeholder Participation in a Faith-Based Initiative

Who Are We?

- Isles, Inc. is a nationally recognized nonprofit 501 c 3 community development and environmental organization with the mission to foster more self-reliant families in healthy, sustainable communities
- The UMDNJ-School of Public Health is a statewide, multi-institutional, multi-campus scholarly community dedicated to improving the health of diverse populations in New Jersey and elsewhere through collaborative teaching, research, and service.

Supporters of the Trenton Spirit Walk Initiative

- New Jersey Health Initiatives of the Robert Wood Johnson Foundation
- Capital Health System
- Bristol-Myer Squibb
- Commerce Bank
- WIMG
- The Times of Trenton

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Why a Spirit Walk?

- 56% of New Jersey residents are overweight or obese
- 38% of NJ sixth graders are overweight or obese
- 1 in 3 Americans born in 2000 will develop diabetes

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Why have a Trenton Spirit Walk Initiative?

- To help Trenton residents walk regularly to combat obesity and related illnesses

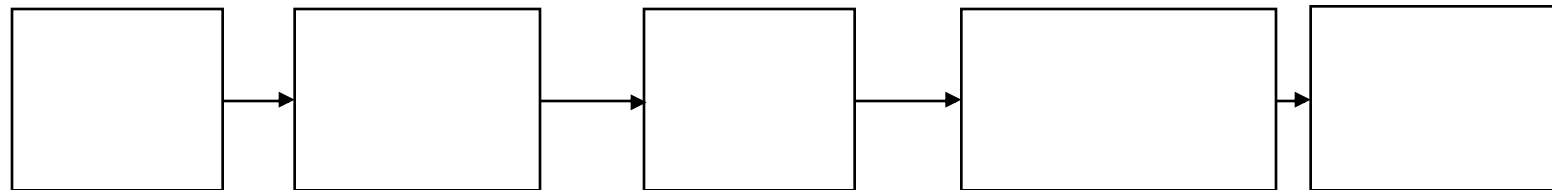


The Trenton Spirit Walk

- The Trenton Spirit Walk is a year long campaign that encompasses working with the community on the following:
 - *Planning for a permanent walking loop that integrates faith organizations, historic landmarks and fitness trails*
 - *Establishing walking Clubs – weekly, monthly outings (times vary with Clubs)*
 - *Offering periodic health screenings, seminars and fitness clinics*
 - *Planning for the Annual Trenton Spirit Walk and Festival*



Logic Model: Trenton Spirit Walk



- Staff of Isles
- PPS
- UMDNJ Evaluators
- Funding from RWJF
- Faith-based network and civic org in Trenton
- NJDOT
- City of Trenton

- Creation of Stakeholder Group
- Planning for annual walk
- Organizing efforts to create Walking Groups
- Planning for Walking Loop

- ~6 Stakeholder Group meetings annually
- Annual Spirit Walk
- ~5 Meetings with groups to discuss Walking Groups
- 2 PPS planning sessions for Walking Loop

- Participation of faith-based community and civic org in planning for Annual Walk, walking groups, and Walking Loop

- Commitment of Stakeholder Group
- Annual Walk
- Involvement of faith-based network and civic organizations in walking efforts groups/walkers
- Completion of Plan for Walking Loop



Objectives

- Involve faith-based community and civic groups in an effort to:
 - *Increase walking among Trenton residents*
 - *Design permanent community walking loops*
 - *Conduct Annual Spirit Walk & Festival*
 - *Introduce healthy lifestyle to communities*



