



Michigan's Promoting Active Communities Program

Building local capacity for physical activity environments through self-assessment

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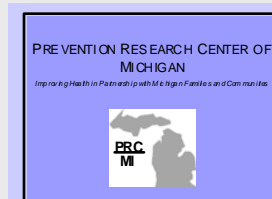
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Michigan's Promoting Active Communities Award Program

- **Online assessment** of a community's environment, policies and programs related to promoting and supporting physical activity
- **Recognizes communities** that promote active living, i.e. make it easier for residents to be physically active
- **Every Michigan community is eligible** to complete a PAC assessment
- **Five award levels**
- Award winners recognized at an **annual awards ceremony**





PROMOTING
Active
COMMUNITIES



State Steering Committee

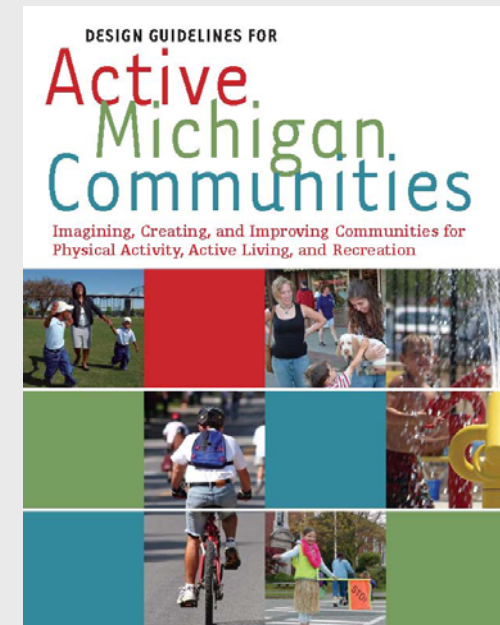
Michigan State University
Michigan Department of Community
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Public Health
Michigan Fitness Foundation
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Governor's Office - Cool Cities
Initiative
Michigan Health and Hospital
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North Branch Area School Board
Michigan Recreation and Park
Association
Michigan Public Health Institute
Michigan State Police Prevention
Services Section
Recreation and Facilities, Van Buren
Township
Michigan Department of
Transportation
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PAC Award Improvements based on...

- Literature Review
- Review of Existing Audit Tools
- Focus Groups with previous users and neighborhood leaders
- Development of *Design Guidelines for Active Michigan Communities*
- Review of draft PAC and *Design Guidelines* by SSC and 30 local and national experts



Accepted: *Journal of Physical Activity and Health*



Michigan's Promoting Active Communities Award Program

Assessment Tool

- 1: Community Planning
- 2: Ordinances, Zoning and Codes
- 3: New Community Development and Site Plan Review Process
- 4: Maintenance
- 5: Programs, Promotion and Facilities for Physical Activity
- 6: Policies and Education for Safety/Security
- 7: Bicycle Facilities
- 8: Public Transportation
- 9: Downtown Area
- 10: Shopping Area
- 11: Schools
- 12: Neighborhoods
- 13: Worksites
- 14: Summary and Next Steps

www.mihealthtools.org/communities



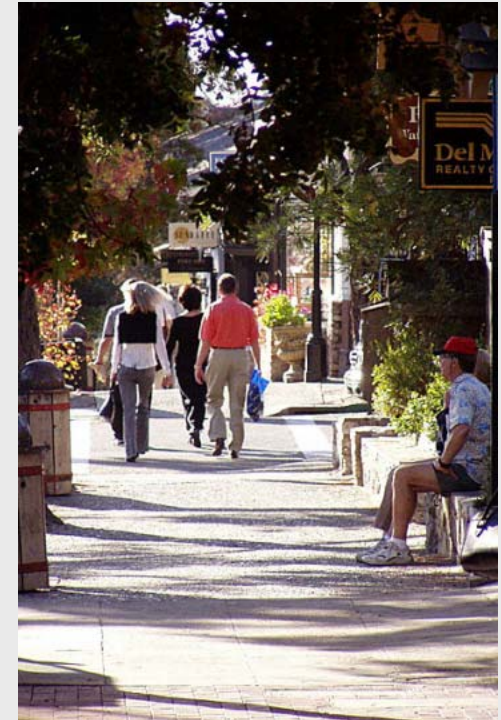
Evaluation of PAC Program

Quantitative

- 17 communities completed in 2006
- Relationships among community size, medium income, and award level/score

Qualitative

- Focus groups
 - 5 Focus groups, Nov/Dec 2006
 - Participants: 2006 PAC users, N=28 from 8 communities
- Case studies and in depth interviews





2006 PAC communities

17 communities

- **Copper:** Communities have made a commitment to becoming a healthier place to live and have begun to take steps toward removing barriers to physical activity. (**N=1**)
- **Bronze:** Communities have taken important steps toward making it easy for people to be active. (**N=6**)
- **Silver:** Communities have achieved significant progress toward making it easy for people to be active. (**N=9**)
- **Gold:** Communities can document outstanding achievements in making it easy for people to be active. (**N=1**)
- **Platinum:** Communities are models of commitment to healthy, active living



2006 PAC communities

Population

- Range: 1701 – 119,128
 - <10,000: 8 communities
 - 10,000 – 50,000: 6 communities
 - >50,000: 3 communities

Medium Income

- Range: \$27,350 – \$52,957
 - <\$30,000: 4 communities
 - \$30,000 – \$40,000: 6 communities
 - >\$40,000: 7 communities



2006 PAC communities

% of total possible points in each category

Category	Mean	Std. Dev.	Min	Max
Current Environ	65.7	7.8	52	81
Policies	57.7	16.1	19	84
Programming	55.4	12.2	20	70



2006 PAC communities

Analysis of factors affecting total score and award

Award level and overall score

- Strongest associations with:
 - Current Environments and Planning (not Programming)
 - Sections:
 - 1: Community Planning
 - 2: Ordinances, Zoning and Codes
 - 3: Site Plan Review Process
 - 5: Programs, Promotions and Facilities for Physical Activity
 - 7: Bicycle Facilities
 - 13: Worksites
- No associations with Population Size or Medium Income



Focus Groups

PAC Outcomes

- General Networking
 - Strengthen existing connections
 - Unique connections (e.g. school, police)
 - New to community
- Community Visioning
- Planning Process
- Knowledge, Awareness... Internalize Active Living



Focus Groups

Worthwhile

- Strong support for the PAC
- Brought diverse people together
- Use as a planning/visioning tool
- PR/Recognition
- Use as a tool to get support of elected leaders



Focus Groups

State Support

- Mixed support from Michigan Department of Transportation
- Would like to see best practices
 - Policies/ordinances
 - Maintenance of facilities
- Funding



Focus Groups

PAC Limitations

- Communities with existing values
- Type of community
- Subjectivity of question responses
- Only assessed 1 school neighborhood, shopping area, downtown – might not be best representation of entire community



Future Goals

- Improve the PAC based on results of evaluation
- Expand PAC use statewide and nationally
- Community-level environmental and policy assessment and surveillance



Thank you.

