

National Obesity Prevention Policy and Programs in the Americas: What can we learn to inform policy in the United States?

Open streets programs: Lessons learned from the Ciclovía of Bogotá

OLGA L. SARMIENTO



OUTLINE



- The Ciclovía program
- Policies: Bogotá's Ciclovía
- Epidemiologic studies
- Conclusions & Lessons learned



A day in the Ciclovia Recreativa (Open Street)
Carrera 15, Calle 87 (Bogotá, Colombia)



Week day traffic
Carrera 15, Calle 87 (Bogotá, Colombia)

OPEN STREET PROGRAM



Open Streets in the Americas

Figure 2. A healthy epidemic: Open Streets expansion in the Americas over the past 50 years *

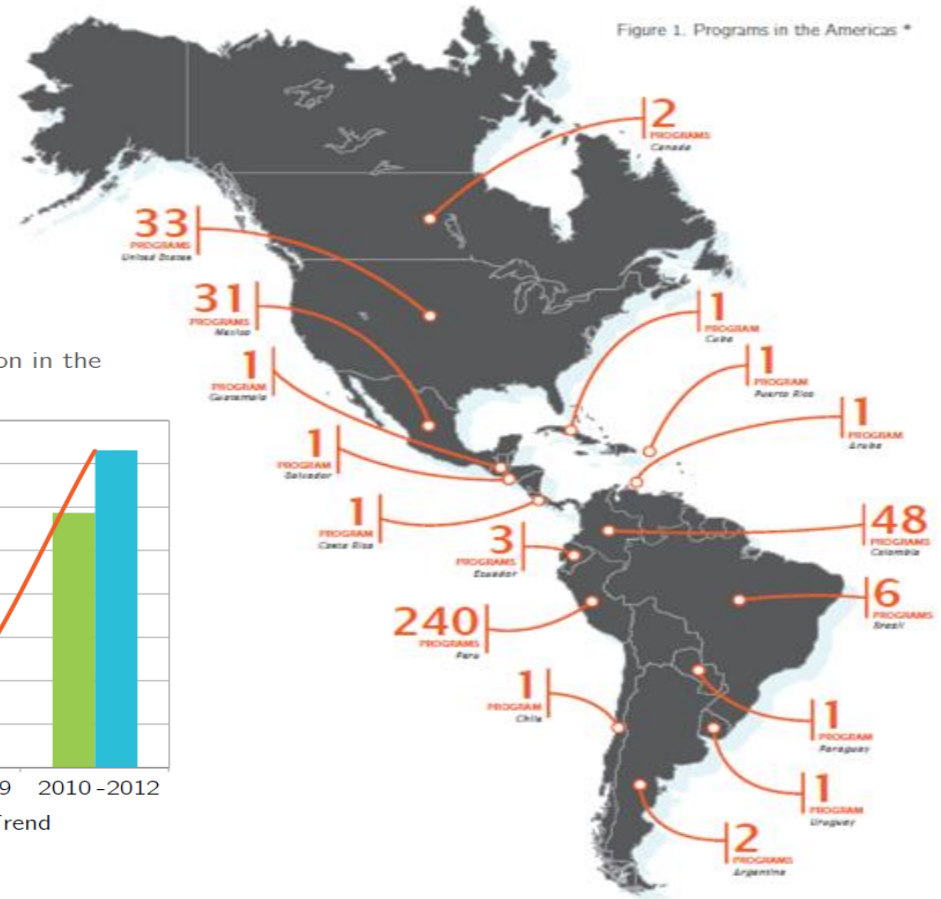
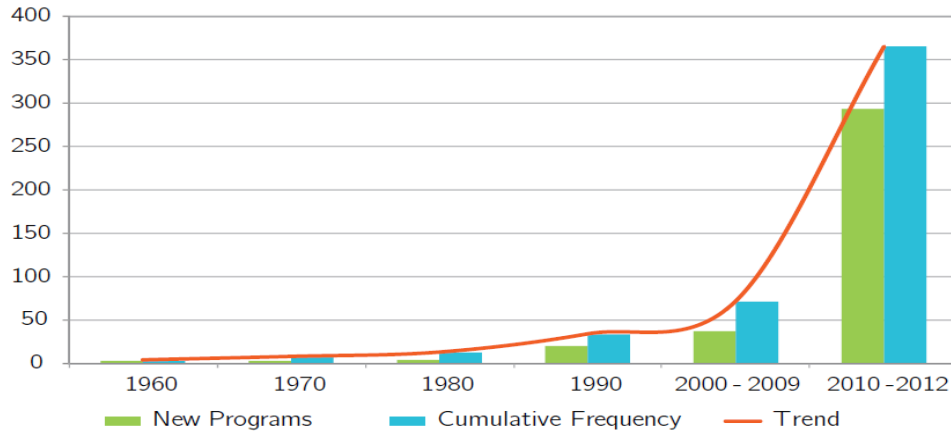


Figure 1. Programs in the Americas *

CICLOVIA

BOGOTA

121km
North-south Circuit

72
Events
Sunday
& holidays

600,000-1.4million
Participants per event

7
Hours
7am-2pm

92%
Low-middles SES

DEPRIORITIZATION 1985 -1994

Event

City administration priorities changed.
Loss of 33 km and less connectivity of the circuit.
Inequity of the circuit: 80% located in upper middle class neighborhoods.
The Ciclovía committee disappears.

