



# Conference Welcome and Opening Address

**Keshia Pollack, PhD, MPH, Conference Program Chair**  
**Jim Sallis, PhD, Program Director**

# Conference Theme

## ■ Previous Conference Themes

- 2013: Achieving Change Across Sectors: Integrating Research, Policy and Practice
- 2012: Disparities in Environments and Policies that Support Active Living
- 2011: Partnerships for Progress in Active Living: From Research to Action
- 2010: Engaging Communities to Create Active Living Environments
- 2009: Active Communities for Youth and Families: Creating Momentum for Change
- 2008: Connecting Active Living Research to Policy Solutions
- 2007: Active Living in Diverse and Disadvantaged Communities

# Conference Theme

- 2014: Niche to Norm
- In recognition of advancing active living from an emerging research field with limited results and impact to well-accepted findings that regularly guide decision-making across sectors to create more active communities

# Niche to Norm

- ALR is a fairly new field of research, but it has been growing rapidly and having impact
- Environmental and policy changes made to increase physical activity used to be rare, but they are increasingly more common
  - Complete Streets Policies
  - Built-environments are changing
  - Development of tools like WalkScore

# Building a New Field

Barker and Gutman, Am J Prev Med 2014;46(2):208-15

- 2011, 10<sup>th</sup> Anniversary of ALR
- Evidence of success in meeting its goals:
  - Establishing a strong research base
  - Building an interdisciplinary and diverse field
  - Use research to inform policy and practice
- One recommendation: place more emphasis on national impact
- The time is ripe!

# Taking it Mainstream

- **The Tipping Point by Malcolm Gladwell**
  - Spread of ideas, products, and messages
  - Epidemics; contagious behavior, action
- **Three agents of change**
  - Law of the Few
  - Stickiness Factor
  - Power of Context
- **Often need many small movements**

# How Do We Do It?

- Research translation
- Dissemination and implementation research
- Partnerships
- Building active living into other areas and sectors (health impact assessments)
- Communicate differently
- Evaluation

# How are We Doing it in Baltimore?

- Promoting the intersection of safety and physical activity
- Getting safety/reducing injury to be regularly considered is the norm!
- Johns Hopkins Center for Injury Research and Policy
  - Pedestrian safety in urban settings
  - Safe Routes to School
  - Integrating safety into design



# My Motivation in this Field

- “ The way communities are designed has a great influence on how active we are. When communities are safe, well-maintained and have appealing scenery, children and families are more likely to be active. Unfortunately, many people—especially those at high risk for obesity—live in communities that lack parks and have high crime rates, dangerous traffic patterns and unsafe sidewalks.”

Active Living Research, [www.activelivingresearch.com](http://www.activelivingresearch.com)



# Improving Pedestrian Safety

- Hopkins medical campus; large # of pedestrians and commuters
- Multiple methods
  - Pedestrian incident reports, videos from JH Security
  - Local data
  - Videotaped high-risk intersections
  - Conducted online survey and focus groups with target audience: JHMI faculty, students, staff, East Baltimore community residents (~ 3,800; 75% employees)
  - Research to inform practice and policy

# Solutions Target the Three E's

- Education
- Enforcement (and Enactment)
  - Traffic Safety Officers at high-risk intersections during peak times
- Engineering
  - Synchronicity b/w lights and crossing signals
- And Evaluation (4<sup>th</sup> E)

# We are raising the perception of risk!

700 PEDESTRIANS  
WILL BE HIT THIS  
YEAR IN BALTIMORE

*Don't let it be you.*

**STOP** - look both ways.

**WAIT** - watch for drivers.

**GO SLOW** - proceed with caution.



JOHNS HOPKINS  
UNIVERSITY OF MEDICINE  
Johns Hopkins Center for Injury  
Research and Policy

**STOP | WAIT | GO SLOW**  
*Be Alert. Don't Get Hurt.*



# Targeting pedestrians and drivers

**700 DRIVERS**  
IN BALTIMORE WILL HIT A  
PEDESTRIAN THIS YEAR

***Don't let it be you.***

**STOP** - look both ways.

**WAIT** - watch for pedestrians.

**GO SLOW** - proceed with caution.



JOHNS HOPKINS  
UNIVERSITY @ MEDICINE  
Johns Hopkins Center for Injury  
Research and Policy

