

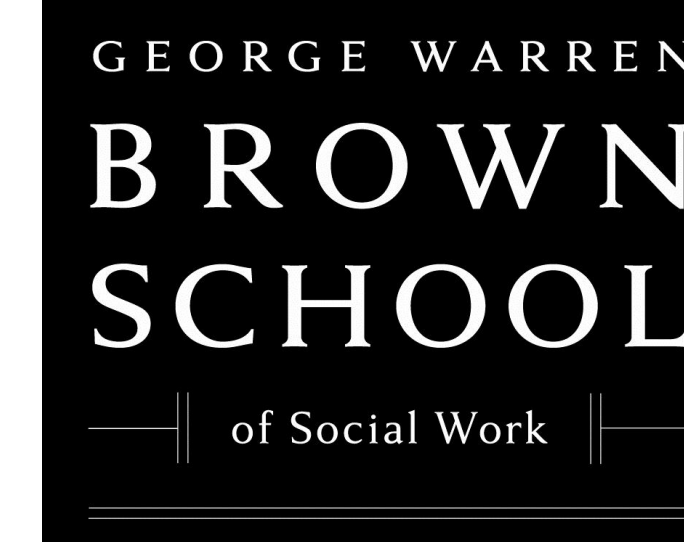
Ciclovias: An Opportunity to Engage Urban, Low-Income, and Minority Families in Physical Activity

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BACKGROUND

- Rates of overweight and obese children have increased exponentially over the last two decades.
- Obesity rates are higher among population subgroups (minority and low-income in particular).
- Rates are particularly disparate among children.
- Policy and environmental level factors, e.g., lack of places to be physically active, are major contributors to childhood obesity.
- St. Louis Open Streets** is a *ciclovía* initiative implemented in 2010.
- A 2-6 mile route is closed to vehicles on event dates.
- Routes vary to highlight different neighborhoods.
- Open Streets provides space for recreation, encourages sustainable forms of transportation, facilitates interaction with the urban built environment, and complements the city's bicycling, complete streets, and greening initiatives.