Actors

- Community: Citizens (street closure and participation).
- Government: Local Department of Transit and Transportation.

DEVELOPMENT 1974 -1984

Event:

1974 - 1976: First and second Ciclovía attempts.
1976: Urban development study & creation of the Ciclovía concept.
1976: Mayoral Decree that defined Ciclovía and established four routes.
1982: Change of city administration-- a policy of public space recovery for citizens.
1982: Inauguration of the weekly Ciclovía & creation of the Ciclovía committee.

Actors:

- Community: Pro- Recreation Foundation & Ciclopedia bike shop
- Government:
 - City: Department of Transit and Transportation, Urban Development Institute, City Hall, Police Department, Education Secretariat
 - National: COLDEPORTES, National Cycling Federation

MODERNIZATION 1995 -2007

Event

1995: Change of city administration-- more government accountability.
1995: Administration of the program is assigned to the District Institute of Recreation and Sports.
Growth from 21km to 121km
Coverage: 70% of the localities providing equity with a connected circuit
Inclusion of additional parallel activities--Recreovía
1995-2007: Citizens culture policy and sustainable transportation (TransMilenio).
1997: Private sponsorship 25%
2000: Beginning of mass transport system -TransMilenio (lost of main avenue)
2005: International Seminar: Ciclovías Unidas de las Américas (CUA network)
2006: Re-inauguration
2007: Project to change schedule by a Congress man

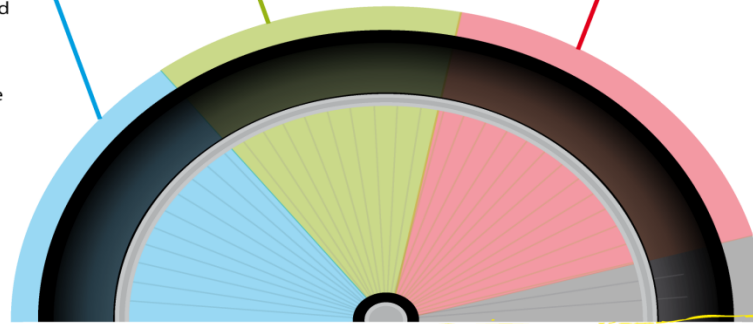
Actors

- Community: Users of the program, and activists (politicians & community)
- Government:
 - City: District Institute of Recreation and Sports, Department of Transit and Transportation, Urban Development Institute, City Hall, Police Department, Education Secretariat, City Health Department, City Council.
 - National: Congress

CONTINUITY 2008 >>

Event: National plan of public health
Law of obesity to prevent NCD

Actors: Congress and ministry of health



HISTORY OF THE CICLOVIA - BOGOTA

DEVELOPMENT 1974 -1984

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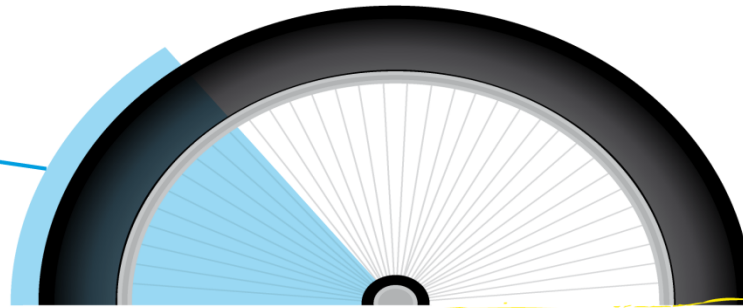
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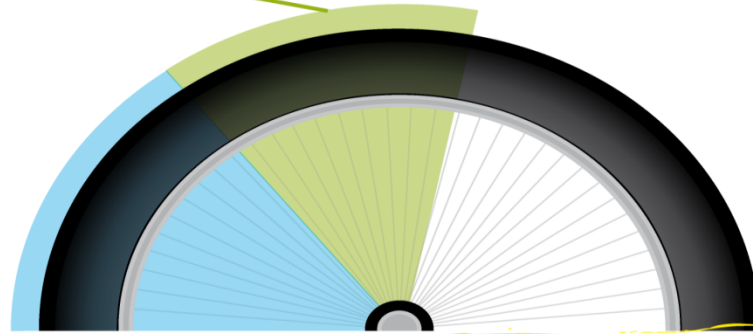
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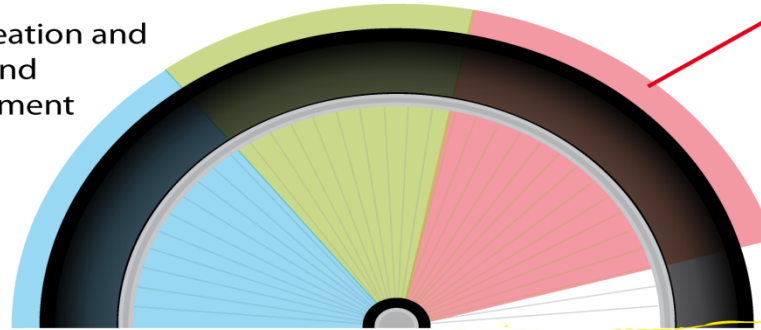
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- Government:
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 - o National: Congress