**STOP | WAIT | GO SLOW**  
*Be Alert. Don't Get Hurt.*





# 700 PEDESTRIANS WILL BE HIT THIS YEAR IN BALTIMORE



**Don't let it be you.**

**STOP** - look both ways.

**WAIT** - watch for drivers.

**GO SLOW** - proceed with caution.



ERIKO FRANKO

**STOP WAIT GO SLOW**



If you raise fear, you must include information on how to reduce the threat

**STOP**

**look both ways.**

**WAIT**

**watch for drivers.**

**GO SLOW**

**proceed with caution.**



JOHNS HOPKINS  
UNIVERSITY & MEDICINE  
Johns Hopkins Center for Injury  
Research and Policy

**STOP | WAIT | GO SLOW**  
*Be Alert. Don't Get Hurt.*

***Be Alert.  
Don't Get Hurt.***

High visibility signage and ads (education), along with increased enforcement and engineering changes (slow!!)

ACTUAL SIZE

**STOP.**  
**WAIT.**  
**GO SLOW.**

*Be Alert.*  
*Don't Get Hurt.*

IMPRINT COLOR:



PMS 186 (RED)



PMS 123 (YELLOW)



PMS 355 (GREEN)





**STOP**  
look both ways.

**WAIT**  
watch for pedestrians.

**GO SLOW**  
proceed with caution.

*Be Alert. Don't Get Hurt.*

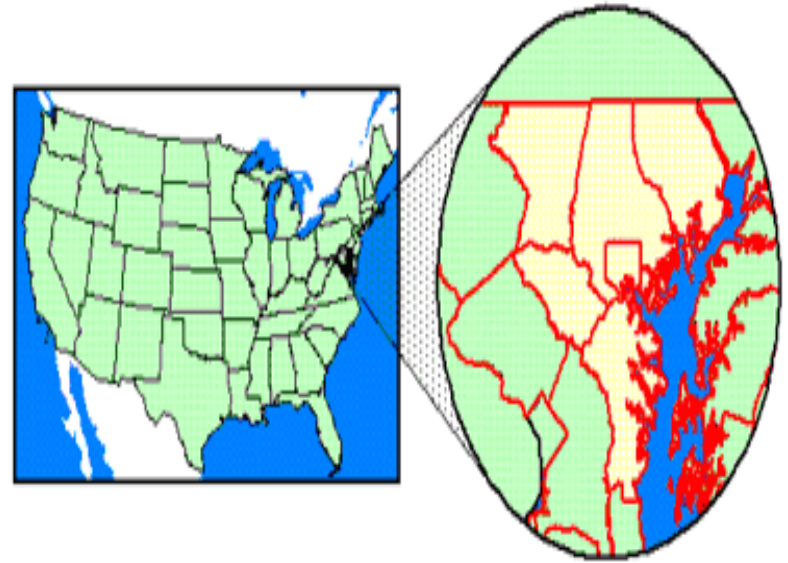
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NO STANDING  
NO LOADING  
NO UNLOADING

# Taking it Mainstream

- Partnered with the Baltimore Metropolitan Council (MPO for the Region)
- Our campaign will be the BMC 2014 Campaign, launch April
- The Baltimore region is the nation's 19th largest market, with over 2.5 million people



From E. Baltimore to Baltimore City and Anne Arundel, Baltimore, Carroll, Harford and Howard counties

# Walking to School

- Safe Routes to School
- N=365 kids in Baltimore, urban-dwelling children
- 56% walked to school most of the times
- Many lived in neighborhood with high levels of social and physical disorder
- Low levels of perceived safety
- Children living in neighborhood with high incivilities were more likely to walk to school, in spite of low levels of perceived safety
- One recommendation: implement walking school buses