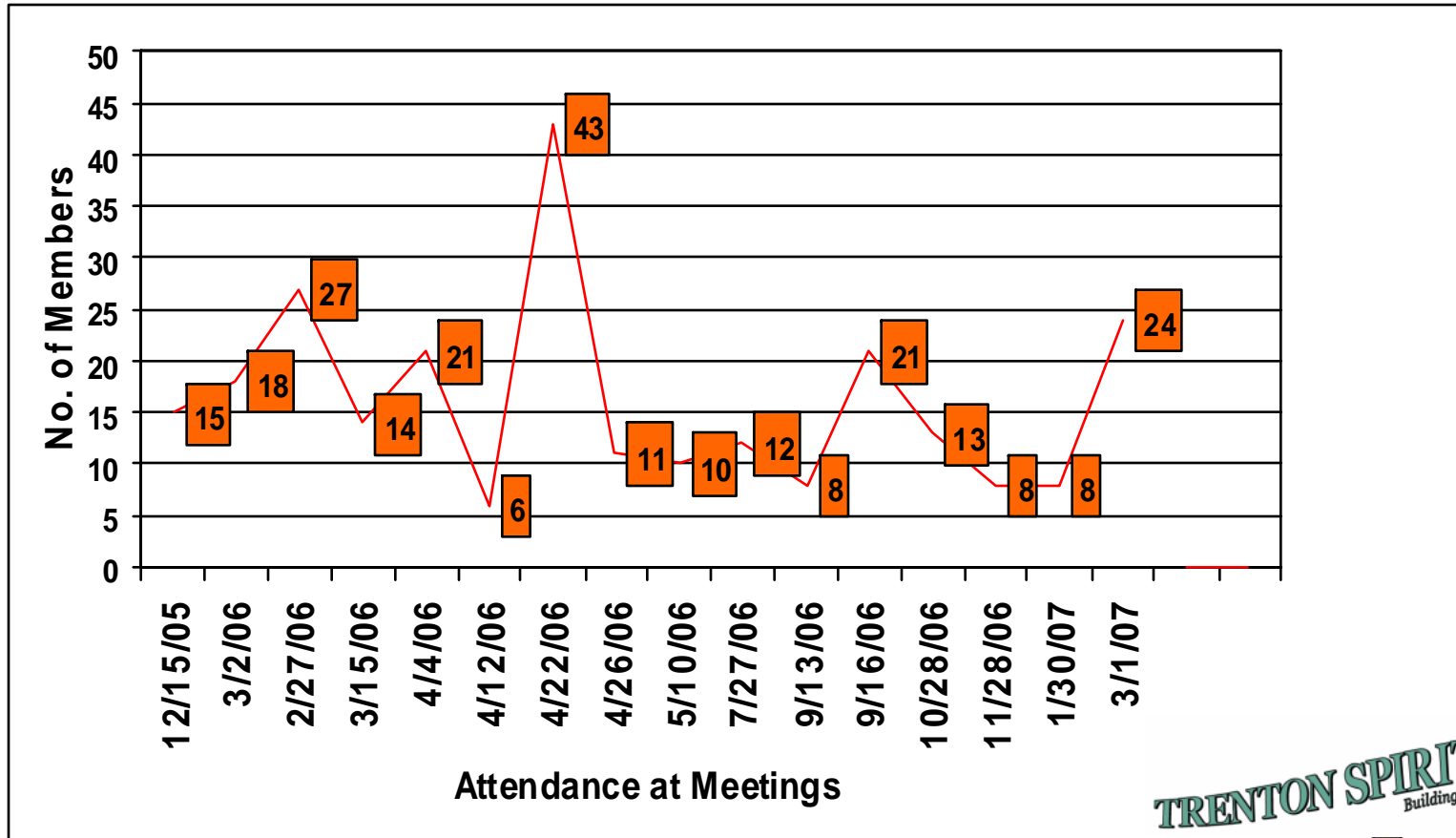
Stakeholder Planning Meetings

- Planning Meetings
 - Faith-based communities
 - Civic organizations
 - State Department of Transportation
 - City of Trenton