HISTORY OF THE CICLOVIA - BOGOTA

CONTINUITY 2008 >>

Event:

More complementary activities

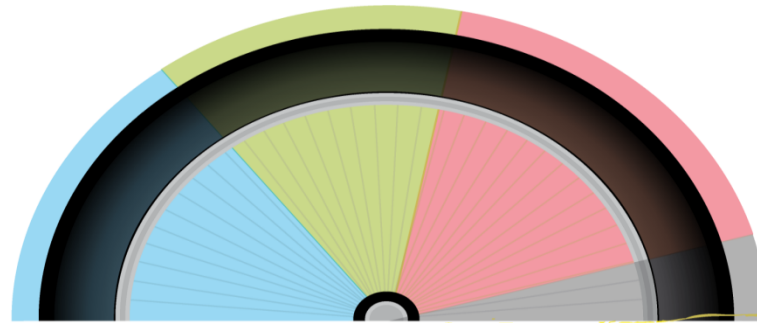
2007 National plan of public health Decree 3039

2009 Law of obesity to prevent NCD 1355

2012 The network of Ciclovias of Colombia was created (60 programs in 32 departments)

Actors

- Community: citizens, activists, politicians
 - o City: District Institute of Recreation and Sports, Department of Transit and Transportation, Urban Development Institute, City Hall, Police Department, Education Secretariat, City Health Department, City Council.
 - o National: Congress
 - o Ministry of Health
 - o Coldeportes



HISTORY OF THE CICLOVIA - BOGOTA

CICLOVIA

Stakeholders

- Activists-bike enthusiasts
- City residents
- City government– mayors
- Transport
- Police
- Ministry Education
- IDR & Coldeportes
- Urban planning
- Ministry of Health
- Congress- City Council
- Private vehicle owners
- Businesses

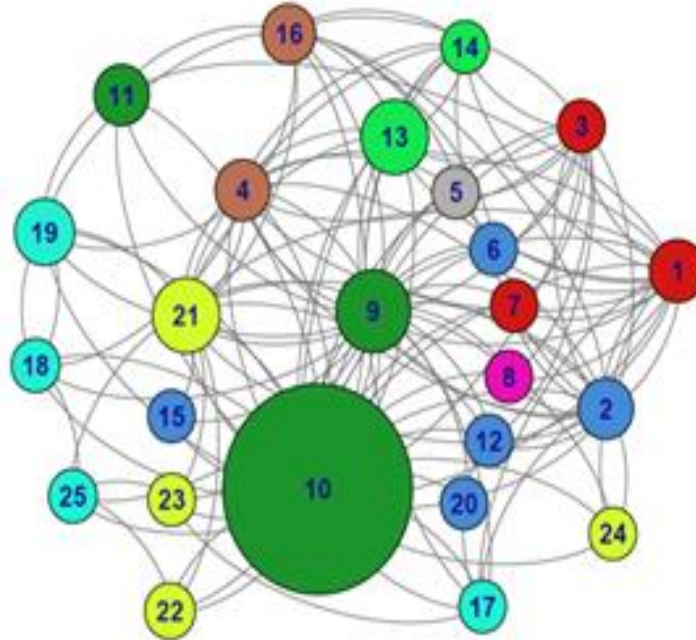
Facilitators









- Favorable context
- Political will
- Alignment with government plans
- Community participation
- Multi-sectoral work
- Lead entity

Barriers

- Transport priorities
- Businesses
- Changed government priorities

MULTI SECTORIAL NETWORK OF THE CICLOVIA



Color									
									
Sector	Sports and recreation	Transport/ Urban planning	Government	Security	Marketing/ services	Academia/ research	Health	Education	Environment