Pollack PI, funded by ALR; Rossen et al. 2011; Curriero et al. 2013

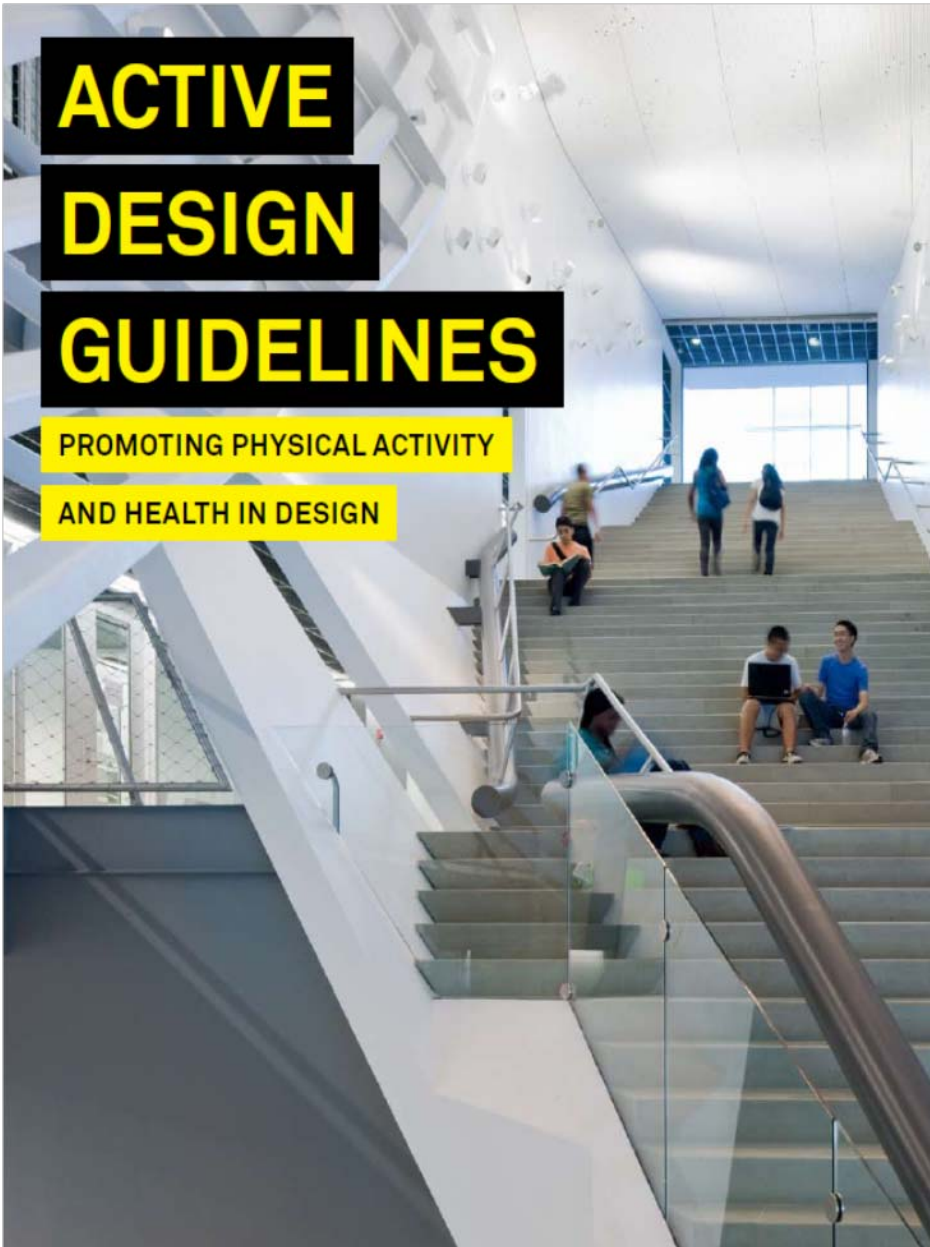


## Walking School Buses... The Right Path for Baltimore



- Translational Research Project; Supported by Active Living Research
- Partnered with Baltimore City Safe Routes to School Program
- Addressed barriers and educated stakeholders about WSBs
- Dissemination
- Appointed by the Mayor's Office to the Baltimore City Transportation Safety Task Force





- **Urban design** strategies for creating neighborhoods, streets, and outdoor spaces that encourage walking, bicycling, and active transportation and recreation.
- **Building design** strategies for promoting active living where we work and live and play — for example, through the placement and design of stairs, elevators, and indoor and outdoor spaces.