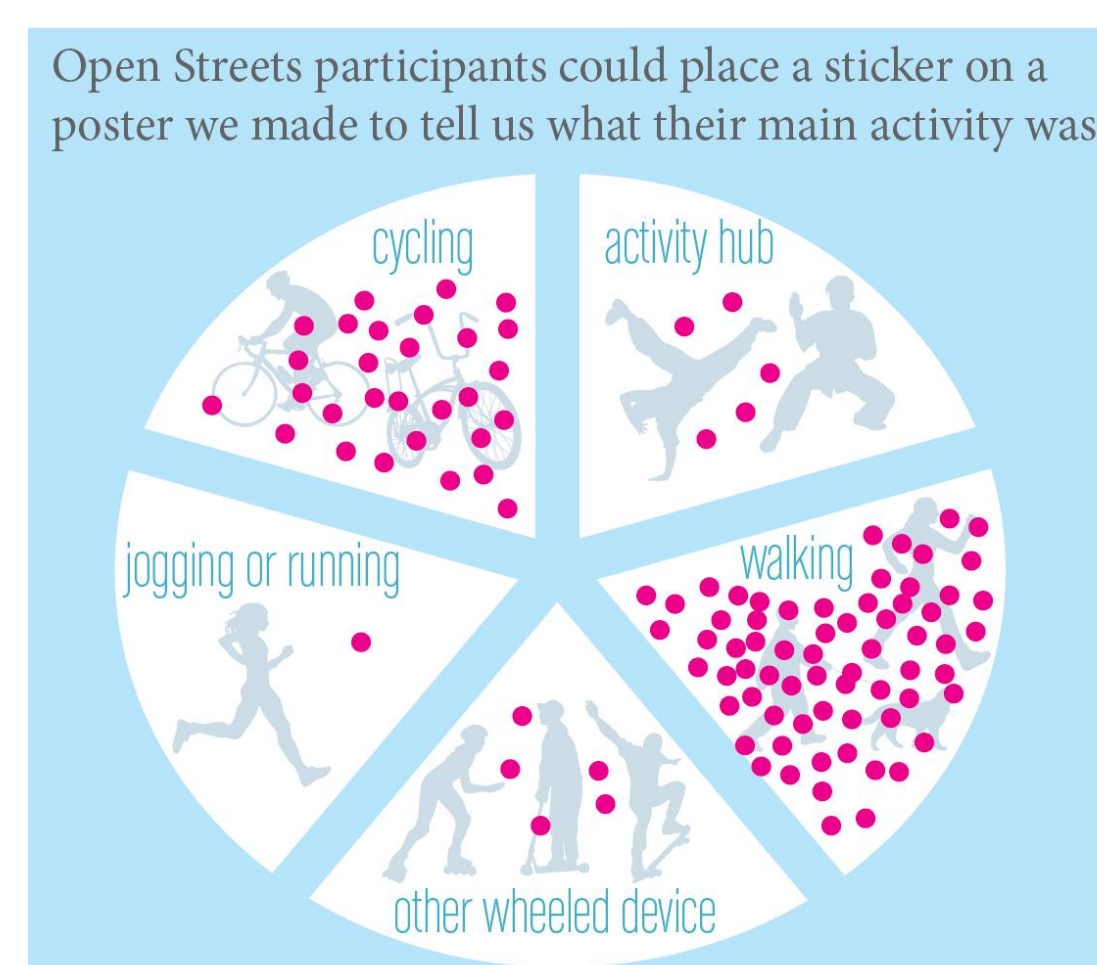
EVALUATION METHODS

- Working with the mayor's office, we evaluated the two fall 2011 Open Streets events to determine if Open Streets:
 - Provided an opportunity for physical activity and improved sense of community.
 - Was reaching minority, urban residents.
- We conducted direct approach questionnaires and observational surveys in distinct locations along the routes.

PHYSICAL ACTIVITY

- The CDC recommends **75 minutes** of vigorous physical activity per week for adults.
- On average, respondents reported that they walked or completed moderate to vigorous physical activity for **4.6 days (Range: 0-7 days)** in the past 7 days, and for **74.3 minutes (Range: 0-480 minutes)** during each of those days of physical activity.
- Respondents self-reported that they need to travel an average of **1.7 miles** to get to a recreational space (park, playground, etc.).
- Below were the primary activities of participants and time spent during the two October events:

ACTIVITY	N	MINUTES (AVG.)
Bicycling	51	81.0
Walking	72	71.5
Activity Stations	28	46.6
Jogging	2	30.5



- 110 respondents spent an average of **105 minutes** at the Open Streets events.



43.8% of respondents reported they would be engaging in non-recreational activities at the time if they had not attended Open Streets.