PROGRAMA OF HÁBITOS Y ESTILOS DE VIDA SALUDABLE COLDEPORTES NACIONAL



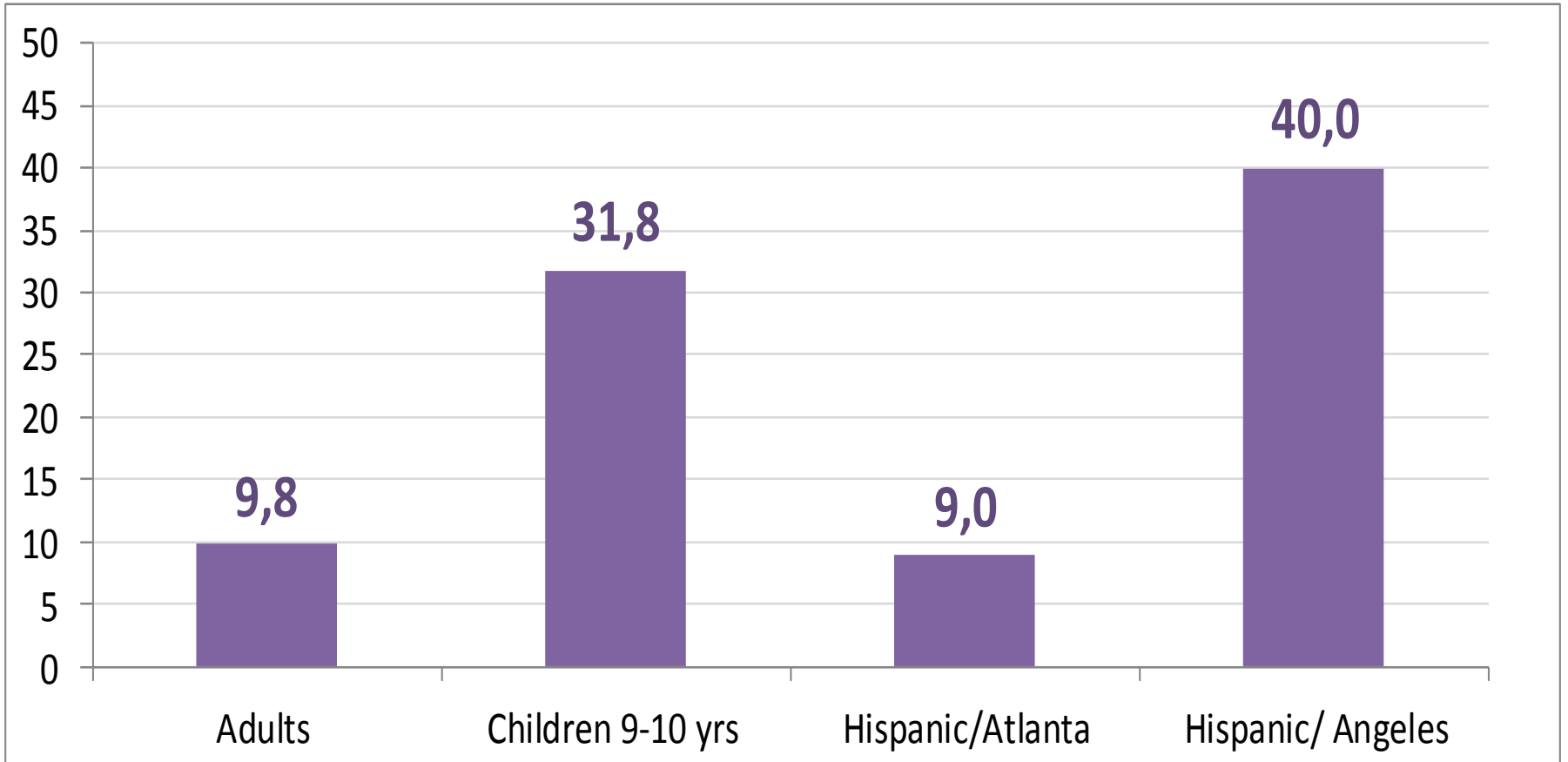
Red Colombiana de Vías
Activas y Saludables



