



# Complete Streets

Advancing policies, system & environmental change through local health department partnerships

# Nutrition & Physical Activity Program

## NEOP Internal Programs

- ▶ Early Childhood
- ▶ Retail
- ▶ Worksite

## NEOP Subcontractors

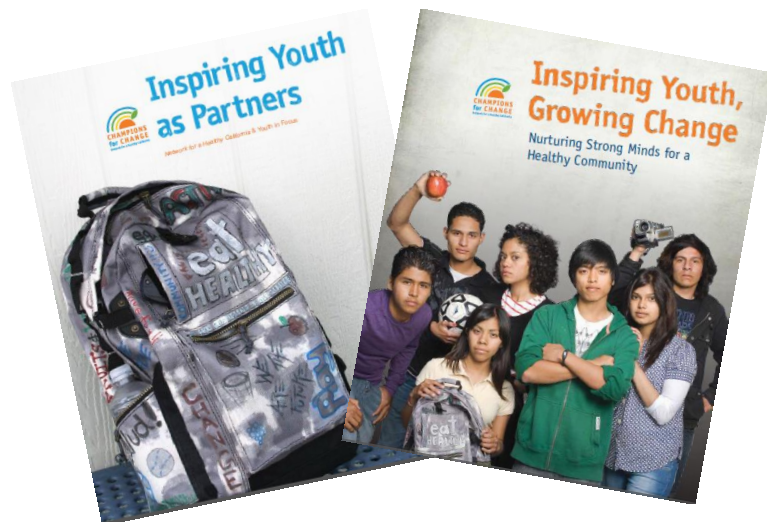
- ▶ Peer to Peer (5)
- ▶ Faith Based (5)
- ▶ Youth Engagement (5)
- ▶ Schools (2)



# Obesity Prevention Strategies

## Nutrition Education

- ▶ Direct/indirect nutrition education and physical activity promotion
  - Classes, workshops, youth meetings
  - Community events
- ▶ Healthy food and beverage demonstrations



## Policy, Systems, Environmental Change

- ▶ 12 PSE strategy options
- ▶ Education supports PSE efforts
- ▶ Engage SNAP-Ed eligible community members
  - Class participants, youth, parents
- ▶ Build coalitions
- ▶ Strategic partnerships

**rethink**  
YOUR DRINK

# Subcontractor Selection

- ▶ Day One awarded funding under the Youth Engagement category
  - Youth-serving organization experienced in recruiting youth advocates and implementing youth driven initiatives
  - Strong ties to the community, stakeholders, city officials
  - Demonstrated organizational capacity in RFP application
  - Recruited high school students from the city of El Monte



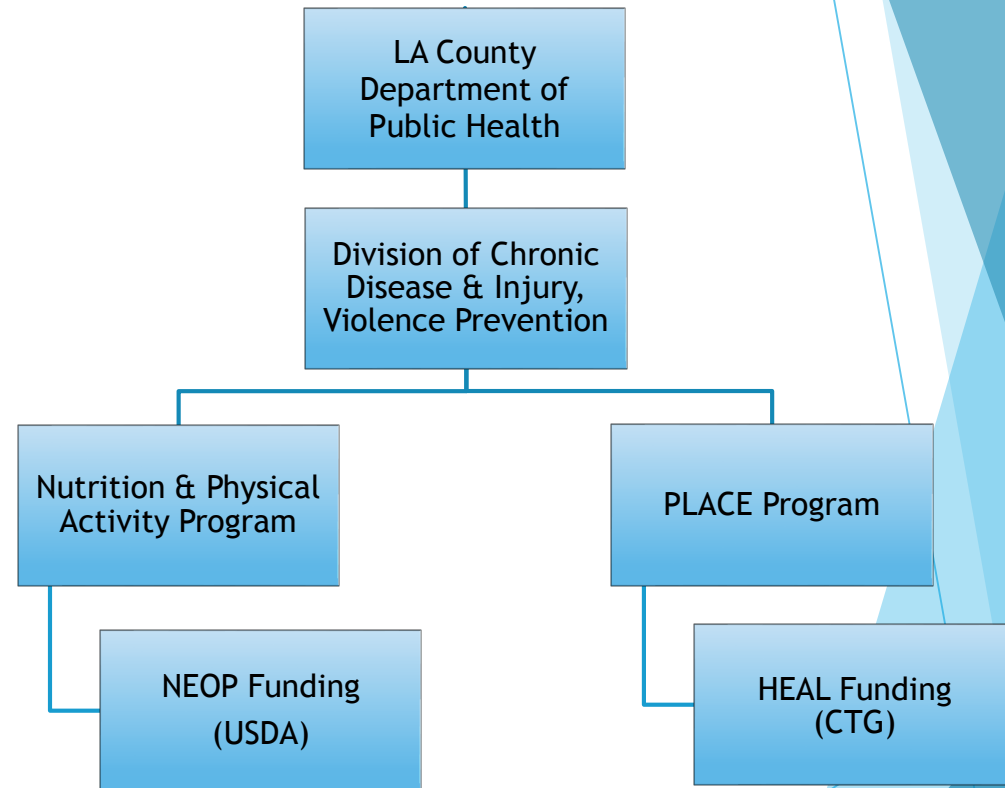
# Selecting Complete Streets

## HEAL Funding

- ▶ CTG funding, administered by LACDPH PLACE Program in May 2013
- ▶ Regional Bicycle Master Plan for 5 cities in San Gabriel Valley
- ▶ Promote active transportation

## NEOP Funding

- ▶ USDA funding, administered by LACDPH Nutrition & Physical Activity Program in November 2013
- ▶ Nutrition education
- ▶ Physical activity promotion
- ▶ PSEs



# Selecting Complete Streets

- ▶ Students identified active transportation and complete streets for their Youth Participatory Action Research (YPAR) project
  - Selected issue to research
  - Conducted research through video voice project
  - Gathered information & data
  - Analyzed data
  - Informed, educated & mobilized the community
  - Prepared & conducted presentations to key stakeholders
- ▶ Developed a community survey
  - 68% reported that they would bike more often if it were easy and safe
  - 77% reported that they definitely want to see more bike lanes
  - 75% reported that they definitely want to see bike safety signs, parks signs, and bike route signs in the community



# Advancing Complete Streets



- ▶ Youth informed, educated and mobilized the community to promote project
- ▶ Youth led rally prior to city council meeting, presented YPAR video to city council
- ▶ BikeSGV submitted draft policy language
- ▶ Partnership development
  - Bike SGV
  - El Monte Union High School District Board
  - Chamber of Commerce
- ▶ Policy unanimously adopted November 25, 2014

# Key Components to Success

- ▶ Organizational capacity
- ▶ Policy window
- ▶ Youth led effort
- ▶ Community Buy-in
- ▶ Stakeholder Engagement
- ▶ Partnerships







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