

## International Symposium: Promoting Physical Activity in Public Spaces

Hilton Clearwater Beach, Florida

Grand Ballroom E-G

Sunday, January 31, 2016

7:30 am - 1:30 pm

*Reclaiming urban public spaces, specifically to promote physical activity and a culture of health, is a powerful and appealing concept employed in much of the world. Compared to built environment changes, the costs are modest, easy to implement, and can accommodate people with a wide range of abilities and interests. So why are there so few across the U.S.? This International Symposium will bring experts from around the world to share what it could take to bring Open Streets, Ciclovías and Playstreets programs to scale in the U.S.*

### 7:30 am – 8:30 am ~ Continental Breakfast

Breakfast will be provided to participants attending the International Symposium.

### 7:00 am – 8:30 am ~ Registration

The registration desk will be located in the Grand Ballroom Foyer within the Hilton Clearwater Beach Hotel.

### 8:30 am – 8:45 am ~ Welcome and Opening Remarks

#### Speakers:

- **Michael Pratt, MD, MSPE, MPH, Emory University, USA**
- **C. Tracy Orleans, PhD, Robert Wood Johnson Foundation, USA**

### 8:45 am – 10:15 am ~ Playing in Public: Public Space for Physical Activity

Public space has great potential for low-cost physical activity promotion. In cities with limited parks and green space or challenging issues of traffic and security repurposing streets and plazas for physical activity classes is one of the best ways to bring physical activity to the people. In this session examples from Latin America and South Africa are presented as well as an adaptation of this approach in the U.S.

**Chair: Michael Pratt, MD, MSPE, MPH, Emory University, USA**

#### Speakers:

#### *Start Small, Dream Big: Experiences of Physical Activity Classes in Public Spaces in Colombia*

- **Adriana Díaz del Castillo, MD, MS, Universidad de los Andes, Colombia**

#### *How to Promote Physical Activity in Public Spaces with Very Little Money and Verbal Naysayers*

- **Arturo Rodriguez, MPH, RN, City of Brownsville, Texas, USA**

#### *Promoting Physical Activity in Public Spaces: South African Experiences*

- **Estelle Lambert, PhD, University of Cape Town, South Africa**

## 10:15 am – 10:45 am ~ Break and Group Physical Activity

## 10:45 am – 12:15 pm ~ Ciclovías and Open Streets across the Americas

Open Streets programs in which public streets are closed to motorized vehicles and opened for cyclists, pedestrians, and for people to engage with each other are a "new" phenomena across the US. This session will summarize the growth of these programs in the U.S. and also look at the four decades of experience from Latin America where "ciclovías" are regular civic programs.

**Chair: Sharon Roerty, Robert Wood Johnson Foundation, USA**

**Speakers:**

*Reclaiming the Streets for People: Insights from Ciclovías Recreativas in Latin America*

- **Olga Lucía Sarmiento, MD, PhD, Universidad de los Andes, Colombia**

*Moving Open Streets in the U.S. from Events to Initiatives*

- **J. Aaron Hipp, PhD, North Carolina State University, USA**

*Short-term Action, Long-term Change: How Open Streets Can Change Your City Now!*

- **Mike Lydon, Principal, Streets Planning Collaborative, USA**

## 12:15 pm – 12:45 pm ~ Discussants and Closing Remarks

**Speakers:**

- **Emily Munroe, Executive Director, 8-80 Cities, Canada**
- **Jasper Schipperijn, MS, PhD, University of Southern Denmark**

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## 12:45 pm – 1:30 pm ~ Lunch

Lunch for International Symposium attendees will be served on the Sandpiper Deck.

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### Welcome and Opening Remarks

#### Speakers:



***Michael Pratt, MD, MSPE, MPH, Emory University, USA***

Dr. Pratt is the incoming director of the Institute for Public Health at the University of California, San Diego. He is currently a visiting professor at Emory University and held leadership positions at the Centers for Disease Control and Prevention (CDC), including the Senior Advisor for Global Health and Chief of the Physical Activity and Health Branch. Dr. Pratt is also a visiting professor at the Schools of Medicine and Government at Los Andes University in Bogotá, Colombia and at the Federal University of Pelotas in Brazil. He completed a Masters Degree in exercise physiology and MD at the University of Washington, preventive medicine residency at the Mayo Clinic and CDC, Masters in Public Health at the University of Minnesota, and is a graduate of the CDC EIS program. Dr. Pratt's research interests include increasing global research capacity for physical activity, physical activity policy and interventions, and evidence-based public health.



***C. Tracy Orleans, PhD, Robert Wood Johnson Foundation, USA***

As the Senior Scientist for Robert Wood Johnson Foundation (RWJF), Tracy Orleans has led or co-led the Foundation's grant-making in the areas of health behavior change, tobacco control, chronic disease management, physical activity promotion and childhood obesity prevention over the past 18 years. She focuses mainly on identifying, evaluating and applying effective policy and environmental strategies for improving population health, with a special focus on high-risk populations and issues of health equity. She is now working to develop metrics and research to guide RWJF's broad new Culture of Health mission and to learn from global innovations in population health improvement. Dr. Orleans has authored or co-authored more than 250 publications, served on numerous journal editorial boards, national scientific panels and advisory groups, and is the Associate Policy Editor for the American Journal of Preventive Medicine. She has received numerous awards for her national work in the fields of behavioral medicine, tobacco control, and childhood obesity prevention.