- Year One... post-meeting evaluations



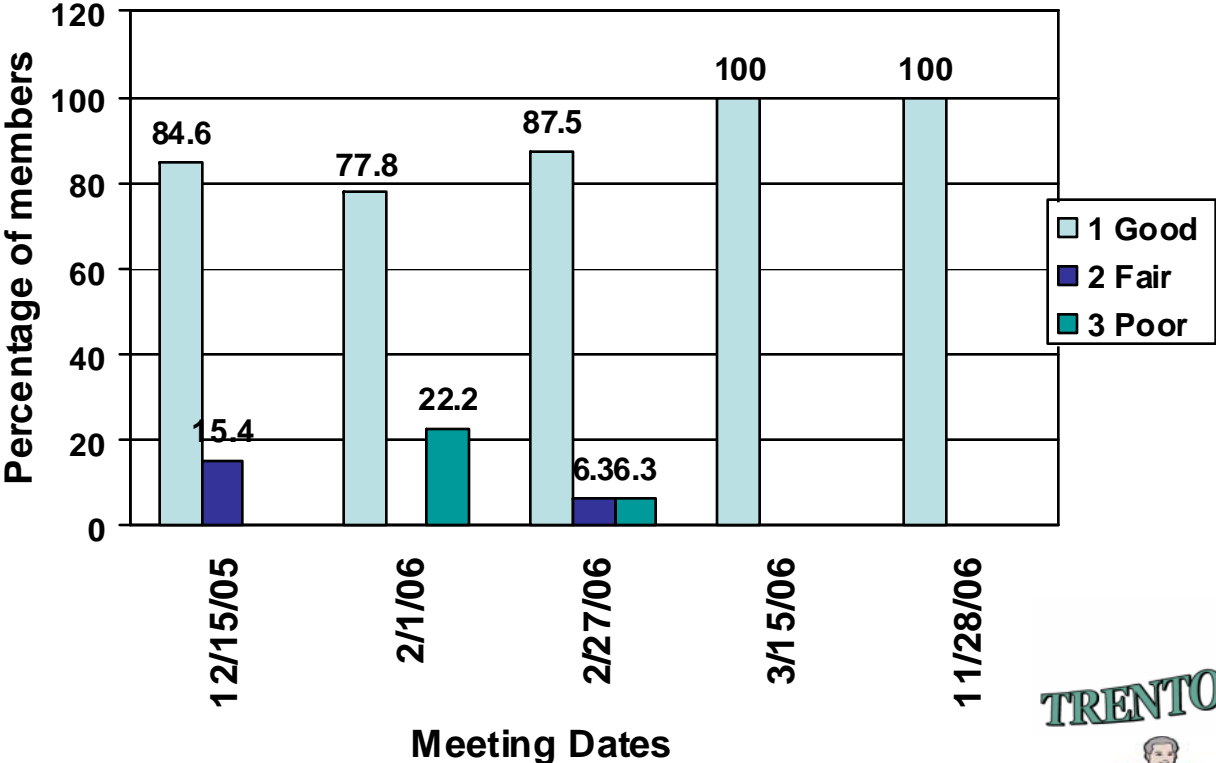
Tracking Attendance at Stakeholder Meetings



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Post-Meeting Evaluations to Track Level of Engagement in the Project



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Planning the Walking Loop: Placemaking Workshop

What Makes a Great Place?



Trenton Spirit Loop
Trenton, NJ
April 22, 2006



Place Game

Place Performance Evaluation
A Tool for Initiating the Place-Making Process

PPS is a nonprofit organization dedicated to creating and sustaining public places that build communities. We provide technical assistance, education, and research through programs in parks, plazas and central squares; buildings and civic architecture; transportation; and public markets. Since our founding in 1975, we have worked in over 1,000 communities in the United States and around the world, helping people to grow their public spaces into vital community places.

www.pps.org

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Placemaking Workshop Participants in the Community

