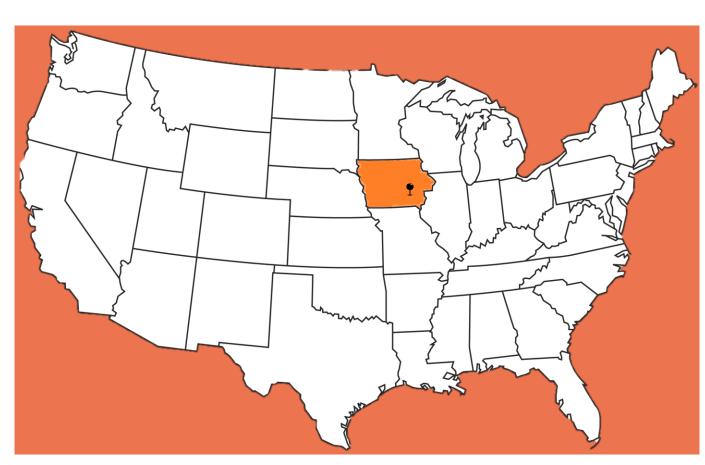# Engaging in a multi-sector partnership to adapt and implement the Community Guide recommendations for physical activity in a rural micropolitan new destination city in the Midwest USA

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Background

- Ottumwa is a micropolitan city in Iowa with ~25,000 residents
- New destination city for Latinos and growing Immigrant populations
- University of Iowa Prevention Research Center (PRC) partnered with the community and identified physical activity (PA) as a health priority following a community-wide assessment in 2013

Description

- Active Ottumwa is a Community-Based Participatory Research (CBPR) project testing the effectiveness of environmental, informational, motivational and support strategies to promote physical activity.
- A Community Advisory Board (CAB) was developed from leading organizations in the area that represent a diverse group of voices with a similar dedication to overall health and wellness for the community.
- A Lay Health Advisor (LHA) model was used to build community capacity and implement motivational and social support strategies

Goals of Active Ottumwa (AO)

- Encourage community members to use Ottumwa's parks and recreational facilities
- Increase the number of adults in the Ottumwa community who are physically active

Methods & Timeline

Evaluation of the intervention is done through:
- Community-wide survey (n=~1,000)
- RALA (n= 7 stakeholders)
- SOPARC (n=6 parks and 2 trails)
- Cohort survey (n=142) with accelerometry and anthropometric measures

Baseline Evaluation
- Cohort survey & measurements
- Observation usage of trails & parks (SOPARC)
- Assessment of PA in environment (RALA)

Post Evaluation
- Repeated baseline measures
- Community-wide survey

2015 2016 2017 2018 2019

Implementation
- Begin community-wide physical activities

Cohort and SOPARC Evaluation
- Repeated at 12 & 24 months (see baseline)

Preparation
- Identify, recruit, & train Lay Health Advisors or Physical Activity Leaders (PALs)
- Develop & adapt physical activity methods to Ottumwa

Analysis & Reporting
- Data analysis
- Report results
- Development and dissemination of Active Ottumwa toolkit

Components of the Intervention

Behavioral & Social Support
Teach skills to change behaviors and provide the support needed to adopt and/or maintain healthy behaviors

Environmental & Policy
Create environments that provide opportunities for and support of physical activity

Campaign & Informational
Promote physical activity through mass media campaigns and community level programs

Cultural Context
- New destination city
- Community Identity

Geographic Context
- Seasonality
- Community size
- Community resources (i.e. trails & organizations)

Social Context
- Existing social networks
- Use of social media

Adaptation
CAB, PALs, & Active Ottumwa Staff: cross-sector collaboration, co-learning, raising program awareness, program development

- Recruit Physical Activity Leaders (PALs)
- Create monthly newsletters
- PAL training manual development

- Trail markers
- Advocate for policy change and sustainability
- Joint-use agreements
- Support non-profits in organizing environmental change

- Community-wide social marketing campaign
- News coverage and web exposure
- Facebook post engagement and reach

AO Implementation

- **10 community organizations** are chairs on our CAB that help us adapt and implement AO programming.
- **200,000 people** reached through social marketing campaign.
- **35 PALs** have been trained within the first year.
- **507 free PA opportunities** led by 23 PALs throughout the community.
- **1,063 individuals** reached through our programming.

Lessons Learned

Behavioral & Social Support
- Developing an online space for PALs to communicate with one another and with staff ensures quick assistance and provides an opportunity for trust building among community members involved.
- Allowing PALs to select their own activities was difficult to manage. We moved our focus to walking because of ease, sustainability, and low risk of injury.

Environmental & Policy
- Planning for the long-term helps to gain community members' and stakeholders' input and to identify the resources that are needed to implement changes at the environmental and policy levels.

Campaign & Informational
- Working with the community to identify the best media channels for promotion of programming is imperative to success.
- Establishing a strong presence on social media can generate increased program interest as well as a sense of community.

Next Steps

#1 Develop an evidence-based toolkit for local government and community-based organizations in rural micropolitan communities on how to adapt and implement programs to promote and increase PA

#2 Determine the cost and resources needed by the local government to implement such programs

#3 Develop a guide of strategies and activities to establish participatory partnerships to build capacity and collaboration of local organizations in micropolitan settings across the United States.

- Plan for sustainability
- Grow the PAL program
- Increase reach of program
- Focus future programing to be inclusive to Latino populations
- Explore opportunities to support park, recreational & trail development

Acknowledgements

Active Ottumwa