## Playing in Public: Public Space for Physical Activity

**Chair: Michael Pratt, MD, MSPE, MPH, Emory University, USA**

**Speakers:**

*Start Small, Dream Big: Experiences of Physical Activity Classes in Public Spaces in Colombia*



**Adriana Díaz del Castillo, MD, MS, Universidad de los Andes, Colombia**

Adriana Díaz del Castillo Hernández is a social researcher and co-founder of Salud Transversal and associate researcher with the EpiAndes research group at Universidad de los Andes in Bogotá, Colombia. She holds a masters degree in Medical Anthropology from the University of Amsterdam and an MD from the Universidad Nacional de Colombia. Her research interests are the interplay of urban environments with health, equality, and well-being. She has participated in research studies and consultancy for the implementation and evaluation of Ciclovías Recreativas in Colombia, the PanAmerican Health Organization, and the Ciclovías Recreativas Network of the Americas. She is an invited speaker at congresses and seminars on Ciclovías Recreativas and other urban programs and infrastructures that promote physical activity and quality of life. She has coauthored academic publications, policy briefs, guidelines, and manuals featuring these topics. She is currently member of the board of the Ciclovías Recreativas Network of the Americas.

*How to Promote Physical Activity in Public Spaces with Very Little Money and Verbal Naysayers*



**Arturo Rodriguez, MPH, RN, City of Brownsville, Texas, USA**

Arturo Rodriguez, MPH, RN serves as Director of Public Health & Wellness for the City of Brownsville. He oversees all aspects of Public Health for the City of Brownsville, including food borne disease, environmental quality, and public health and wellness promotion and advocacy. In addition, he is currently Co-President of the Brownsville-Matamoros Bi-national Health Council which works in binational matters to address border issues such as infectious disease (dengue and tuberculosis), obesity, diabetes, family and community health, and overall improvement of health related issues and quality of life along the US- Mexico border. His work in Global Public Health has led him to receive a Public Health Diploma from the Mexico's National Institute of Public Health and The University of Arizona for Leadership across Borders graduate program. In 2015 he was named a Robert Wood Johnson Foundation Public Health Nurse Leader, one of 25 nurses nationwide to receive this distinction.

## *Promoting Physical Activity In Public Spaces: South African Experiences*



### ***Estelle Lambert, PhD, University of Cape Town, South Africa***

Professor Estelle Lambert is head of the Division of Exercise Science and Sports Medicine, in the Department of Human Biology, Faculty of Health Sciences, University of Cape Town. She is author or co-author on over 170 peer-reviewed scientific publications. She is actively involved in research on the role of physical activity for public health purposes, and has acted as a consultant to the United States Centers for Disease Control and World Health Organization (WHO) on issues related to the Role of Diet and Activity in the Prevention of Non-Communicable Diseases, and Developing a Global Policy for Promoting Physical Activity for Health. She currently serves on the executive council of the International Society for Physical Activity and Health. She was a member of the Scientific Advisory Council for the International Obesity Task Force (2009-2014), and she is the chairperson of the global advocacy campaign for physical activity, *Agita Mundo*. She leads the efforts in South Africa for the Modeling the Epidemiological Transition study (METS), and the Vitality Insured Persons (VIP) cohort. She was a co-principal investigator for WDF- funded, school-based intervention, Health Kick, as well as the South African principal investigator for the ISCOLE study (International Study on Childhood Obesity, Lifestyle and Environment). She is also the lead investigator for the STOP-SA Study (Slow, Stop or Stem the Tide of Obesity in the People of South Africa). Her research group has lead the initiative for Healthy Active Kids South Africa 2007, 2010, and 2014, in conjunction with other tertiary academic institutions, NGO's and private sector stakeholders.

## **Ciclovías and Open Streets across the Americas**

### **Chair:**



### ***Sharon Roerty, Senior Program Officer, Robert Wood Johnson Foundation, USA***

Sharon is a Senior Program Officer at the Robert Wood Johnson Foundation serving on both the Catalyzing Demand for Healthy People Healthy Practices Portfolio and the Childhood Obesity Team. Roerty has worked extensively on transportation, environmental and urban policy. At RWJF she focuses on the built environment, policy, engagement and implementation. Previously, Roerty was executive director of the National Center for Bicycling & Walking; prior to that she managed the multibillion dollar capital improvement program for the North Jersey Transportation Planning Authority. She developed and directed New Jersey's Pedestrian and Bicycle Resource Center at the Voorhees Transportation Center at Rutgers University. As a principal planner and project manager for environmental management firms, she contributed to several regional growth and environmental impact studies for land development projects in New Jersey and New York. Roerty is currently serving on a select committee to guide the long term vision, the Fourth Regional Plan, for the Tri-State Area (New York, New Jersey, Connecticut).