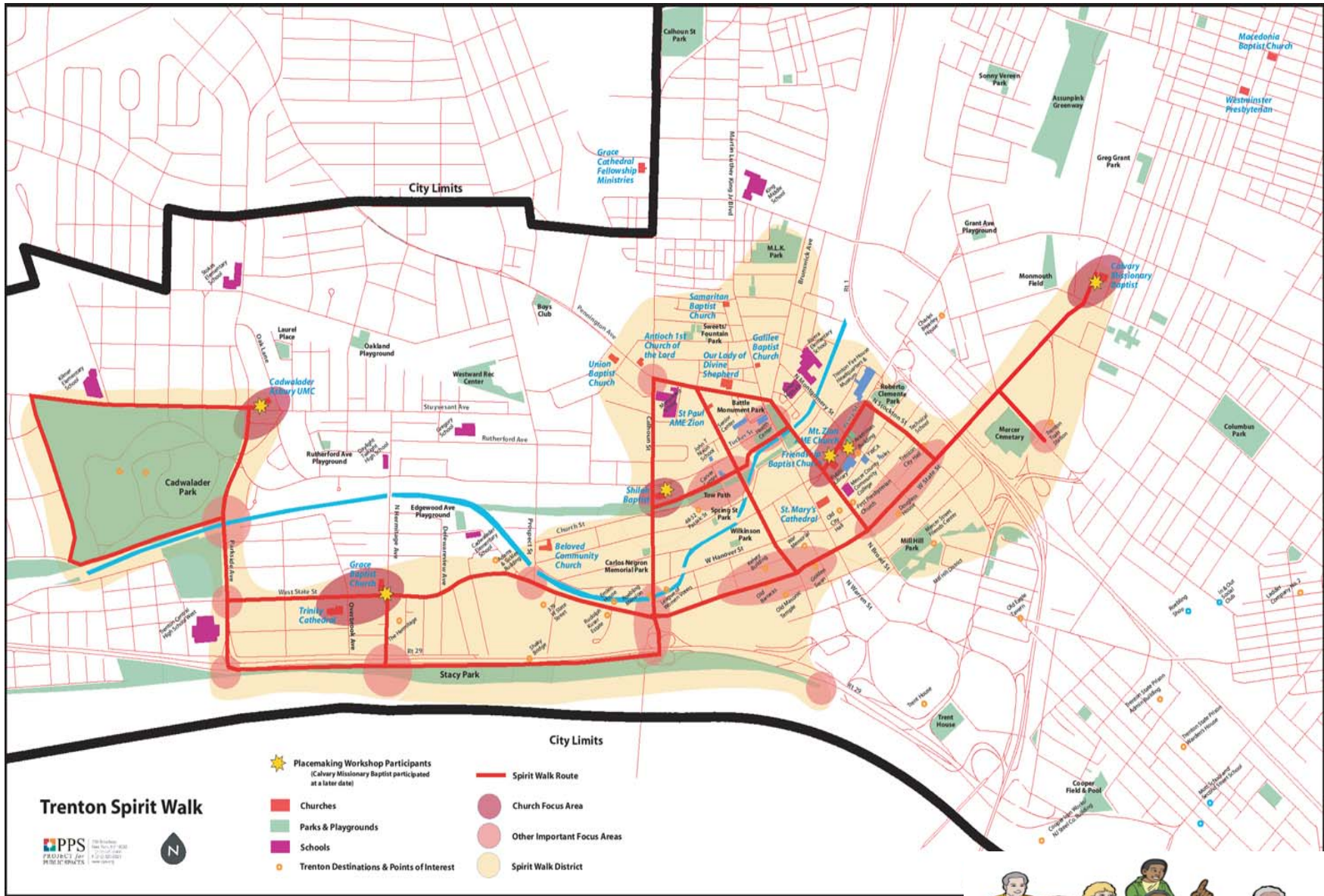


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Back in the Office, Groups of Stakeholders Working on the Design of the Walking Loop





Walking-Loop



Smaller Walking Loops Around Individual Faith-Based Communities



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Comments From Participants In the Placemaking Workshop

- “Out in the open...it gave us a chance to see things that we would like to see changed in the city”
- “Walking around I learnt about the history of Shiloh Baptist Church and the community”
- “It was not only useful...but fun. We had more time to talk and discuss things about the city.”



Walking Groups

- *State and Local Leadership*
- *Faith and Civic Groups*
- *Captains Meeting*
- *Prizes!!!*

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Spirit Walk/Chart of Walking Progress

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Healthy Mind
Body & Soul!

You're 1/3 of the way there!

WALK for Well
WALK for Fun
WALK for FREE!

