

Neighborhoods on the Move: A Community-Based Participatory Research Approach to Promoting Physical Activity

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WHAT IS THE PURPOSE OF THIS STUDY?

- To use a community-based participatory research (CBPR) approach to develop, implement, operate, and evaluate an intervention for promoting physical activity called *Neighborhoods on the Move*.

WHAT IS THE PROBLEM?

- A substantial number of people are not physically active on a regular basis contributing to higher rates of obesity, diabetes, and heart disease. Low physical activity levels were identified as being a problem in the study community that participated in Neighborhoods on the Move.
- Few studies have attempted to determine if CBPR is an effective approach for promoting physical activity.

WHAT ARE THE FINDINGS?

- The success of the CBPR approach was evidenced by several developments, including substantial resident involvement and the formation of a Leadership Committee, marketing campaign, and numerous community partnerships.
- The number of businesses with policies promoting physical activity and breadth of existing physical activity initiatives (participants, activities, hours) increased substantially more in the Neighborhoods on the Move community than in the comparison community.
- A total of sixty new initiatives promoting physical activity were implemented in the Neighborhoods on the Move community during the intervention.

WHO SHOULD CARE MOST?

- Public health officials.
- Community-based organizations and community health centers, such as the Chronic Disease Coalition (see <http://www.mo-pca.org/kccdc/>).
- Local government policy makers.
- University outreach programs/offices.

RECOMMENDATIONS FOR ACTION

- Educate community leaders, health officials, community organizations, and government personnel about how Neighborhoods on the Move can be used to alter environmental conditions for the purpose of promoting physical activity.
- Consider having those knowledgeable about Neighborhoods on the Move work with communities to help them develop a community health coalition or panel.
- Provide funding to examine Neighborhoods on the Move in culturally diverse and/or underserved communities.

