Lessons Learned from Adapting and Implementing the Community Guide Recommendations for Physical Activity to a Rural Micropolitan City in the Midwest USA


### Background
- Micropolitan city in Wapello County
- Population of ~25,000 in 2010 U.S. Census
- New destination location for Latino and Refugee populations
- Main industries include meat processing & agricultural equipment manufacturing

### Areas of opportunity:
- Low average annual income
- Job and population loss since the Recession

### Areas of strength:
- Elaborate trail system
- Abundance of recreational facilities
- Many resources & services for entire county
- Established local businesses & strong sense of community

### 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.**

### Approach
- Applied a Community-based Participatory Research (CBPR) approach to engage the community in all phases of research
- Adapted strategies from the Community Guide’s Preventive Taskforce (CGPTF) to create an evidence-based, multi-pronged intervention
- Conducted community-wide needs assessment where physical inactivity was identified as a health issue
- Used a social network analysis to recruit Lay Health Advisors or Physical Activity Leaders (PALs) with strong social connections
- Used a Hybrid Trial Type I study design to determine the effectiveness of the intervention to promote physical activity (PA) minutes and examined the contextual factors associated with adaptation and implementation of the PA recommendations

### Results
- 45 PALs trained in behavior change skills
- 30 have led > 1 activity
- 475 unique participants
- 318 women & 55 men
- > 20 community organizations have been engaged in order to conduct intervention activities
- Social marketing campaign resulted in 200,000 points of contact
- Activities have been led in 11 locations with a current community grant proposal submitted for trail changes

### Lessons Learned

**Motivational & Social Support**
- 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.
- Communication between staff members, stakeholders, and community is key.
- 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.

**Environmental**
- Long-term planning is required to gain community members’ and stakeholders’ input and to identify the resources that are needed to implement changes at the environmental and policy levels.

**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.

### Implications
- The Community Advisory Board (CAB) played a critical role in adapting the CGPTF recommendations to their community.
- Capturing contextual factors that were meaningful for the community experience and capacity is critical for success.
- Identifying leaders within the community and establishing strong relationships with stakeholders and organizations were fundamental to program implementation.
- Advancing dissemination and implementation science was possible using community-engaged methods to the adaptation of interventions in rural communities.

### References

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