

Background

- The University of Iowa's Prevention Research Center (PRC) was first funded by the CDC in 2002.
- In April 2012, the PRC established a CBPR partnership with the Ottumwa community.

PRC Mission: To improve the health of rural communities in Iowa.

The Active Ottumwa Project

- Active Ottumwa is a CBPR study testing the effectiveness of evidence-based informational, motivational and support, and environmental strategies to promote physical activity (PA).
- A Lay Health Advisor (LHA) and community capacity building approach are used to implement the intervention.
- A Community Advisory Board (CAB) guides and is involved in all aspects of the research and outreach of the program.

Goals of Active Ottumwa:



Figure 1: Active Ottumwa staff and Physical Activity Leaders (PALs) at Ottumwa Latino Festival.

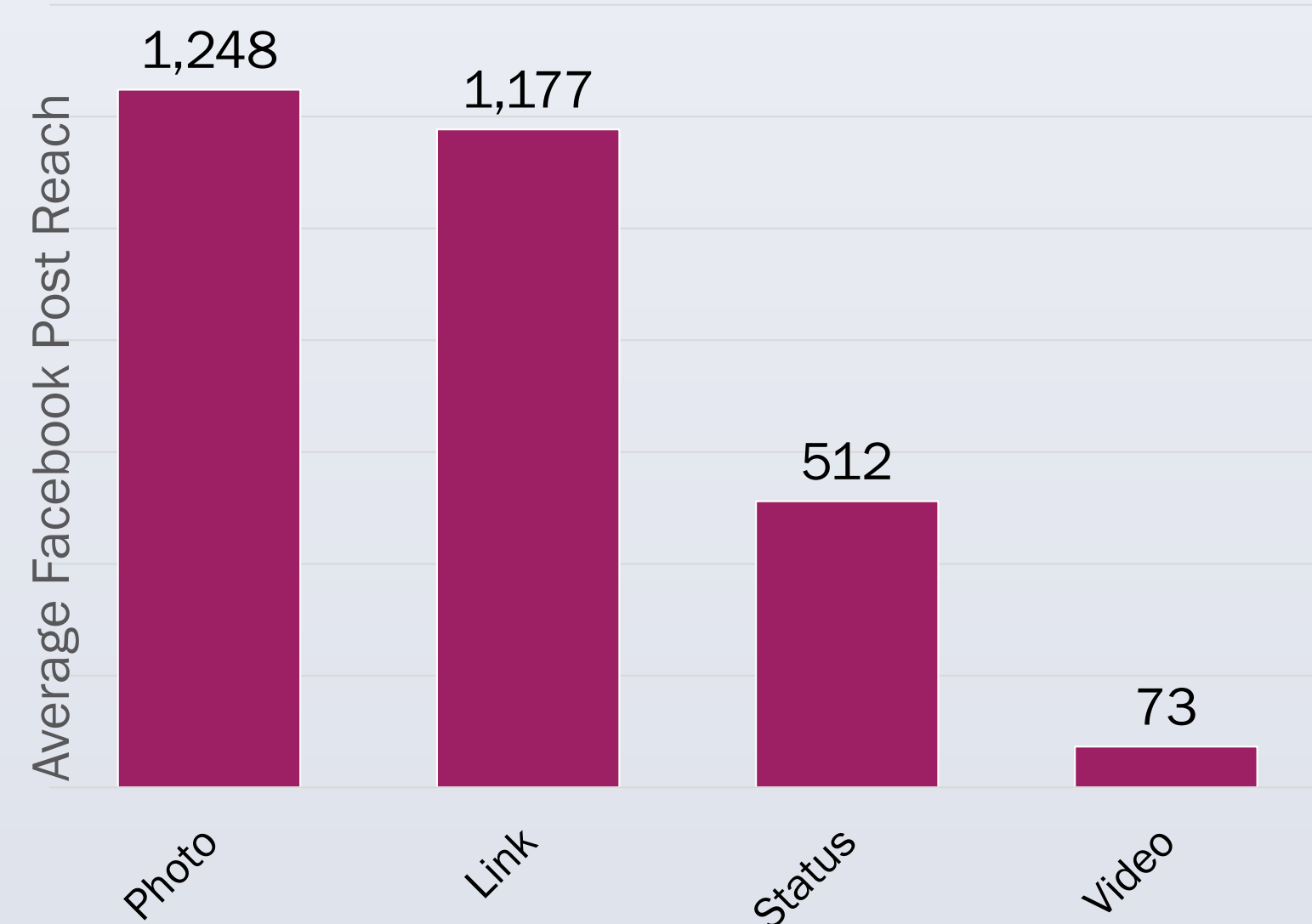
Community Guide Strategies

Using Community Guide recommendations, a menu of activities was developed to provide evidence-based guidance for adaptation and implementation of the Active Ottumwa program.