[www.nyc.gov/adg](http://www.nyc.gov/adg)



Partnered with SOPHE  
(Society for Public  
Health Education),  
and NYCDOH, and  
NCIPC

Funded by  
CDC/NCIPC

Dissemination

Presentation 3/12 @ 10:30-12:00

# What about you?

- During this meeting, we want to highlight efforts to take evidence-based interventions to create safe active environments mainstream
- How are you contributing to the theme of Niche to Norm?

**Tell us YOUR examples**



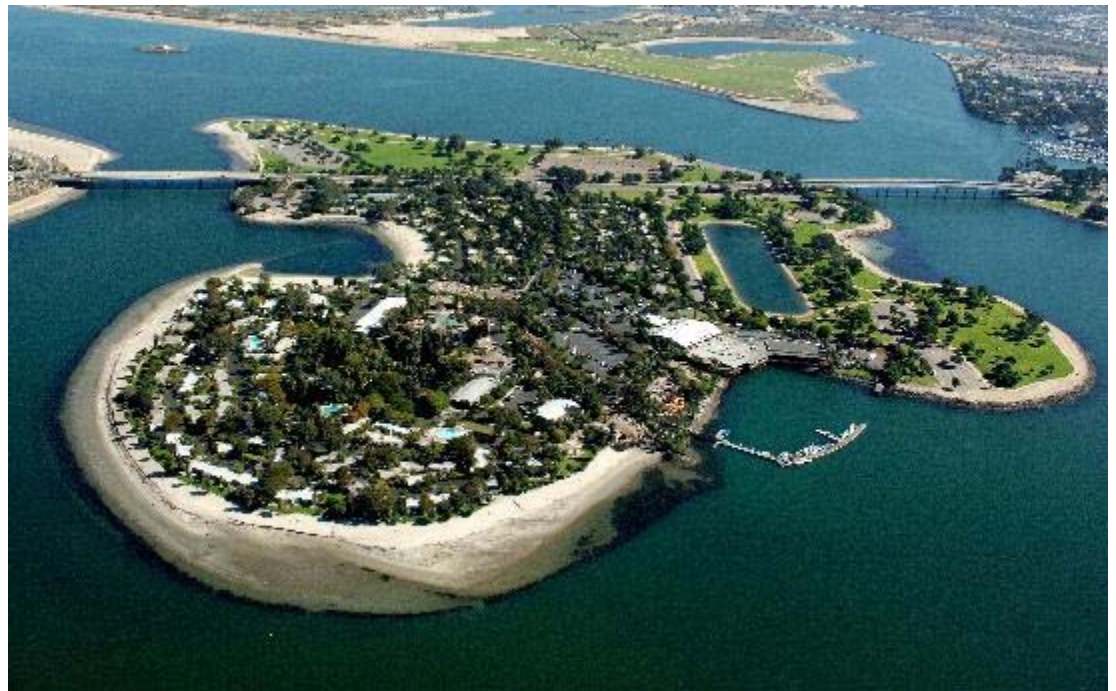
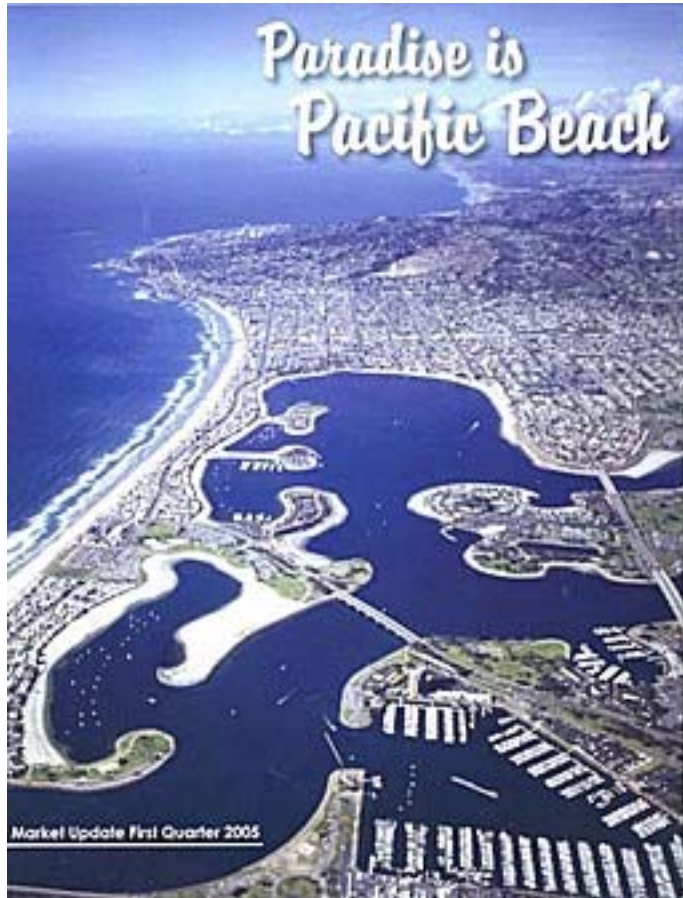
# Conference Welcome