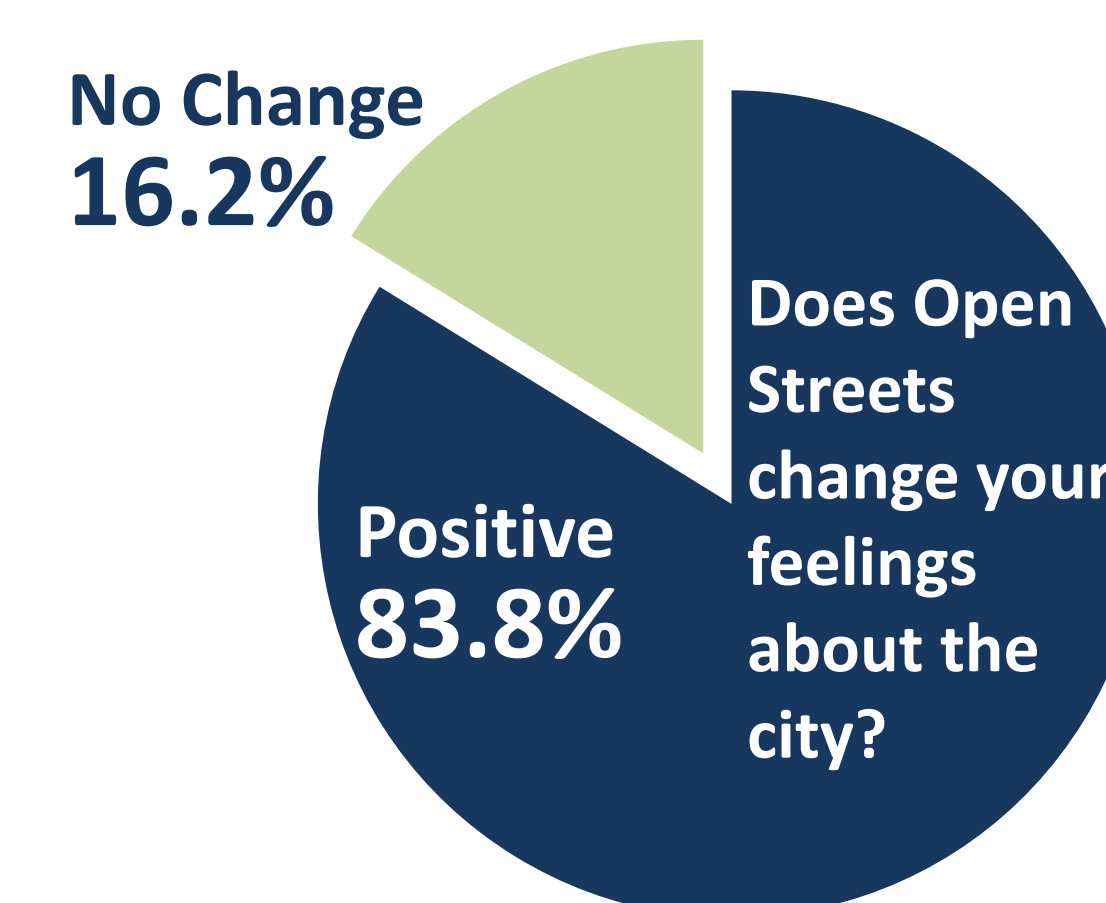


SENSE OF COMMUNITY

- 98.2%** of respondents agreed that at Open Streets, they encountered people from other racial/ethnic backgrounds, economic status, and/or education levels than their own.
- When Open Streets participants were asked the main reason they attended the event, many reasons were named but some themes became apparent:

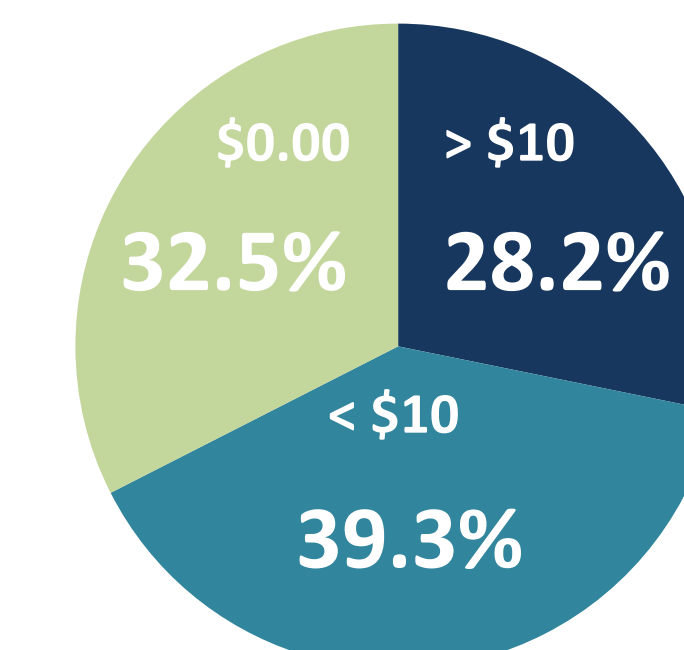


- Participants were asked about Open Streets and its effect on St. Louis. Below are statements to which participants responded to on a 5-point Likert scale. The pie charts below represent how participants responded to each of the following statements:



ECONOMIC IMPACT

- While on the route, **68.2%** became aware of a store or restaurant that they did not know existed prior to the event.
- Money spent associated with Open Streets:

