The University of Iowa 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:**

- **To encourage community members to use Ottumwa’s park and recreational facilities for physical activity.**
- **To increase the number of Ottumwa community members who are physically active.**

**Background**

The Active Ottumwa Project

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

**Motivational & Support Strategies:**

- Increase individuals’ skills for changing behaviors and provide the social support needed to adopt and/or maintain healthy behaviors.

**Motivation & Support Strategies:**

- PAL Participation
  - 13 Physical Activity Leaders
  - 17 PA opportunities

**Next Steps**

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

**Environmental Strategies:**

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

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

**Figure 2:** Ottumwa resident biking on community trails.

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