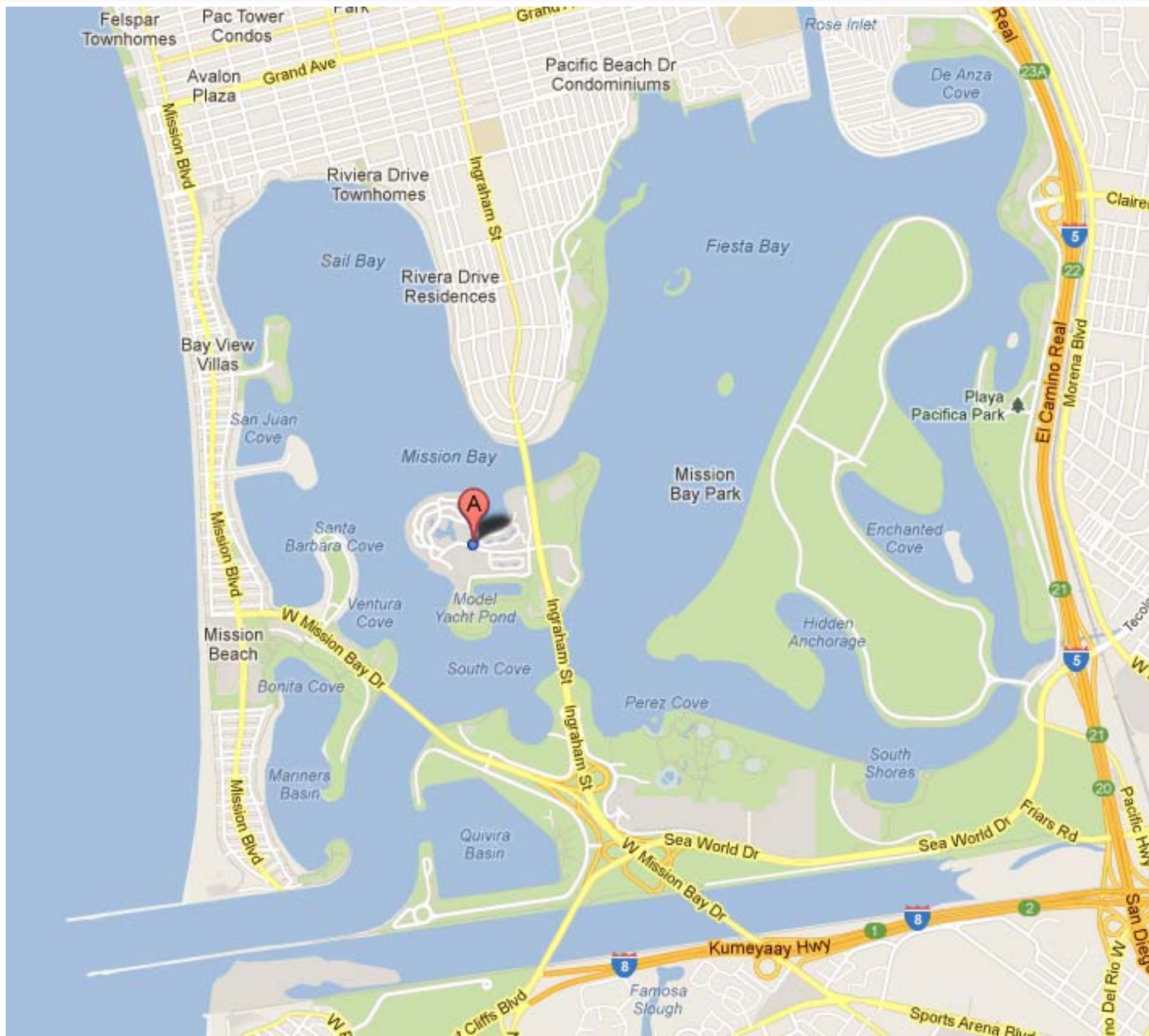
**Keshia Pollack, PhD, MPH  
Conference Program Chair**