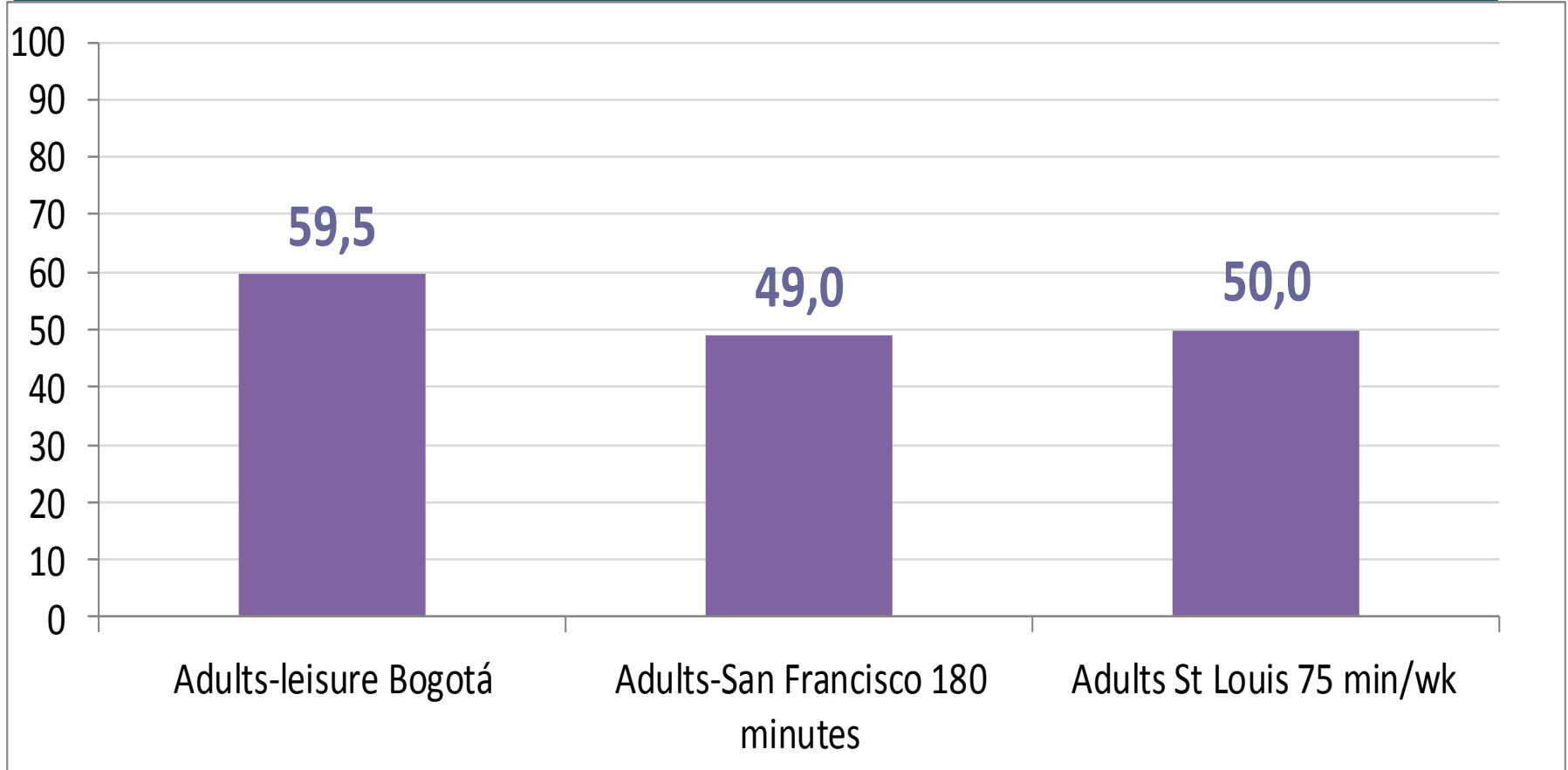


EPIDEMIOLOGIC STUDIES

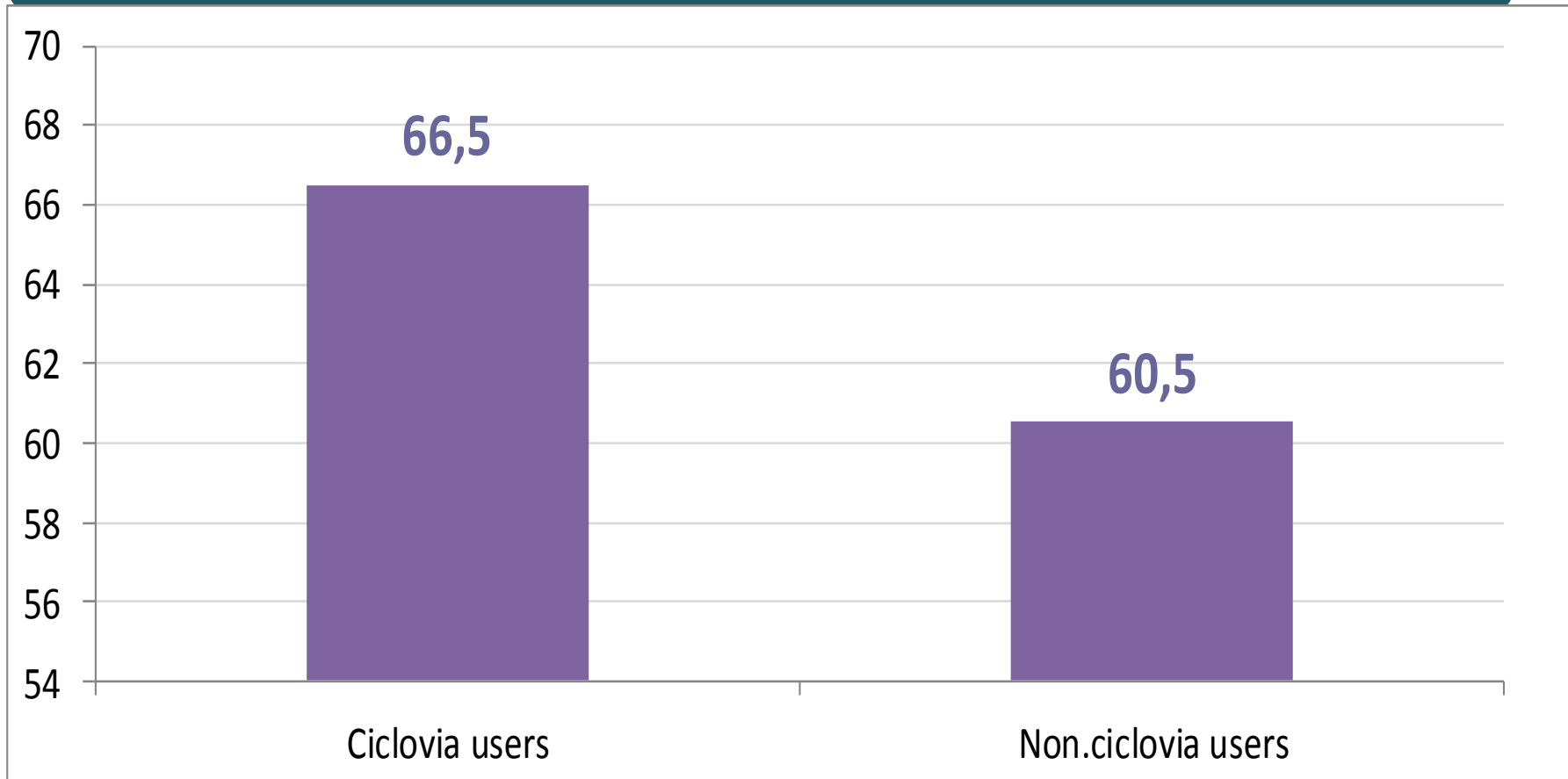
CICLOVIA PARTICIPANTS



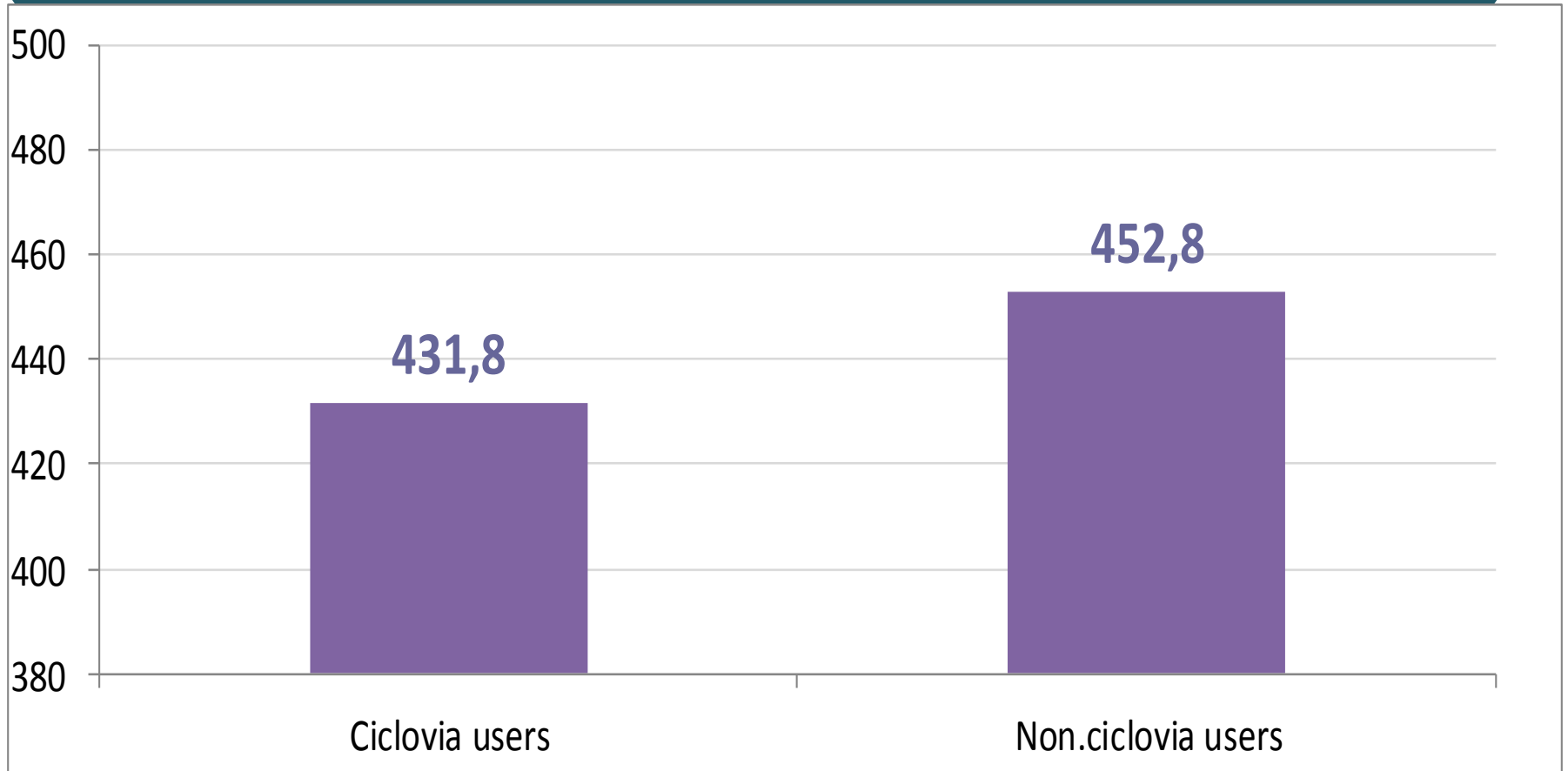
PREVALENCE OF MEETING PA GUIDELINES AMONG USERS



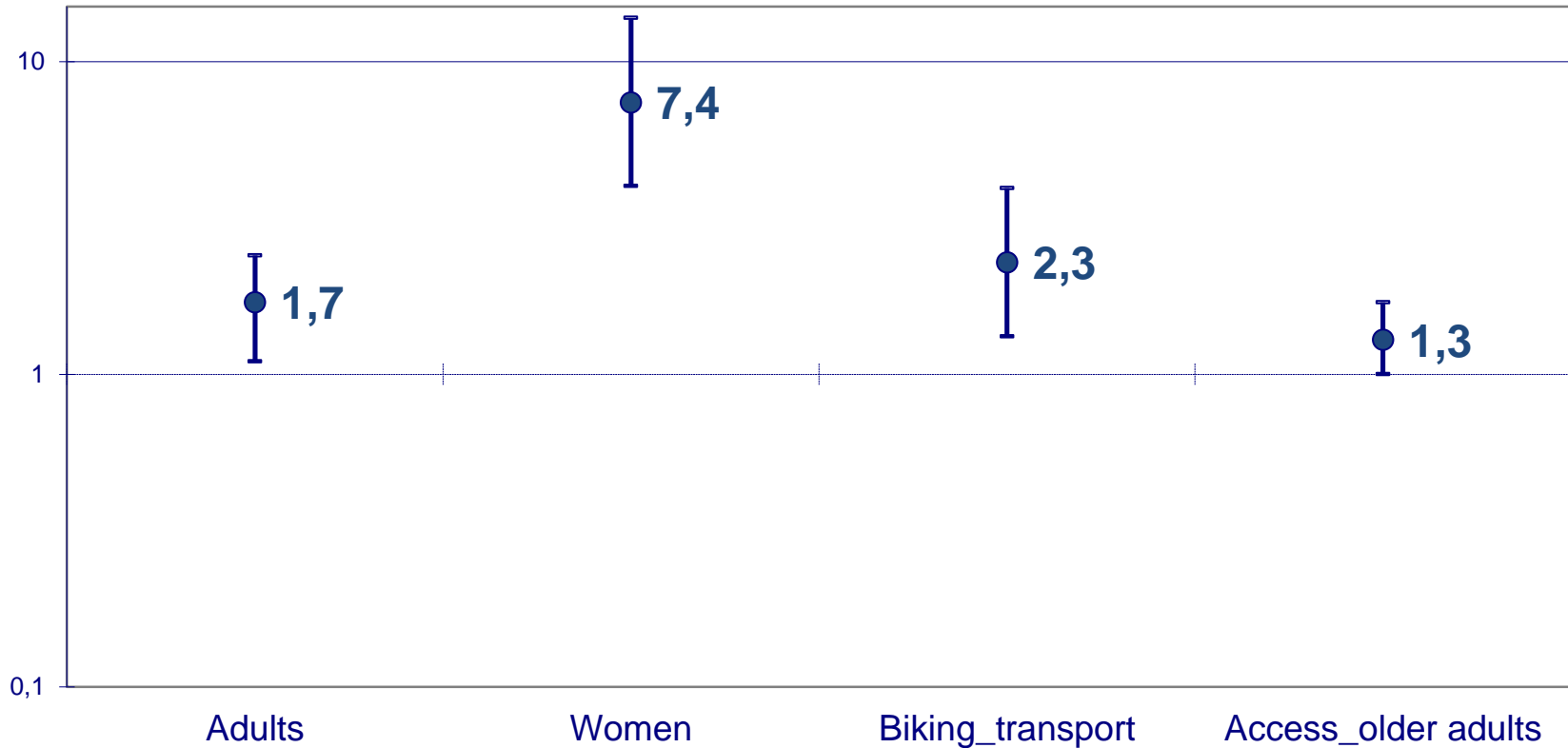
ADJUSTED MEAN (EVENSON) MVPA MINUTES ON SUNDAY



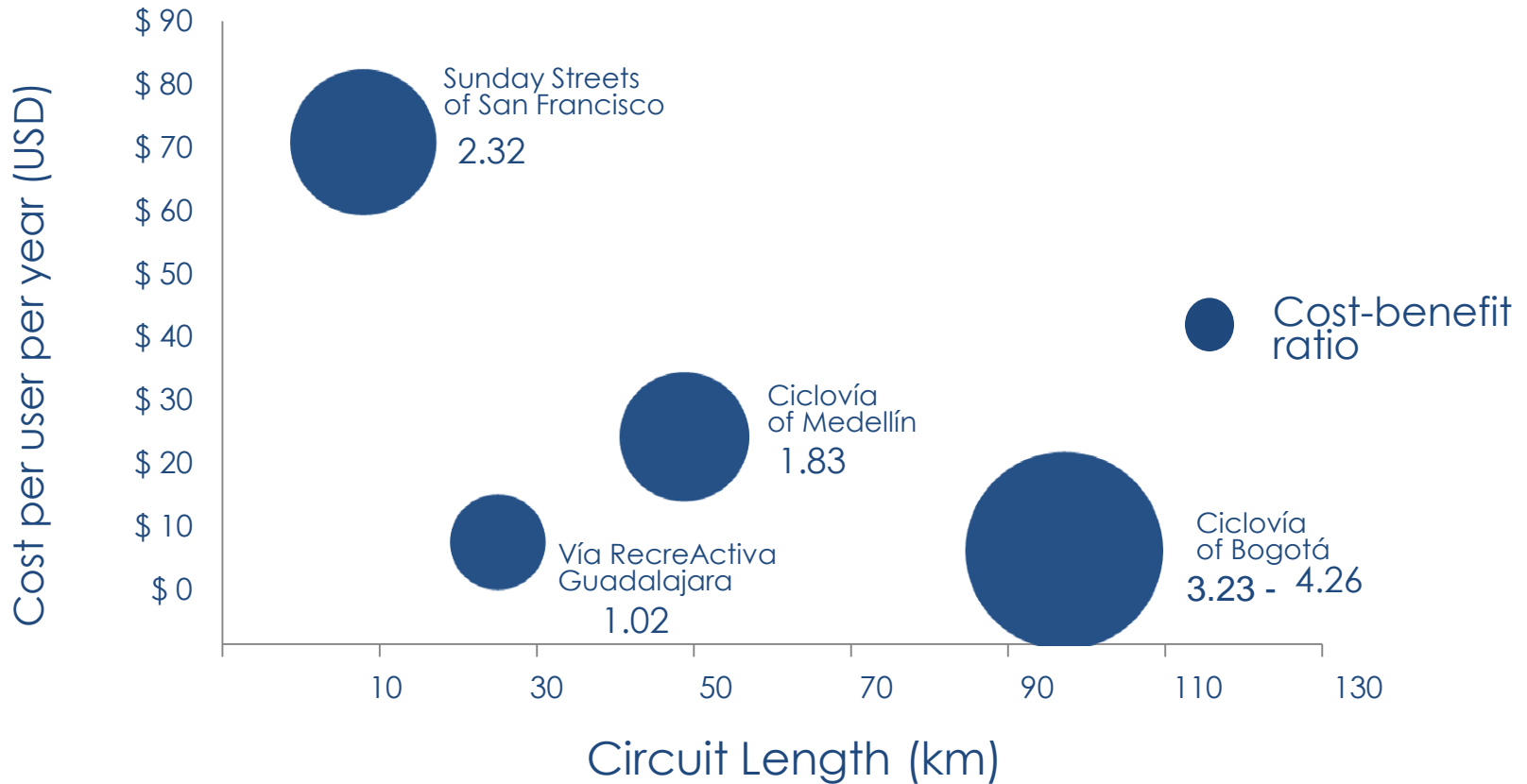
ADJUSTED MEAN (EVENSON) SEDENTARY MINUTES ON SUNDAY



ASSOCIATIONS BETWEEN PA BEHAVIORS AND CICLOVIA PARTICIPATION



COST PER USER PER YEAR (USD), CIRCUIT LENGTH (KM) AND COST-BENEFIT RATIO FOR FOUR CICLOVÍA PROGRAMS



MEN-WOMEN 35-70YR



How would you describe the Ciclovía?

- "Like a small party, it is an environment for having fun, and exercise. People come from all socio economic status. Even older adults."
- "... it is like soccer, like the stadium, everyone participates with no discrimination at all. The Ciclovía is a recreational or cultural, environmental or a health event."

How would you describe the city without the Ciclovía?

- "Sad."
- "boring"
- "'More pollution, more cars, ...
- "the monotony of every day."
- " I will stay at home watching TV"

ADVOCACY TOOLS