START HERE

REACH 200 ★ GO AGAIN!	
Miles Walked	Date
200	
400	
600	
800	

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Annual Trenton Spirit Walk

- Location: Cadwalader Park
- In 2007:
 - 20 participating faith based groups
 - 550 walkers
 - Health Fair

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Communications

- **Print**
 - Brochures, Posters, Banners, Save the date, Invitations, banners and Bus signs
 - Direct Mail
- **Radio Spots**
 - WIMG, WDAS
 - On Air Interviews
 - Radio program (tbd)
 - PSAs
- **Local Paper “advertorials”**
 - Trenton Times
 - Star Ledger
- **PR**
 - Press Conference
 - Fitness Trail Dedication
- **Email Blitz**



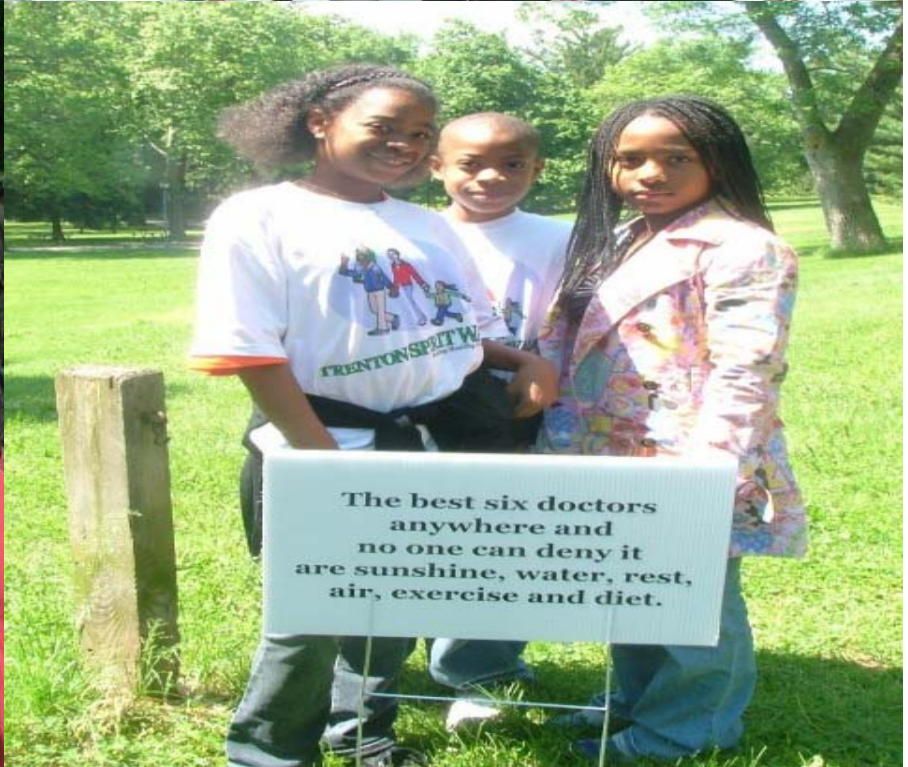
Fun!

- Chart of Progress
- Musical groups
- Drum Corps
- Friendly Competition
- Incentives---cash prizes and giveaways for participating groups

