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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**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**
- Seasonality
- Community size
- Community resources (i.e., trails & organizations)

**Social Context**
- Existing social networks
- Use of social media

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

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

**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.

**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

**Goals of Active Ottumwa (AO)**

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

**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

**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

**Post Evaluation**
- Repeated baseline measures
- Community-wide survey

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

**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

**2015 2016 2017 2018 2019**

- **Implementation**
  - Begin community-wide physical activities

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

**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.

**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.

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