CICLOVIAS RECREATIVAS OF THE AMERICAS A Public Health Program

The *Ciclovia* recreativa is the temporary closure of streets to motorized traffic, which allows the public to engage in physical activity through running, walking, cycling, and more. Policy Makers as well as city governments may find in Colombia a proven, simple program to effectively promote physical activity in their communities.

An Emerging Problem

In the 21st century, focus has shifted towards the increasing public burden of chronic illnesses such as cardiovascular disease, cancer, and diabetes.

The World Health Organization (WHO) quantified this increased burden when it estimated in 2003 that 60% of global deaths that year would be due to chronic diseases - more than twice the amount due to infectious diseases. Of these, 30% occurred in low and middle income countries where governments are least capable of responding to the high direct (i.e. health care expenditures) and indirect (i.e. lost economic productivity) costs associated with chronic disease. In fact, one study published by the WHO estimates the social cost (infects 1990s Latin American and the Caribbean (LAC) by diabetes alone was \$63 billion USD in 2000.

Obesity and sedentary lifestyle represent major risk factors associated with chronic disease and are increasingly prevalent across the Americas. The Pan American Health Organization (PAHO) conducted a population-based study of LAC in 2002 showing that between 30% and 60% of adults are overweight. Anglo America is equally struck by this epidemic - 40% of adults in Canada are overweight with that number reaching 65% of adults in the United States. Rapidly developing cities, such as those in LAC, are particularly vulnerable to the interaction between sedentary lifestyle, obesity, and chronic disease as their populations reap reproductive benefits with few options for physical activity.

Policy makers need a diverse set of tools to address emerging public health problems, such as increasing prevalence of chronic disease. *Ciclovia* is one potential community-based program to consider.



CICLOVÍA RECREATIVA IMPLEMENTATION AND ADVOCACY MANUAL



Red Colombiana de Vías Activas y Saludables

CICLOVIAS RECREATIVAS

Una epidemia saludable



Las *Ciclovias Recreativas*: una **epidemia saludable** y prometedora para controlar la **pandemia de inactividad física**. Conozca sus beneficios y obtenga ideas para empezar a planear un programa en su ciudad.

<http://epiandes.uniandes.edu.co/>

bicis de calidad

Indicadores de Evaluación para CicloVías Recreativas

CONCLUSIONS & LESSONS LEARNED

- Policies at the local and national level that incorporate multisectoral collaborations are essential for the development and sustainability of massive programs that promote physical activity.
- Building on other sectors' initiatives (i.e., sports and recreation, culture, education, urban planning) can be a successful strategy for promoting physical activity where resources are limited.
- Community participation & political will: both are necessary but neither is sufficient on its own.
- There is a need for evaluating physical activity community programs and catching-up with practice-based evidence, which can be enhanced by the joint work of international networks and multidisciplinary groups.





Open Streets' are promising programs for building healthier, more livable and equitable cities.

**Mural: Mona Caron
Curitiba Brazil**