.....Happy walkers

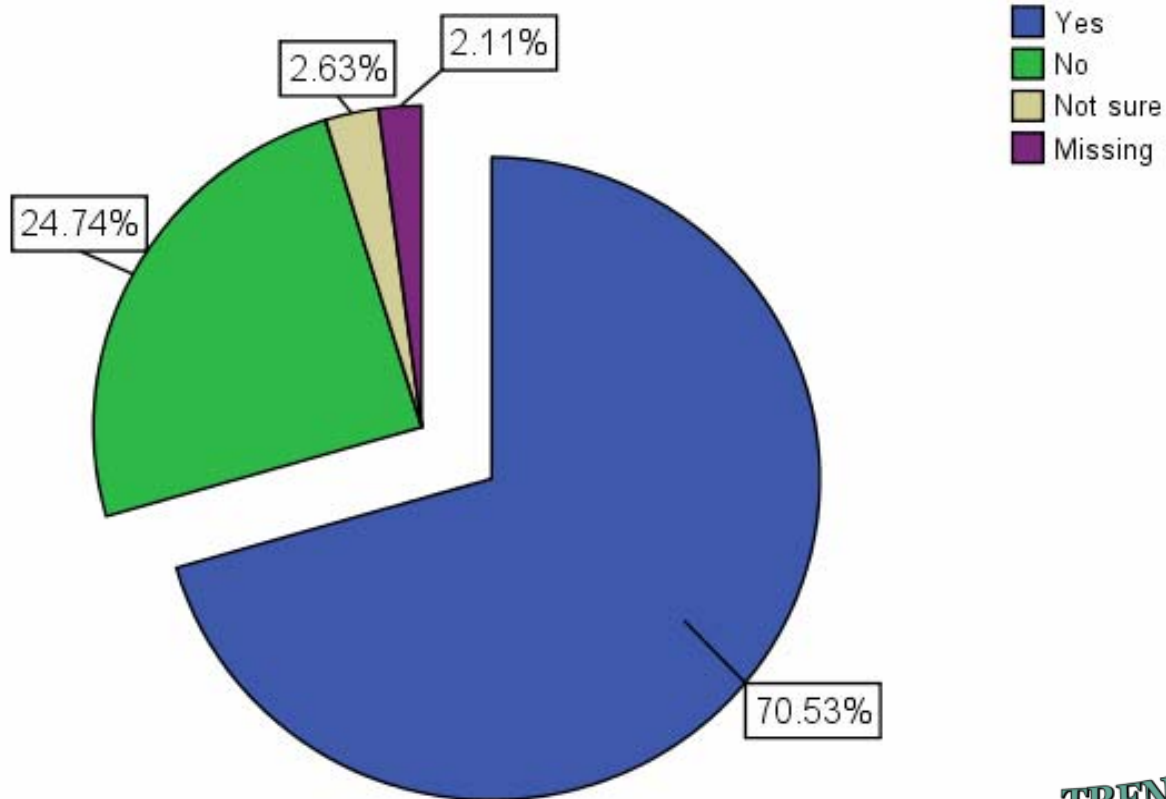
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-Highlights from Survey at Annual Walk

