Developing the
Active Living Plan for a Healthier San Antonio:
Lessons Learned

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Background

San Antonio, Texas:
• 1.4 million residents
• 63% Hispanic, 27% non-Hispanic white
• High obesity and chronic disease

Leadership
• Mayor Julian Castro
• Mayor’s Fitness Council

Source: http://quickfacts.census.gov
CPPW Grant

CDC’s Communities Putting Prevention to Work:

• Obesity prevention: physical activity, nutrition
• Activities in school & community settings
• Policy, environmental and systems changes

Establish Active Living Council and deliver:

• 3-5-year master plan
• 2 policy recommendations
Steering Committee

Composition:
• LHD staff
• Community organizations

Capacity-building

Set preliminary ALC goals
• Provide forum to address active living issues
• Promote coordination across sectors
• Foster local PA & active living projects
• Promote access to PA places & programs
• Support PA-promoting policies
ALC Membership Structure

Business & Industry
Education, After School & Early Childhood
Healthcare
Mass Media
Parks, Recreation, Fitness & Sports
Public Health
Transportation, Land Use & Community Design
Volunteer & Non-Profit
Community
Other
Early ALC Activities

- **Inaugural Meeting**
  - LHD Director welcome
  - CPPW overview
  - Role of ALC

- **Retreat**
  - Facilitator-led
  - Team-building
  - Mission & vision statements

- **Monthly Meetings**
  - Governance framework
  - Officers
  - Capacity-building
Building Capacity

2008 Physical Activity Guidelines for Americans
U.S. National Physical Activity Plan

• Make the Move

Teleconferences & webinars
Health policy development workshop

Outreach to San Antonio community

• Align and support local initiatives
• Understand local needs and priorities
Shaping the Master Plan

**KEY RESOURCE:** *National Physical Activity Plan*

Plan-writing objectives:

- Articulate priorities
- Guide allocation of resources
- Establish measures of success
- Generate sense of urgency about PA and health
Plan-Writing Process

Writing team - non-sector-specific content

- Background material (define health problem, introduce active living)
- Overarching strategies, target outcomes

Sector partners

- 2 NPAP strategies, 2 tactics per strategy
- Community input

Final drafts: outside input

- National experts
- Local leaders
NPAP – made it local
18-month process
Living document
Strategies included:
– Evidence-based
– Locally appropriate
Endorsements
Lessons Learned

Participatory planning and writing requires large time commitment (volunteers & LHD staff).

Lack of technical support:
- Examples of multi-sector coalitions
- Local plans to emulate

Broad conceptual support for collaborative multi-sector community initiatives are not met with sufficient technical support.
Lessons Learned (cont’d)

Essential elements of equitable partnerships:
• Shared leadership
• Transparency
• Clearly-defined expectations
• Extensive communication

Keys to success:
• Alignment
• Synergy
• Champions
Post-Plan Activities

Strategic planning process
Formal separation from LHD
Continue as volunteer group
Education and outreach
Mayor’s Fitness Council:
  – Standing committee
  – Active Living Plan as guiding document
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