**Jim Sallis, PhD, Program Director**



# Welcome to Mission Bay Park







# Lots of Ways to Be Active



# About Active Living Research

- National program of Robert Wood Johnson Foundation
  - Contribute to RWJF goal to reverse the childhood obesity epidemic by 2015.
  - Managed \$28 million in research grants.
  - Started 2001. Planned to continue through 2015.
- Objectives:
  - To **establish a strong research base** regarding effective policy and environmental strategies for reversing the childhood obesity epidemic, focusing on populations at highest risk;
  - To build a vibrant, **multidisciplinary field** of research and a diverse network of researchers;
  - To ensure that findings are effectively communicated to **inform policy debates** and guide the development of effective solutions.

# This is our 11<sup>th</sup> Annual Conference

- **We have grown**
  - From 175 to almost 350 attendees
  - 212 abstracts submitted. 143 (67%) accepted for oral and poster presentations
  - 25 abstracts submitted for workshops; 15 accepted
- **We have evolved**
  - From developing measures to start a new field
  - To a commitment to translating a wealth of new knowledge to policy & practice
  - Submissions of research AND practice/policy abstracts & workshops
  - First international symposium
- **We are making a difference**
  - National & international organizations are funding evidence-based environment, policy, & systems interventions
  - Collaborating with policy partners: AHA's Voices for Healthy Kids
  - Example, Urban Land Institute's Building Health Places
- **We are grateful**
  - To the Robert Wood Johnson Foundation, grantees, attendees

# ALR2014 Program Committee

- **Program Committee Chair**

- Keshia Pollack, PhD, MPH, Johns Hopkins Center for Injury Research and Policy

- **Program Committee**

- Sean Co, MS, TTP, Bay Area Metropolitan Transportation Commission
- Nicola Dawkins-Lyn, PhD, MPH, ICF International
- Erualdo Gonzalez, PhD, California State University, Fullerton
- Jeanette Gustat, PhD, MPH, Tulane University
- Larry Morandi, MA, National Conference of State Legislatures
- Bianca Shulaker, MPL, The Trust for Public Land

# Active Living Research Staff

- Carmen Cutter - Deputy Director
- Chad Spoon - Research Coordinator
- Amanda Wilson - Research Coordinator
- Debra Rubio - Administrative Coordinator
- Debbie Lou accepted a new position at UCSD Cancer Center





# Our Website is Designed for You

- Designed for researchers, advocates, practitioners and policymakers
- Content organized to make all resources easily accessible
- Interact with ALR
  - Move! blog
  - Social media





# For Researchers

## **ALR website:**

- Literature Database – nearly 700 papers which study the relationship between environment and policy with physical activity and obesity
  - Easy to search; use for your lit reviews
  - Check the accuracy of your studies
- Evaluation of ALR-2 in American Journal of Preventive Medicine, 2014. Free access.
- ALR special journal issues
- Slides and abstracts from all ALR Conferences
- Lots and lots of measures
  - Send us your validated measures to post