Participating as a Member of a Faith-Based Organization

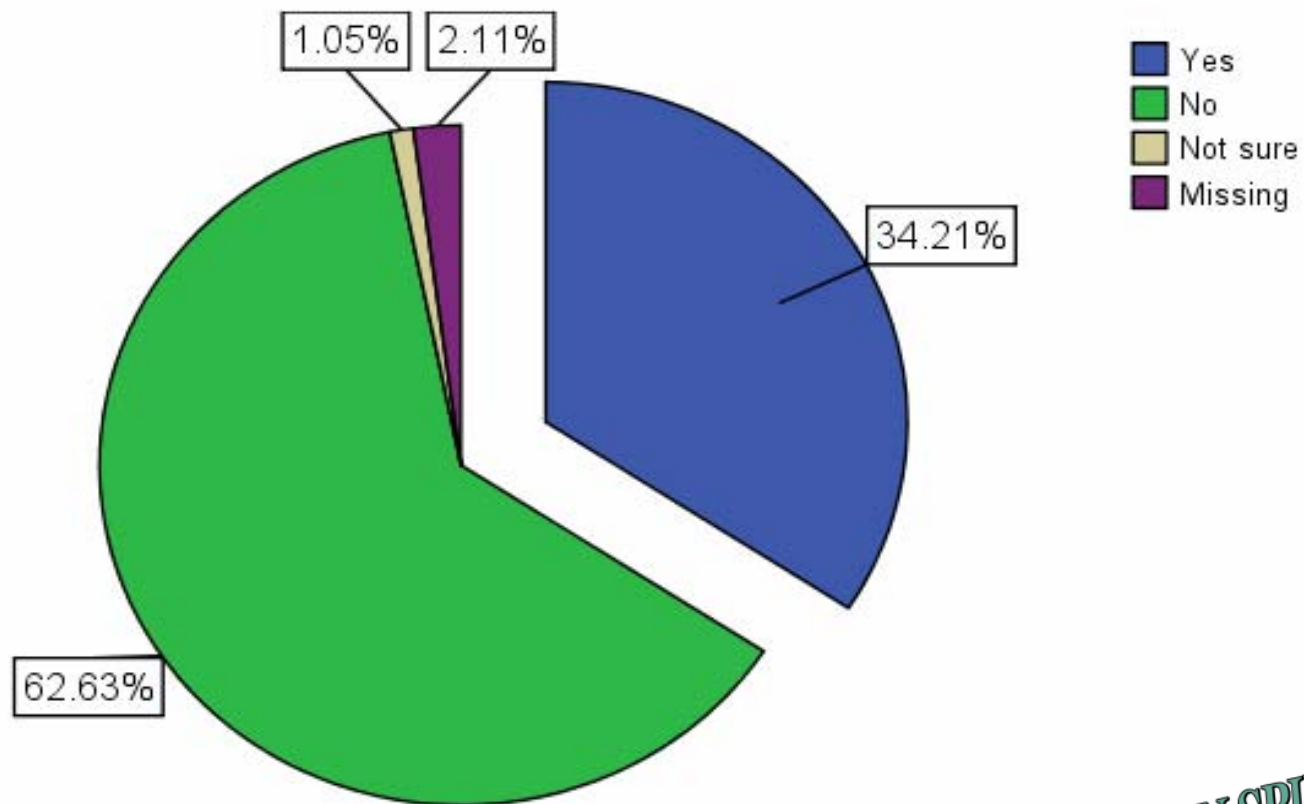


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-Highlights from Survey at Annual Walk

Participated in the 2006 Annual Walk

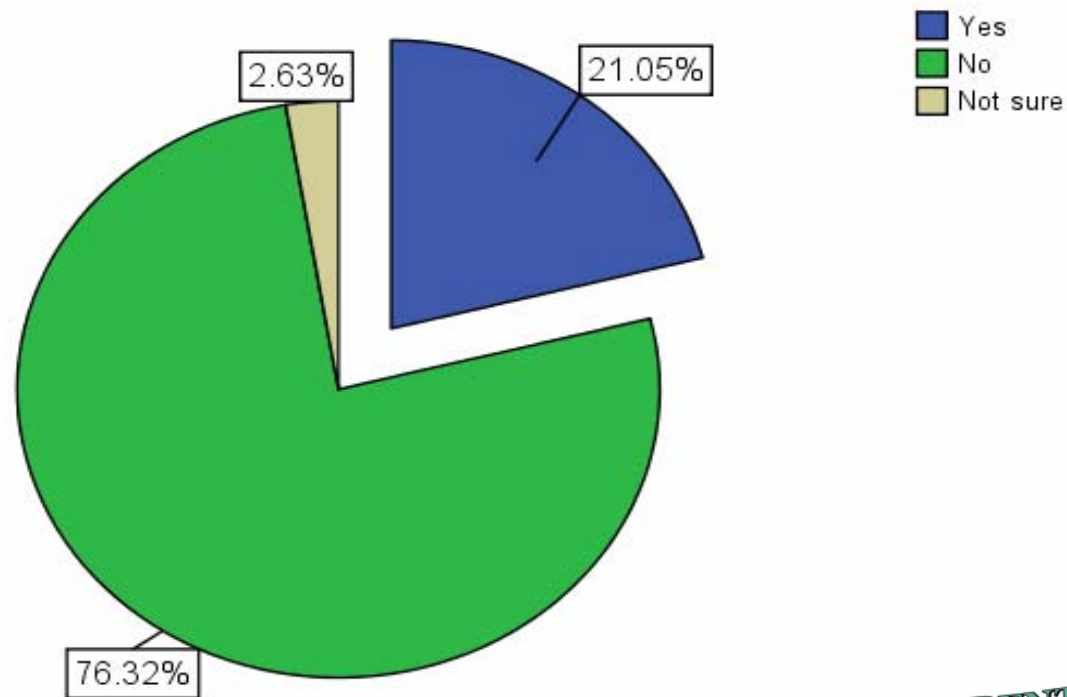


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-Highlights from Survey at Annual Walk