Informational Strategies: Promote PA through mass media campaigns and community level programs.

4 month social marketing campaign | Facebook, TV, radio, and theater | 3,154 flyers distributed throughout community | >200,000 points where residents were reached

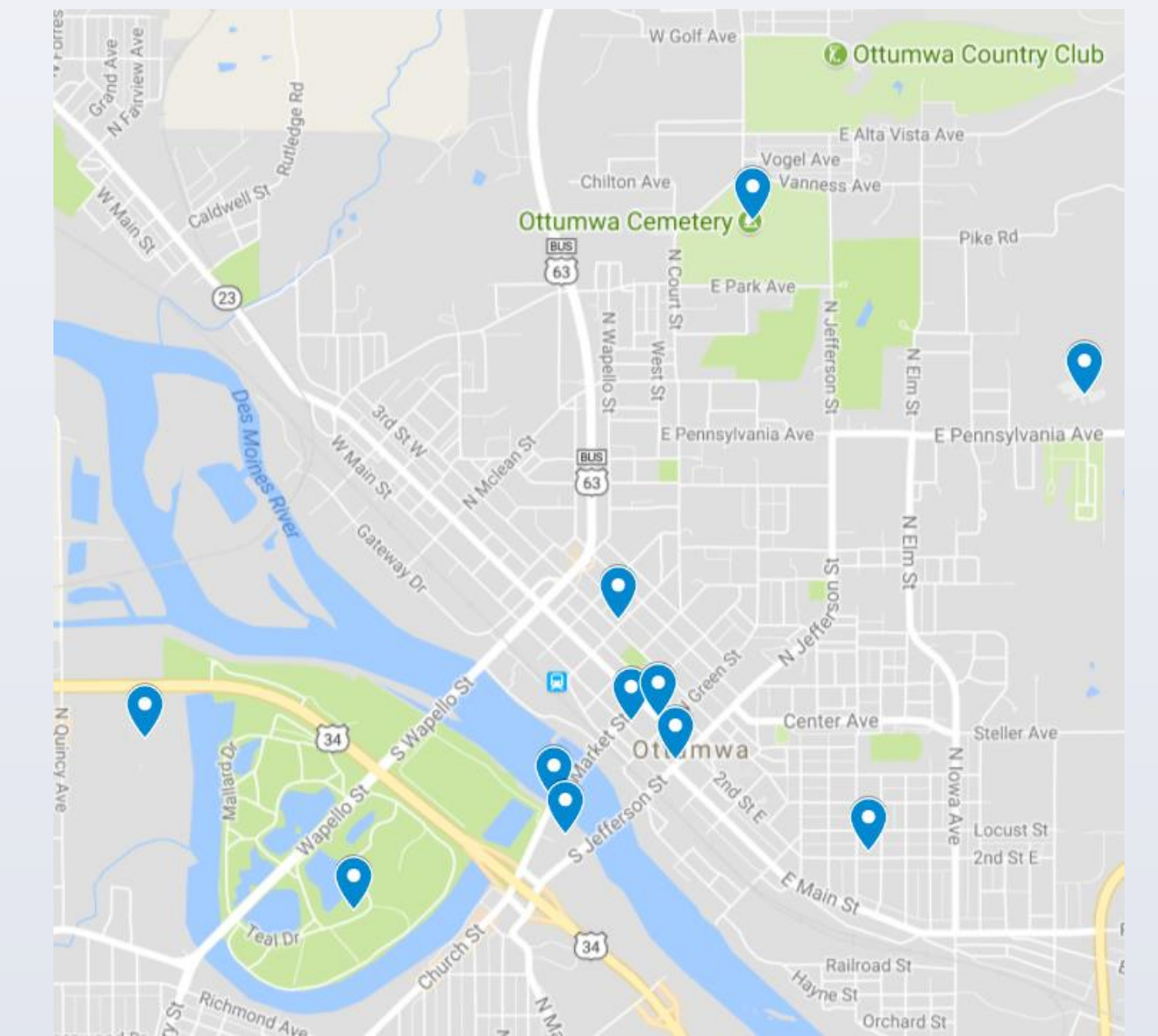
Facebook Outreach



Example Calendar of Events

Environmental Strategies:

Develop mechanisms to tailor activities to target audiences and channels of communication for possible environmental and policy changes.



