



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





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

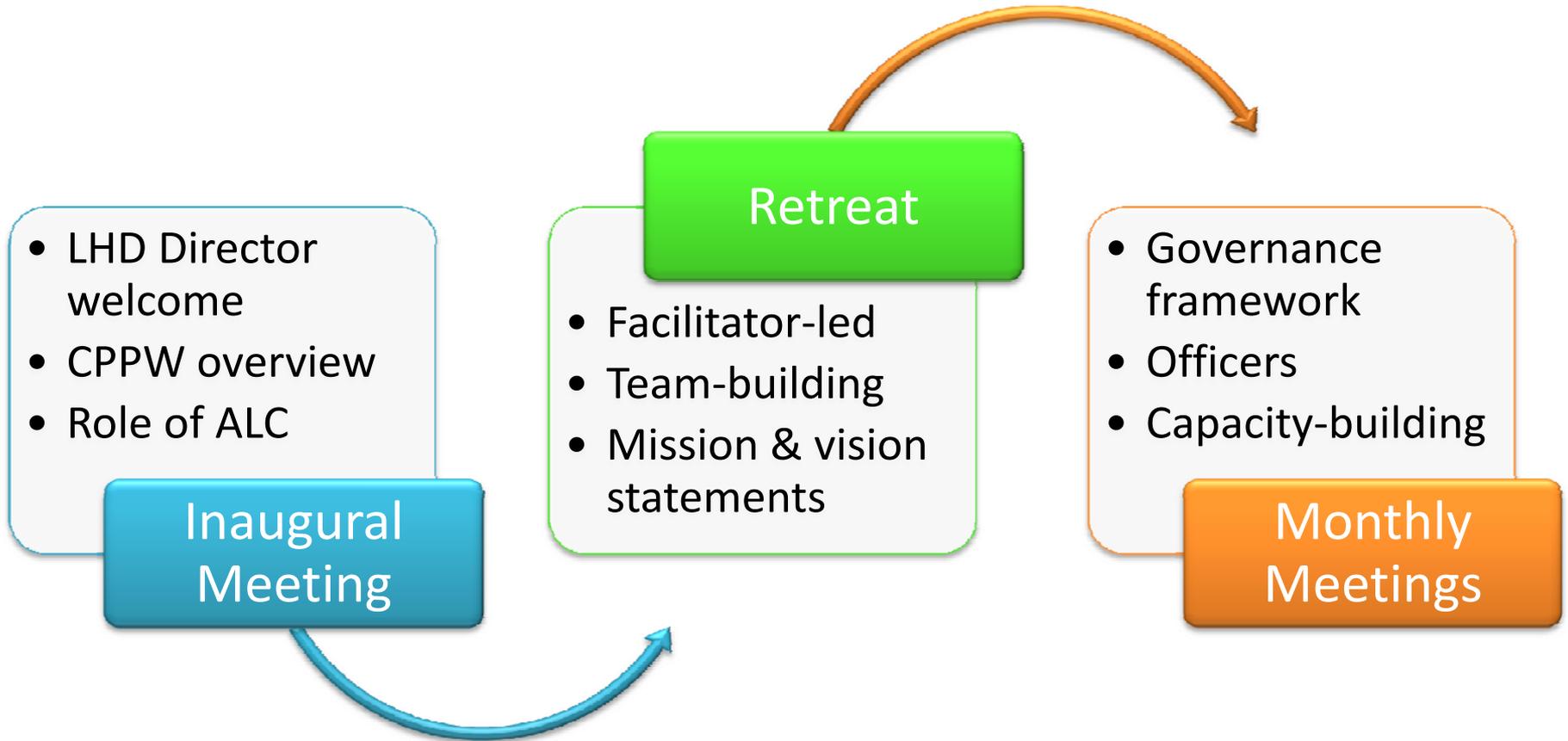
Transportation, Land Use & Community Design

Volunteer & Non-Profit

Community

Other

Early ALC Activities





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



Active Living Plan
for a Healthier San Antonio

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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Active Living Council

www.fitcitysa.com/activelivingcouncil



www.facebook.com/ActiveLivingCouncilSA

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