Participants in 2007 Annual Walk Who Were Members of A Walking Group

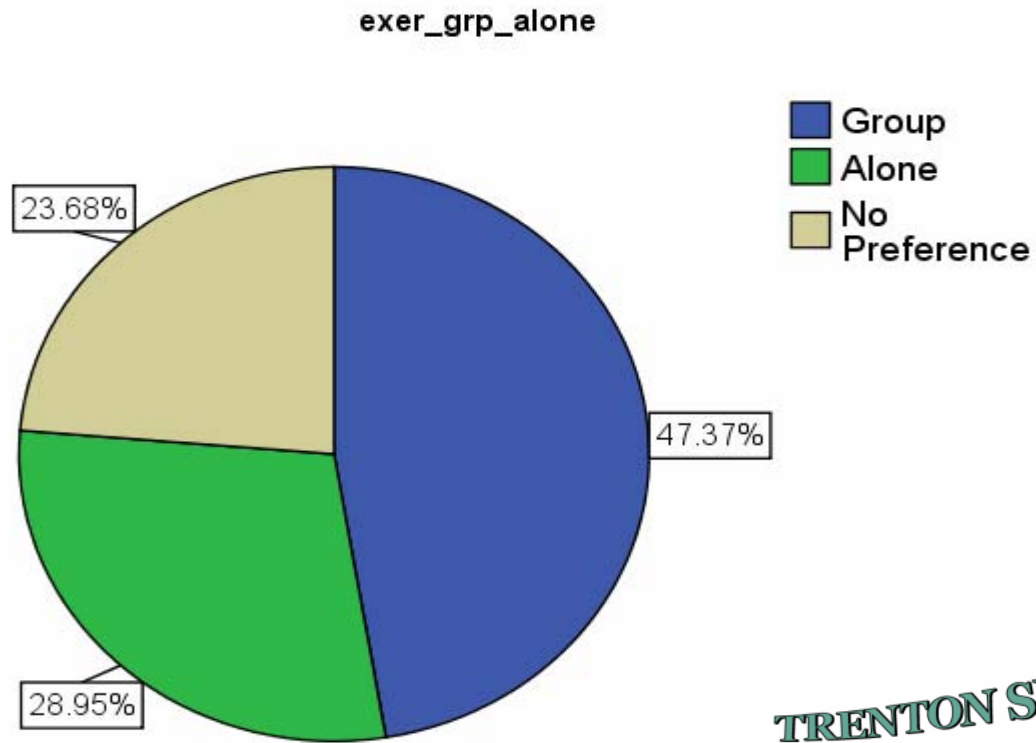


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-Highlights from Survey at Annual Walk

What is Your Preferred Way to Exercise?



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-Highlights from Survey at Annual Walk

“Reasons Why People in Trenton Do Not Exercising Regularly”

- Demands of work/school
- Lack of time
- Scheduling problems
- Stress
- Safety
- Lack of motivation, energy, too tired
- Health problems
- Weight problems
- Family demands
- Lack of gym opportunities



-Highlights from Survey at Annual Walk

Suggestions To Encourage Walking

- Create safer walking areas
- Identify walking paths for physically challenged
- Provide incentives to walk and lose weight
- Create walking groups in inner city schools
- Offer YMCA memberships
- Renovate playgrounds and provide child/parent activities
- Provide senior physical activities
- Have police patrol walking areas
- Provide walking maps
- Organize more community-wide walks
- Create more parks and playgrounds
- Subsidize gym memberships
- Create more walking paths and preserve open



Focus Group with Stakeholders

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COMMENTS REGARDING PHYSICAL ACTIVITY IN THE COMMUNITY AND WALKING OPPORTUNITIES

– *Focus Group Highlights*

- Many participants said that people are walking in the city, but they “are walking out of necessity, not as exercise.”
- Others felt “the level of physical activity in the city was low”
- Participants felt that the elderly are not actively walking enough”
- Opportunities for walking in the city are limited
 - Side walks are broken
 - Walking paths are separated from residents by highway barriers or located outside the city
 - Walking paths are in poor condition with potholes, litter and no benches
 - Indoor facilities are expensive
 - Safety is an issue
 - Lack of motivation
- The Annual Walk...
 - “built a lot of momentum to walk in the community.”
 - “revived memories of better times in the park.”



FOCUS GROUP SUGGESTIONS

- Focus Group Highlights

- Involve fitness instructors
- Add a nutritional component
- Reward groups for good performance
- Reach out to smaller churches
- Advertise more before events
- Involve the private sector in the process

“ The city is on the cusp of redevelopment.
Find ways for developers to put something into
this project.”



Lessons Learned

- *Make it fun*
- *Mix evaluation tools*

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Upcoming Evaluation Activities

- Series of Stakeholder Interviews
- Follow-up Focus Groups
- Survey at 2008 Annual Walk



For More Information on the Trenton Spirit Walk Initiative

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