Map of Ottumwa, IA locations where Active Ottumwa sponsored activities:

- Quincy Place Mall
- Active Ottumwa Office
- Beach Ottumwa
- Bridge View Center
- Downtown Fitness
- Greater Ottumwa Park
- Market on Main
- Ottumwa Cemetery
- Iglesia Monte Sinai
- Work It Out Fitness Studio
- Ottumwa Regional Health Center

Next Steps

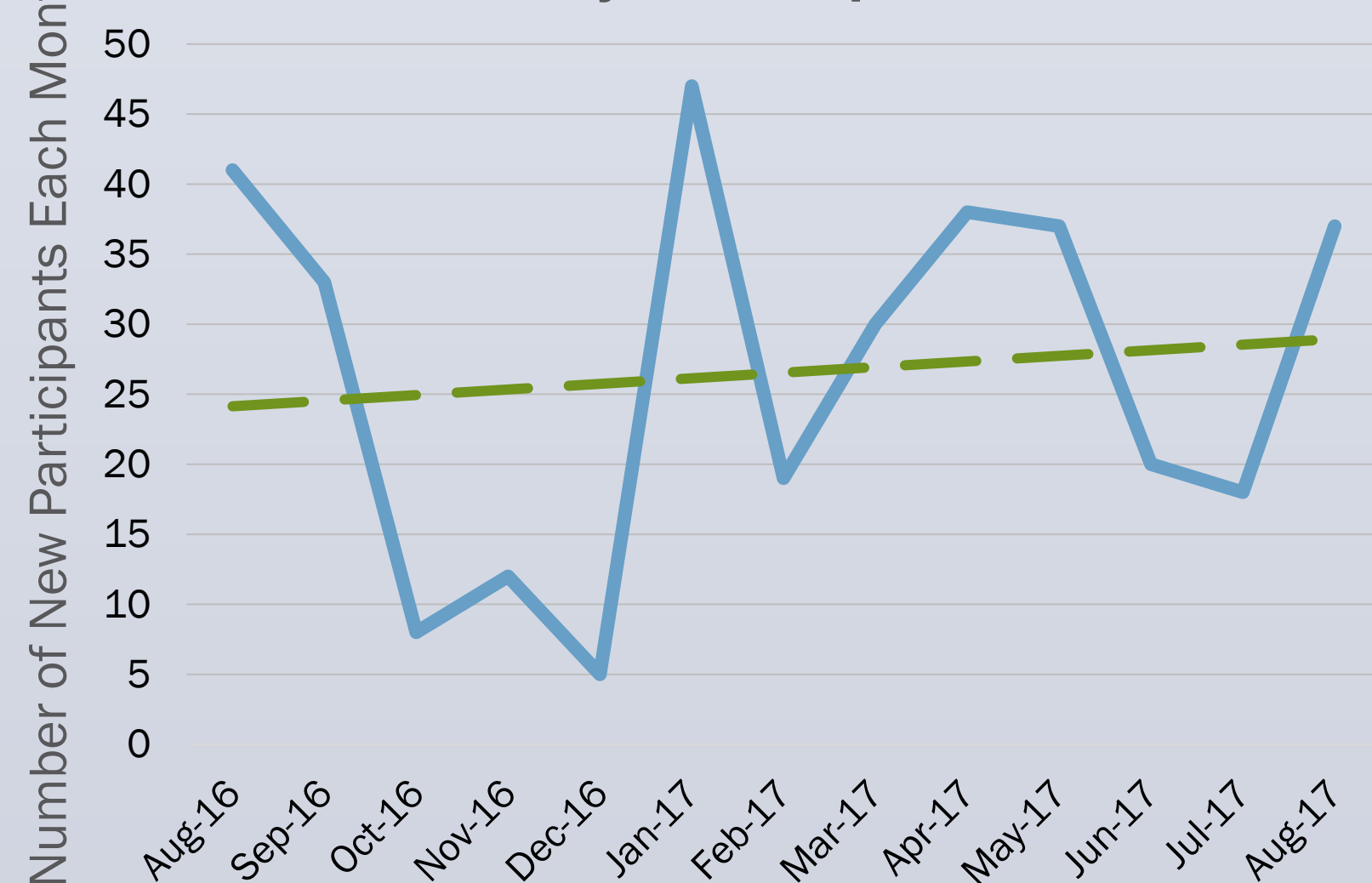
- Plan for sustainability.
- Grow the PAL program.
- Increase reach of the program.
- Focus future programming to be more inclusive of Latino populations.
- Explore opportunities to support park, recreation, and trail development to continue to promote and support PA opportunity in Ottumwa.



Figure 2: Ottumwa resident biking on community trails.

Motivational & Support Strategies: Increase individuals' skills for changing behaviors and provide the social support needed to adopt and/or maintain healthy behaviors.

Community Participation



475 unique participants | 318 women, 55 men | 1,790 points of participation

PAL Participation