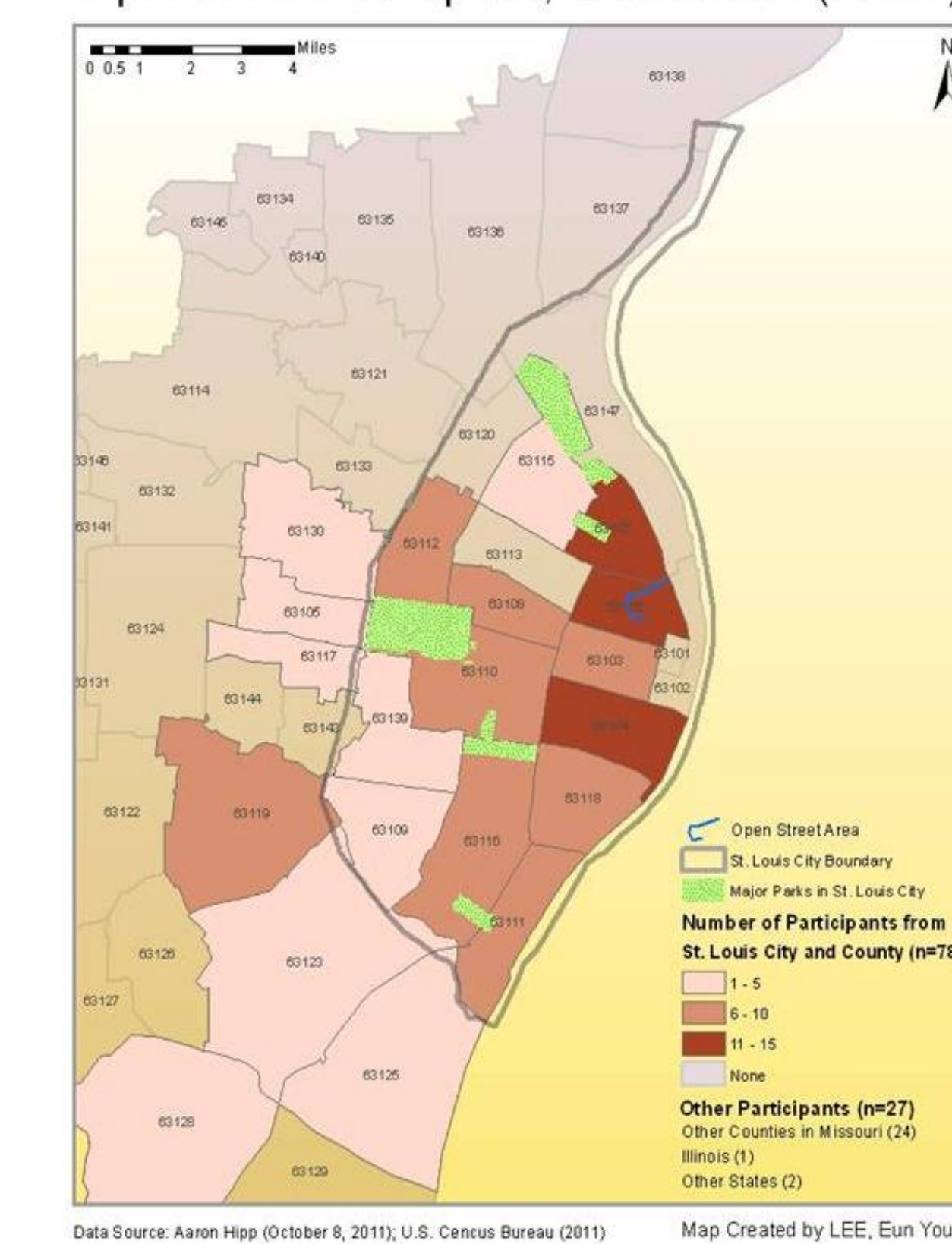


POPULATIONS (UNDER)SERVED

- People who participate like Open Streets, but the demographics of Open Streets participants does not match those of St. Louis City overall.

	City of St. Louis	Open Streets participants	
RACE/ETHNICITY			
	49%	23%	Black
	44%	66%	White
	4%	0%	Hispanic/Latino
EDUCATION			
	18.5%	2.6%	< High School
	26.2%	10.3%	High School or equivalent
	26.8%	19.8%	Some college or associates degree
	28.5%	67.2%	College grad
INCOME			
	71.1%	33.9%	< \$45K/yr
	28.9%	66.1%	> \$45K/yr
SEX			
	48.3%	40%	Male
	51.7%	60%	Female

Open Streets Participants, October 2011 (N=105)



FUTURE DIRECTIONS

- Work with other Open Street events to determine best practices and evaluations.
- Identify effective strategies to encourage participation of urban youth and families in Open Streets.
- Apply and evaluate successful communication, partnerships, and environmental strategies to the fall 2012 Open Streets.
- Disseminate findings locally and nationally.



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