## Speakers:

### *Reclaiming the Streets for People: Insights from Ciclovías Recreativas in Latin America*



#### **Olga Lucia Sarmiento, MD, PhD, Universidad de los Andes, Colombia**

Olga L. Sarmiento is an Associate Professor of the Department of Public Health at the School of Medicine at Universidad de los Andes (Bogotá, Colombia). She is the director of the Group of Epidemiology at the Universidad de los Andes. In 2011 she received the Honorary Distinction from The National Institute of Sports in Colombia (Coldeportes Nacional) for the academic work towards promoting healthy behaviors in Colombia. In 2015, she received the honorary distinction from the Institute of Sports and Recreation from Bogota for the academic work towards the evaluation of the Recreovia and Ciclovía programs. Her current research interests include physical activity, nutrition and built environment among the populations of children and adults in Latin America. She is a member of the IPEN Network. She is the principal investigator of the natural experiment Al Ritmo de las Comunidades and the study of the evaluation of the Ciclovía of Bogotá.

### *Moving Open Streets in the U.S. from Events to Initiatives*



#### **J. Aaron Hipp, PhD, North Carolina State University, USA**

J. Aaron Hipp, PhD, is Associate Professor of Community Health and Sustainability in the Department of Parks, Recreation, and Tourism Management and Faculty Fellow in the Center for Geospatial Analytics at North Carolina State University. Dr. Hipp has investigated Open Streets since 2010 with research funded by Active Living Research, Robert Wood Johnson Foundation, and 8 80 Cities. Dr. Hipp has co-authored five manuscripts and five policy briefs related to best practice Open Streets and has participated in all three US Open Streets Summits. Dr. Amy Eyler and Dr. Hipp co-authored 'Open Streets: Measuring Success' with work informed by participating in and evaluating eight unique Open Streets ranging from Ferguson, MO, to Santiago, Chile. More broadly, Dr. Hipp investigates how the natural and built environments best support community health and sustainability. Across all of his work Dr. Hipp uses mixed methods; from focus groups and posters to webcams and crowdsourcing.

### *Short-term Action, Long-term Change: How Open Streets Can Change Your City Now!*



#### **Mike Lydon, Principal, Streets Planning Collaborative, USA**

Mike Lydon is a Principal of The Street Plans Collaborative, an award-winning planning, design, and research-advocacy firm based in Miami, New York City, and San Francisco. Mike is an internationally recognized planner, writer, and advocate for livable cities. His work has been profiled in The New York Times, NPR, ABC News, The Smithsonian Magazine, and numerous other national and international media outlets.

Mike collaborated with Andres Duany and Jeff Speck in writing The Smart Growth Manual, published by McGraw-Hill in 2009 and rated by Planetizen as one of the top 10

planning books of 2010. Mike is also the creator and primary author of the The Open Streets Project (2012) and co-author of Tactical Urbanism: Short-term Action for Long-term Change, published by Island Press in 2015.

Mike received a B.A. in American Cultural Studies from Bates College and a Masters in Urban Planning from the University of Michigan. He encourages you to trade four wheels for two.

## Discussants and Closing Remarks

### Speakers:



#### **Emily Munroe, Executive Director, 8-80 Cities, Canada**

Emily has been with 8-80 Cities since 2009 and has managed diverse engagement and capacity building projects both locally and internationally. She has led major projects with partners such as the Ontario Government, the Knight Foundation, the Robert Wood Johnson Foundation, and Gehl Architects in over 50 cities.

Emily is passionate about making healthy choices easy for everyone, every day, by creating cities where people can walk, bike, and play. She uses her creativity and problem-solving skills to develop stimulating and imaginative strategies to engage people in the process of improving their cities.

Emily is an Open Streets expert and practitioner and believes these programs are the perfect 'gateway drug' for substantive urban change. Emily has a BA from McGill University and a Graduate Certificate from Humber College in International Project Management, which included special training in facilitation and participatory development methods. Emily is a co-founder of Open Streets Toronto.



#### **Jasper Schipperijn, MS, PhD, University of Southern Denmark**

Jasper Schipperijn is an Associate Professor with the Research Unit for Active Living at the University of Southern Denmark. He has a background in forest and nature management as well as landscape architecture. Currently, Jasper's research focuses on studying the relation between the built and natural environment and human behavior, and in particular evaluating the effect of changes to the environment on behavior. He has a special interest in developing methods to objectively describe behavior and the environment that behavior takes place in. In recent years, this has come to expression in the development of specifically designed database systems utilizing data from GIS (Geographic Information Systems), GPS, accelerometer, Bluetooth tracking, and various other sensors. Much of the work he has been involved in builds on intervention studies or natural experiments that involved changes to the built environment, e.g. creating or renovating schoolyards, urban green spaces, public open space, and bicycling facilities.