# For Policy-makers & Practitioners

## ALR website:

- Research briefs, research reviews, lay summaries of articles
  - Making the research accessible
- You may find the slides useful too
- Webinars: [www.dialogue4health.org](http://www.dialogue4health.org)
- Newsletters. **Please sign up**
- Stories of how research is used to inform policy
  - **Please send us your stories**
- Finding an expert
- All resources searchable by topic

# Lots of Great Infographics



# Conference Journal & Name Tag Dots

see page 24 in conference program

## Conference Journal

- American Journal of Health Promotion, 2014
- Guest Editors: Christina Economos, NiCole Keith, Jimmy Newkirk & Jim Sallis

## Dots on your name tag

- Meet and mingle with people who have different colors



= researcher



= practitioner; or Both

# Poster Awards

see page 24 in conference program

## Poster Awards

- ALR Poster Award
  - 4 yellow, smiley face stickers
  - **Vote for top 2 posters** in categories: best content & visual presentation
- CDC – Active Living and Injury Prevention





# Twitter Contest

see page 25 in conference program

## Twitter Contest

- Share your conference experiences!
- Tweet 10 times using @AL\_Research in combination with conference hashtag #ALR2014
- Mention any element of conference you found stimulating
- Chance to win \$50 iTunes gift card



**ActiveLivingResearch** @AL\_Research · now

Keshia & @AL\_Research's Jim just kicked off a great #ALR2014. Finally a meeting with #physicalactivity built right in!

Expand

← Reply 🗑 Delete ★ Favorite ⋮ More



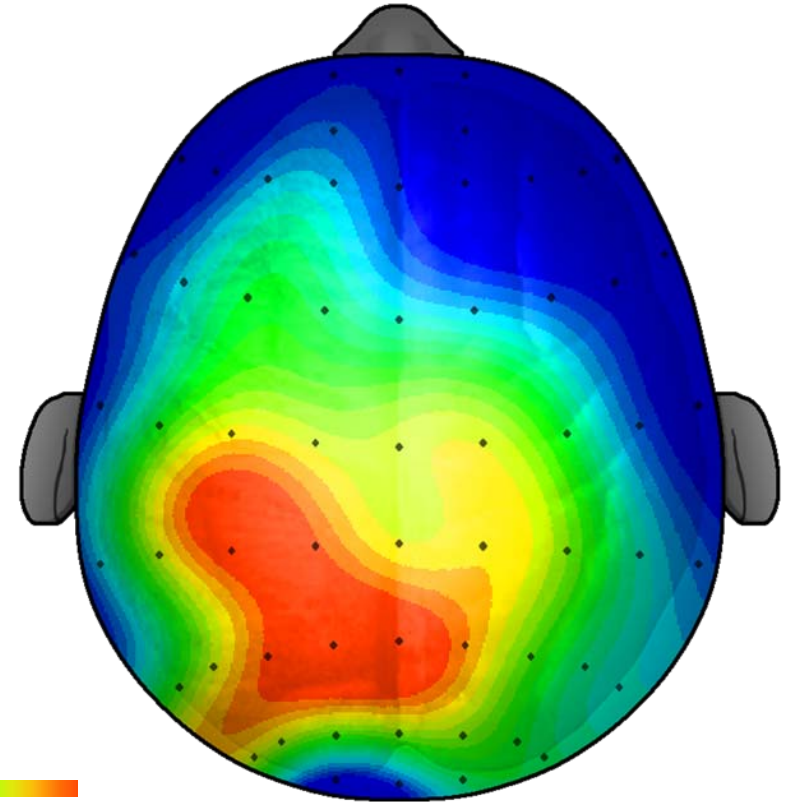
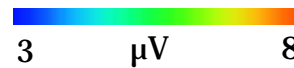
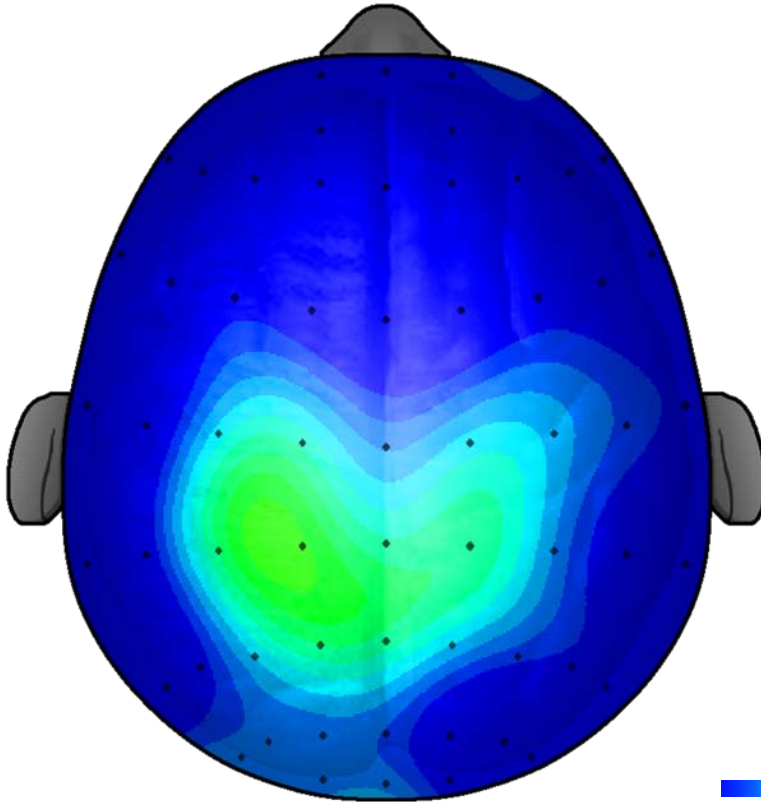
# ALR is an Active Meeting

- Walk and talk during breaks – **meet people from different fields**
- Tuesday afternoon activity breaks
  - Change clothes as needed
  - Please do NOT use this time for email. Get moving.
- Activity Breaks in Plenary Sessions
- ALR's Instant Recess Video—Wednesday morning
  - Plus tribute to Dr. Toni Yancey
- Active Applause in all sessions
- African dance lessons and performance TONIGHT
- **Use these ideas in your own meetings**



# Why an active meeting?

Credit: Darla Castelli



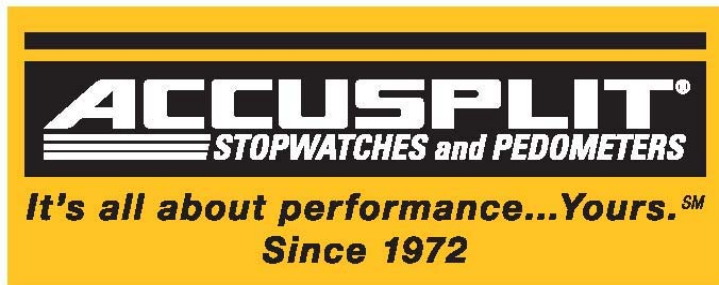
After 20 minutes of  
**Sitting Quietly**

After a 20 minutes of  
**Walking**

# 2015 ALR Conference

- Yes, there will be one
- Late February
- Location – Paradise Point
- 2015 Call for Abstracts
  - Tentative Release Date - May 2014
  - Tentative Due Date - August 2014

# Technology Sponsors – check them out





# Key Messages

- Our goal is to use research to activate the nation and prevent childhood obesity—to change the world
- We want this conference to change the way you work
  - Take full advantage of your chance to meet people from more than 30 academic fields and many sectors of society
  - Let's build an ongoing exchange among researchers, practitioners, and policy makers
  - Broadcast the conference via Twitter
  - Vote for your favorite posters
  - *Come to the African Dance Lessons*
  - Thank you for spending your time with us
  - Stay until the end – endurance prizes!

# ALR is Turning It Up to 11!

